



Who is Killa Dinks?

- **A passion turned into a thriving business** – Founded by Griffin Toren, Killa Dinks started as a simple idea from a college student and has grown into a leading custom pickleball paddle brand.
- **More than just paddles** – Killa Dinks is about creativity, community, and connection through the fastest-growing sport in America.
- **Customization at its core** – Specializing in unique, high-quality paddle designs, Killa Dinks helps brands, events, and individuals tell their story through custom paddles.
- **Bringing brands to life** – Through innovative designs, collaborations, and marketing campaigns, Killa Dinks strengthens brand identity in the pickleball world.
- **Not just a product, but a movement** – By partnering with organizations and communities, Killa Dinks is expanding the culture of pickleball beyond the court.



Goals & Objectives

* Elevate Brand Awareness

Strengthen brand recognition and make Killa Dinks the go-to choice for custom pickleball paddles.

* Create a Scalable Model for Long-Term Partnerships

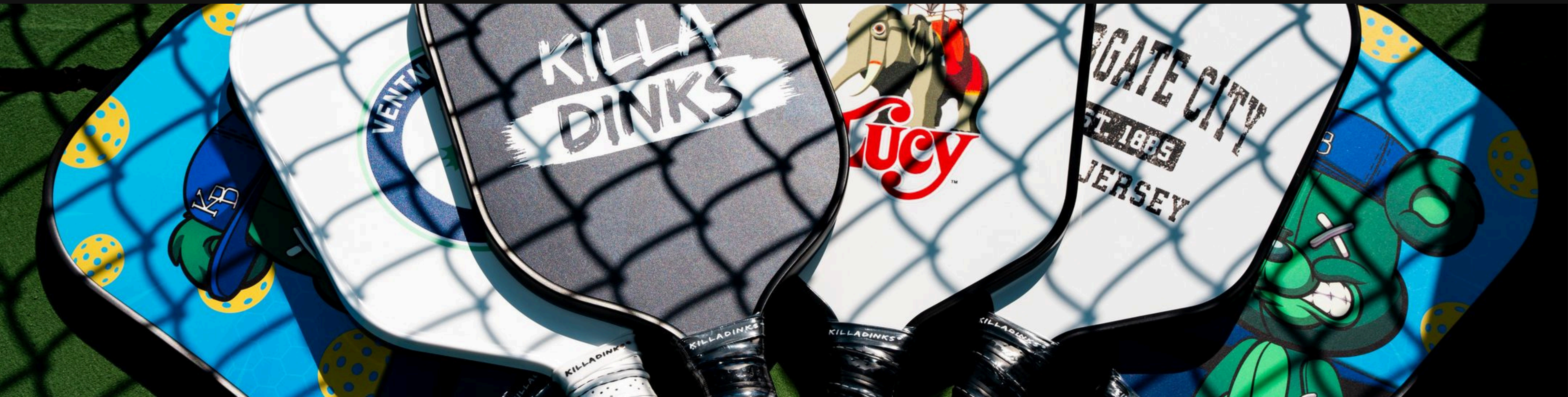
Develop a replicable activation strategy that can be implemented across different locations and industries.

* Introduce Killa Dinks to a New Market

Increase exposure by collaborating with new communities, brands, and organizations that align with Killa Dinks' mission.

* Enhance the Social & Community Aspect of Pickleball

Strengthen Killa Dinks' role in community-building by designing paddles that tell unique stories and bring people together.



Introducing...

**DINK
&
DRINK**

What is Dink & Drink?

Dink & Drink

Dink & Drink is a scalable collaboration between Killa Dinks and college bars, launching at CEO Griffin Toren's home base, The Rathskeller at the University of Miami



Key Insights



Pickleball is Exploding

The fastest-growing sport in the U.S., attracting both casual & competitive players.



Social Experiences Drive Engagement

People seek interactive, community-based activities over passive entertainment.



Branding Through Experiences = Stronger Connections

Custom-branded items (like paddles) create lasting brand exposure.



Young Consumers Love Free Stuff

College students are highly motivated by prizes, giveaways, and exclusive perks.



Bars Already Leverage Games to Keep Customers Engaged

Trivia, beer pong, and darts attract & retain patrons.

Our Target Market

* DEMOGRAPHIC PROFILE:

- **Age:** 18-25
- **Education:** Currently enrolled in college, graduate students or recent graduates
- **Income:** Limited disposable income but high spending on social activities
- **Lifestyle:** Active, social, and experience-seeking

* PSYCHOLOGICAL INFLUENCES:

- **FOMO (Fear of Missing Out):** Drawn to trending activities & social events.
- **Desire for Community:** Want to be part of group activities & social scenes.
- **Competition & Achievement:** Enjoy competitive yet low-barrier games like pickleball.



Our Target Market

* SOCIOCULTURAL INFLUENCES:

- **Bars & Social Spots = Primary Hangouts** – Students frequent bars to relax, socialize & meet new people.
- **Pickleball's Growing Popularity** – Social acceptance & exposure drive interest.
- **Social Media Sharing** – Experiences that can be shared online drive engagement.

* FUNCTIONAL & EMOTIONAL DECISION BENEFITS

- **Functional Benefits:**
 - Affordable, accessible, and easy-to-learn entertainment.
 - Engaging alternative to typical bar activities (drinking & sitting).
 - Opportunity to try a fast-growing sport in a casual setting.
- **Emotional Benefits:**
 - Fun, memorable nights out with friends.
 - Sense of competition & accomplishment.
 - Feeling of exclusivity through branded paddles & prizes.



At college bars, Killa Dinks can roll out this program nationwide. Participating bars will host a weekly event where students compete in a pickleball tournament for a prize of the bar's choosing. Each bar will receive custom pickleball paddles from Killa Dinks, featuring the Dink & Drink logo along with the bar or college's logo. These paddles will be used in the tournament and will also be available for purchase.

Starting with The Rat at the University of Miami will provide a guideline for future campuses to follow suit, increasing student participation and generating business for the bars and effectively marketing Killa Dinks.



How Dink & Drink Works



The Product

● Custom Paddles That Bring the Bar to the Court

Each participating bar gets its own exclusive Killa Dinks paddle design.

- Side 1: The official “Dink & Drink” campaign logo
- Side 2: The bar’s logo
- Background: A color gradient inspired by the school’s colors

Material Options:

- Fiberglass (Standard Option) – Durable, lightweight, and cost-effective.
- Carbon Fiber (Premium Option) – Higher performance with better power and control.





Pricing



Material-based Pricing

Participating bars can customize their paddles with fiberglass or carbon fiber, with bulk pricing discounts available.



Upsell Opportunity:

Bars can sell paddles as merchandise

Quantity Ordered	Fiberglass (per paddle)	Carbon Fiber (per paddle)
29-49	\$30.00	\$45.00
50-249	\$25.00	\$40.00
250-499	\$22.50	\$38.00
500-999	\$20.00	\$35.00



Competition

Direct Competition:

PICKLEBALL & CUSTOM PADDLE BRANDS

- **Joola** – A top pickleball brand, partners with professional tournaments and influencers.
- **Paddletek** – Well-established in the pickleball space but focuses more on high-performance players.
- **Selkirk** – Premium brand with sponsorship deals and custom paddle options.
- **Vatic Pro & Diadem** – Up-and-coming brands making waves in the pickleball community with social media marketing.

Indirect Competition:

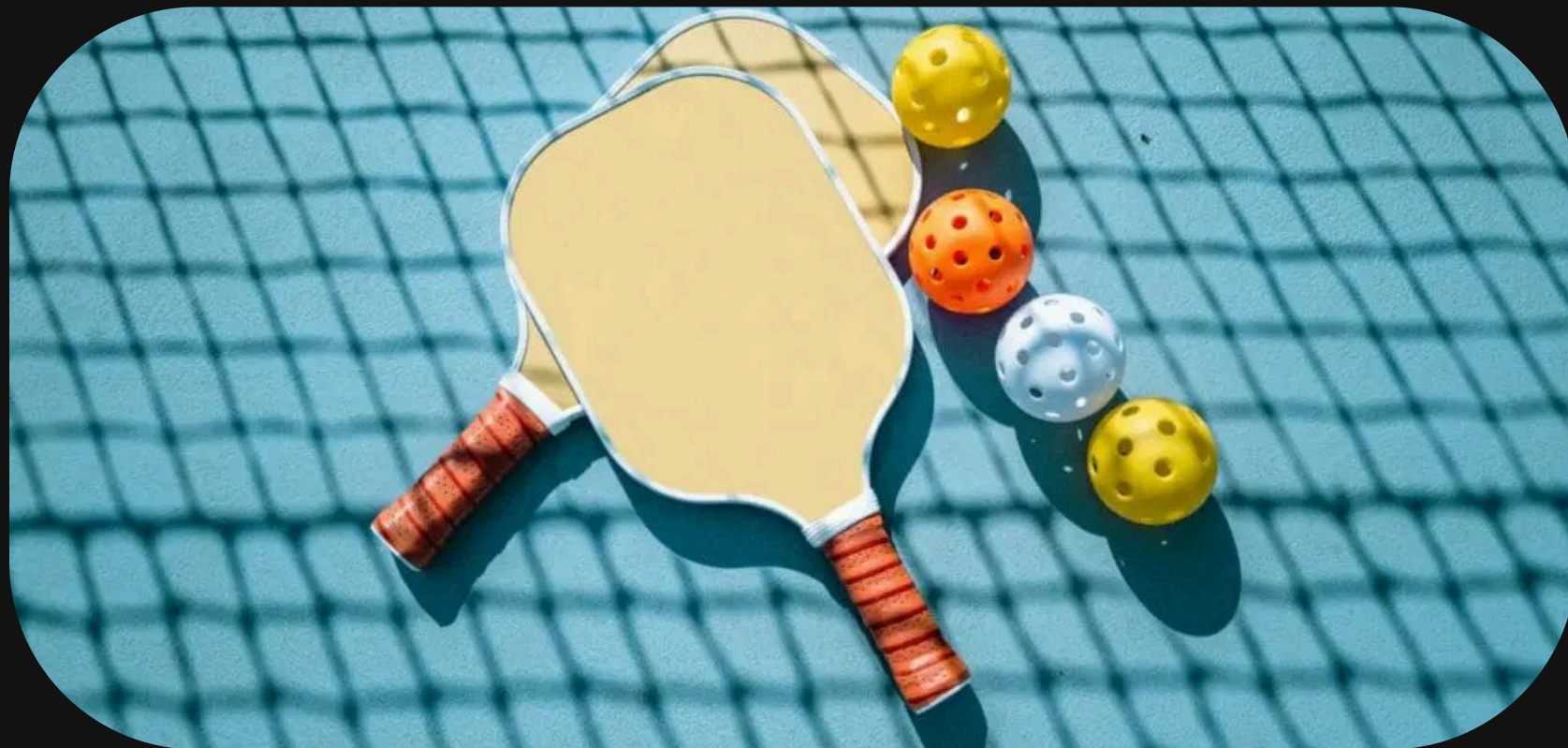
BAR GAMES & COLLEGE ENTERTAINMENT

Most college bars, including The Rathskeller, already host popular weekly events that bring in students and keep them engaged. Events like Trivia Tuesdays, Karaoke Wednesdays, DJ thursdays, Comedy Shows, and live performances. Since these events already draw big crowds and create social experiences, they act as indirect competition for Dink & Drink by giving students other reasons to visit the bar.

Competitive advantage

- **First-mover advantage:** No existing large-scale pickleball-bar integration in the college market.
- **Custom bar-branded paddles** create long-term brand visibility beyond a single event.
- **Social Media & Viral Growth** – #DinkAndDrink Challenge encourages students to post their best plays, building organic hype.
- **Custom-branded paddles:** Bars get long-term exposure through personalized Killa Dinks gear
- **Scalability:** The concept fits any college bar, making it an attractive nationwide expansion strategy.

Distribution



On-Site Sales at Bars

- Bars can sell paddles behind the counter or at a merch stand to customers.
- Opportunity for bars to generate additional revenue while promoting the brand.
- Limited-edition paddles create exclusivity & collectability.

Direct Bar Partnerships

- Bulk paddle orders shipped directly to participating bars for tournament use.
- Bars receive paddles before the first event, ensuring a smooth launch.
- Extra paddles available for bar-sponsored giveaways & promotions.

Online Ordering & Reorders

- Bars & players can reorder directly from Killa Dinks' website.
- Potential for custom bar pages where customers can buy paddles featuring their favorite bar's logo.
- Scalable model: As demand grows, new bars can easily opt in and place orders.

Pickleball Court Additions

Logistics

Campuses and bars can choose to build a dedicated pickleball court on their property or simply repurpose existing space. Investing in a full court offers long-term benefits as pickleball's popularity continues to rise, driving increased foot traffic and revenue through Dink & Drink events.

While a standard pickleball court measures 20 by 44 feet, this setup is designed for casual play, allowing each bar to adapt the space to fit its needs.



Other Branded Items



Launch Event At the Rathskeller

Dink & Drink will be a weekly event every Thursday at The Rathskeller, where students can compete in a pickleball tournament for a chance to win a free beverage pitcher of their choice with the purchase of a meal. Participants will also receive personalized drink cups from the bar featuring the Dink & Drink logo. To enhance the experience, The Rat will install a pickleball court on its patio near the outdoor bar. Students will play with custom paddles provided by Killa Dinks, which will also be available for purchase. Additional merchandise, like branded hats and shirts, will also be sold. As a well-known social hub for students, The Rat provides the ideal setting to introduce pickleball in a casual and engaging way.

We chose Thursdays at the Rat because it is the most popular day for students to visit. While students spend time there throughout the day, peak arrival hours are typically between 4:00 and 6:00 PM. Therefore, scheduling our launch event on a Thursday from 5:00 PM to 8:00 PM (closing time) would maximize attendance and engagement.



Media – Advertising

Digital Advertisements on Campus TVs

To effectively brand Dink & Drink using traditional advertising, our team will create visually engaging digital flyers and display them on campus TVs. These screens, located in high-traffic areas such as student centers, dining halls, and academic buildings, provide an excellent opportunity to capture students' attention throughout the day. The flyers will feature bold visuals, concise messaging, and a clear call-to-action to drive awareness and engagement. By using digital flyers, we will ensure repeated exposure to our target audience in a familiar environment, reinforcing brand recognition and increasing interest in our campaign.

Print Media - Magazines & Flyers

Alongside TV advertising, this campaign will engage in traditional advertising, placing the same digital design on printed flyers. These flyers will be printed in University of Miami's most widely read magazine called *Distraction*, and UM's student newspaper *The Hurricane*. The Flyer will advertise and explain the event and show the prize that winners can receive. The Dink & Drink logo will also be featured as well as Rathskeller X Killa Dinks Paddles. In *Distraction* Magazine, the flyer will be printed as a part of the featured story, which will describe the Killa Dinks brand, Girffin's journey and the new campaign Dink & Drink. In the newspaper the flyer will be advertised as UM weekly ad. Both *Distraction* and the *Miami Hurricane* are displayed for students in the book shelf cases on the first floor of the Shalala student center, located at the center of campus. This will really promote the Dink & Drink campaign and Killa Dinks, as this area experiences a high volume of student traffic everyday of the week.



Social & Collaboration Opportunities - Student Ambassadors

Spirited University of Miami students with a background in Marketing, Social Media and PR will have the opportunity to apply to become Dink & Drink Ambassadors! There will be three categories of student ambassadors including, **Social Ambassadors**, **Event Ambassadors**, **Distribution Ambassadors**.

SOCIAL AMBASSADORS:

Social ambassadors will not be external influencers yet they will help represent Killa Dinks by creating content for the Instagram page from their unique student perspective. This could take the form of them submitting content to Griffin and the Killa Dinks team displaying them holding up a UM Rathskeller x Killa Dinks paddle next to the U statue with a group of friends on campus with the caption “can’t wait for Thursday.” The social media campaign could also feature more structured content where an ambassador takes over the Instagram for the day to showcase a day their life as a student at the University of Miami. They can showcase their routine & student lifestyle at UM, while also showing how they end their Thursday at the Rat with a Dink&Drink Pickleball tournament and connecting with many of their friends.

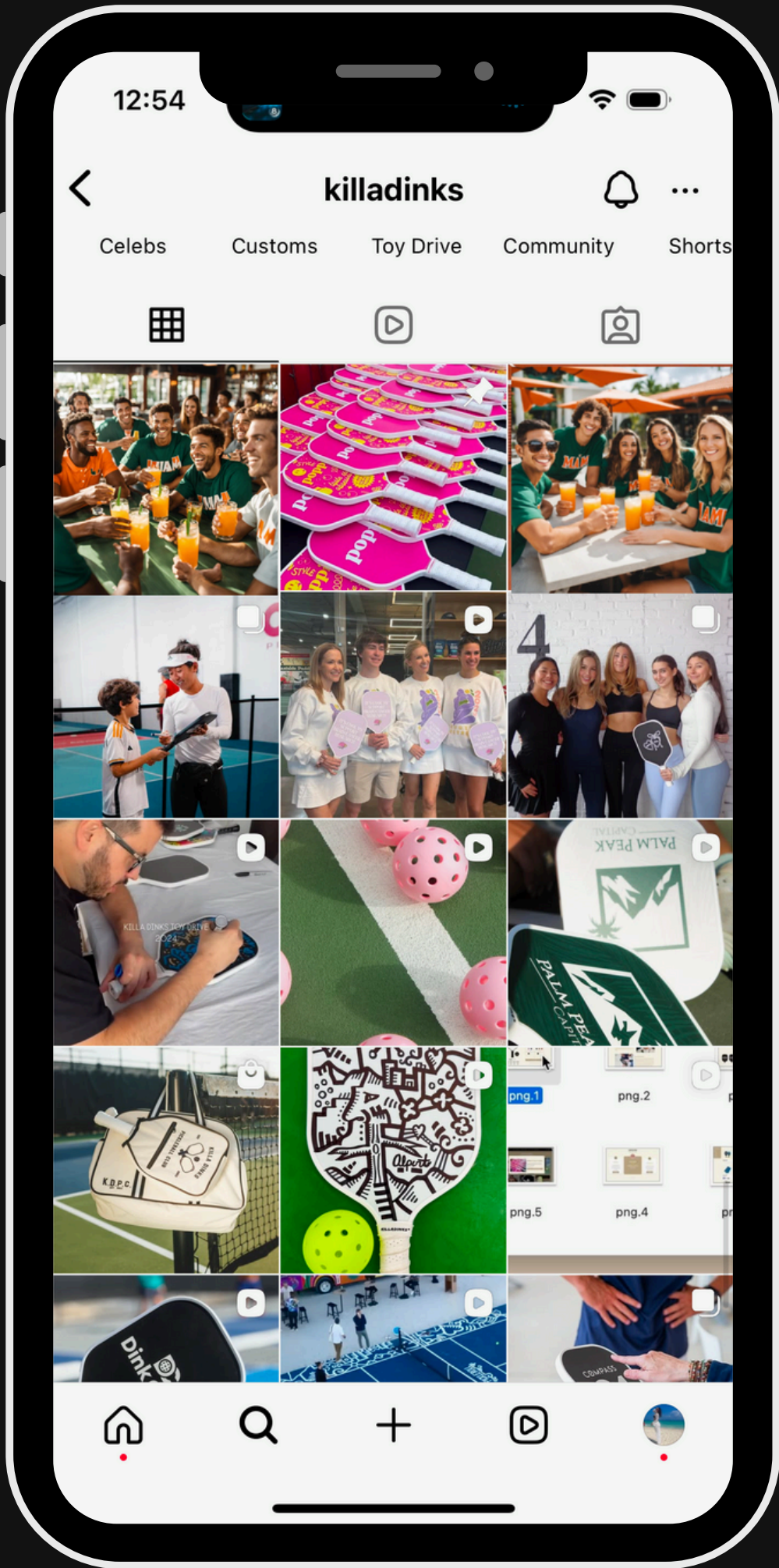
EVENT AMBASSADORS:

Event ambassadors will be in charge of assisting with the initial logistics and operations of any Killa Dinks x UM event or activation, particularly focusing on the Dink & Drink campaign on Thursdays at the Rat. They will make sure every Thursday runs smoothly by getting to the Rat early to ensure proper set up of the Pickleball court and paddles alongside the Dink & Drink cups, as well as setting up the Killa Dinks merch table where students can buy Killa Dinks branded paddles, clothes, pickleballs and other accessories at the event. They will make sure there are no issues with the facilitation of the games, prize winners, and will also accurately document winners, game highlights and facilitate the live streaming of intense games for the Killa Dinks Instagram.

DISTRIBUTION AMBASSADORS:

Distribution ambassadors will be in charge of updating digital and print flyers for events if needed as distributing printed flyers in high-traffic areas such as the Lakeside Patio, Shalala, and the Foote Green, sparking buzz and excitement around Dink & Drink. This will be a great way to gain marketing experience, connect with fellow students, and play a key role in growing brand awareness.

**Mock instagram feed content created by hypothetical social ambassadors is shown in the top row of instagram feed pictured to the right. Shows how social ambassador feed would integrated.



Social & Collaboration Opportunities

✦ Social Media Influencers

Alongside student ambassadors, Killa Dinks will have relevant social media Influencers who are also students at UM promote the campaign on their personal pages via Instagram and TikTok.

✦ Influencer Profile

- Small to medium following 10k-100k; interaction and content voice to following is more personal and centered around more real life connections
- Content Niche is centered around lifestyle videos about UM culture and being a UM student and vlogs that show their individual brand personality
- Diversity students involvement; as Killa Dinks expands they should aim to use social media influencers from different niches of UM student life i.e: Athletes, Greek Life, School Clubs

Here are some Influencers the Dink & Drink campaign should start with to launch:

Tik Tok:

@katinchrome
@emelinesmith

Instagram:

@cassieszaro
@jaceylanehinton
@elvisguetta

*Listed influencers feed is centered around lifestyle at UM posts



PR & Other Activiations



Parents Weekend Event

Parents at UM come every year for parents weekend where they learn about what their kids are doing at college, and spend time doing activities with them that revolve around their normal college experience. To incorporate the Dink & Drink campaign into parents weekend, Killa Dinks will host an additional Dink & Drink event and Pickleball tournament on Friday as well as Thursday. In preparation for parents weekend digital and printed flyers as well as social media pages will be updated in the weeks leading up to the event.

Highlight interactions between notable alumni and students

In order to further integrate this campaign and other notable visits into campus life and the Killa Dink's brand, Killa Dinks will stay updated with campus news, staying aware of when notable alumni are visiting or participating in events on campus. This will allow the team to reach out to alumni in advance of their trip to campus to invite them to the Dink & Drink event if their visit is around the same time. By offering a exclusive experience to them at the Dink & Drink event a notable alumni will gain a positive brand image of Dink & Drink but also their appearance can be featured on Dink & Drink socials to highlight the event's capacity for students to network and make connections.

The Future of Killa Dinks x College Bars

Dink & Drink is just the start. After launching at The Rathskeller, the goal is to expand to major college bars nationwide, making pickleball a staple in campus nightlife.

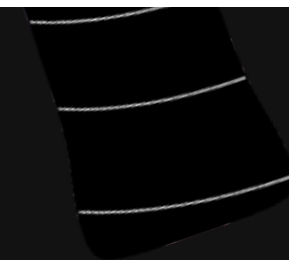
✦ Next Steps

- **Expand to top college bars:** target schools like FSU, UF, USC, ASU, and beyond
- **Leverage Greek life & student orgs to drive engagement:** Integrate pickleball into frat/sorority events and fundraisers.
- **Secure corporate sponsors:** alcohol brands, energy drinks, and sportswear partners
- **Launch intercollegiate tournaments:** Host intercollegiate tournaments with championship events
- **Launch a “Dink & Drink” bar package** – Provide bars with custom paddles, branding, and event kits





Killa Dinks isn't just paddles. We're building a pickleball lifestyle—and it starts at college bars.



**Thank You
So Much**