



DRAGONET

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PADEL EXPERIENCE



WHAT IS DRAGONET

Dragonet is a professional, high-tech training machine. Our revolutionary system, consisting of a collection structure and a central launching unit, works on a continuous cycle, in a limited space and on any surface.

With only five balls, it is practically possible to train for hours without ever having to stop and collect any. Thanks to the touchscreen display, you can program every aspect of your training session and simulate every shot, from forehand to smash with endless customization possibilities.

Dragonet is also able to turn training into an engaging and fun experience: with the possibility to play in pairs or teams, it is able to create an atmosphere of challenge and fun, capable of engaging all kinds of fans.





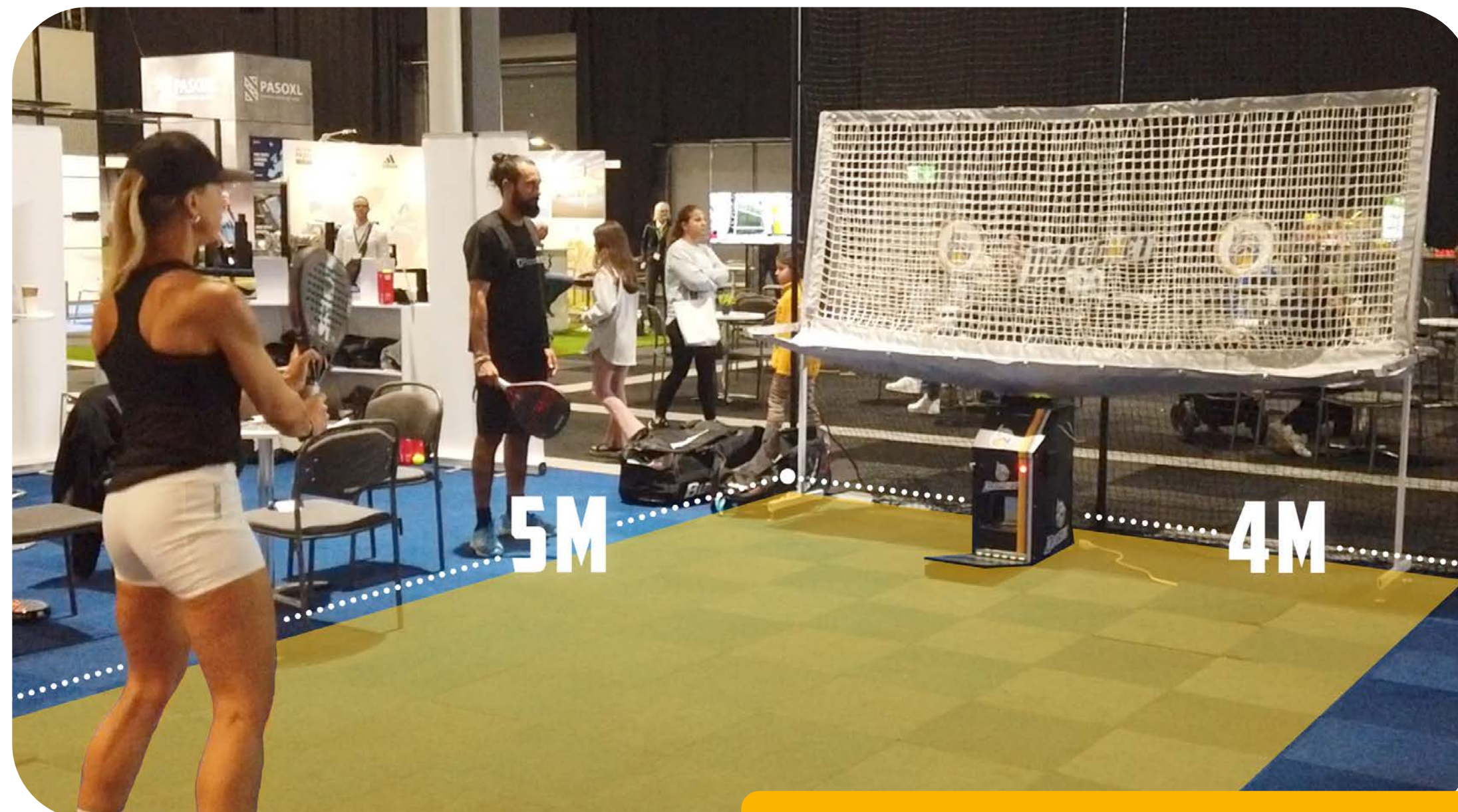
PREMIER PADEL MILAN, 2022

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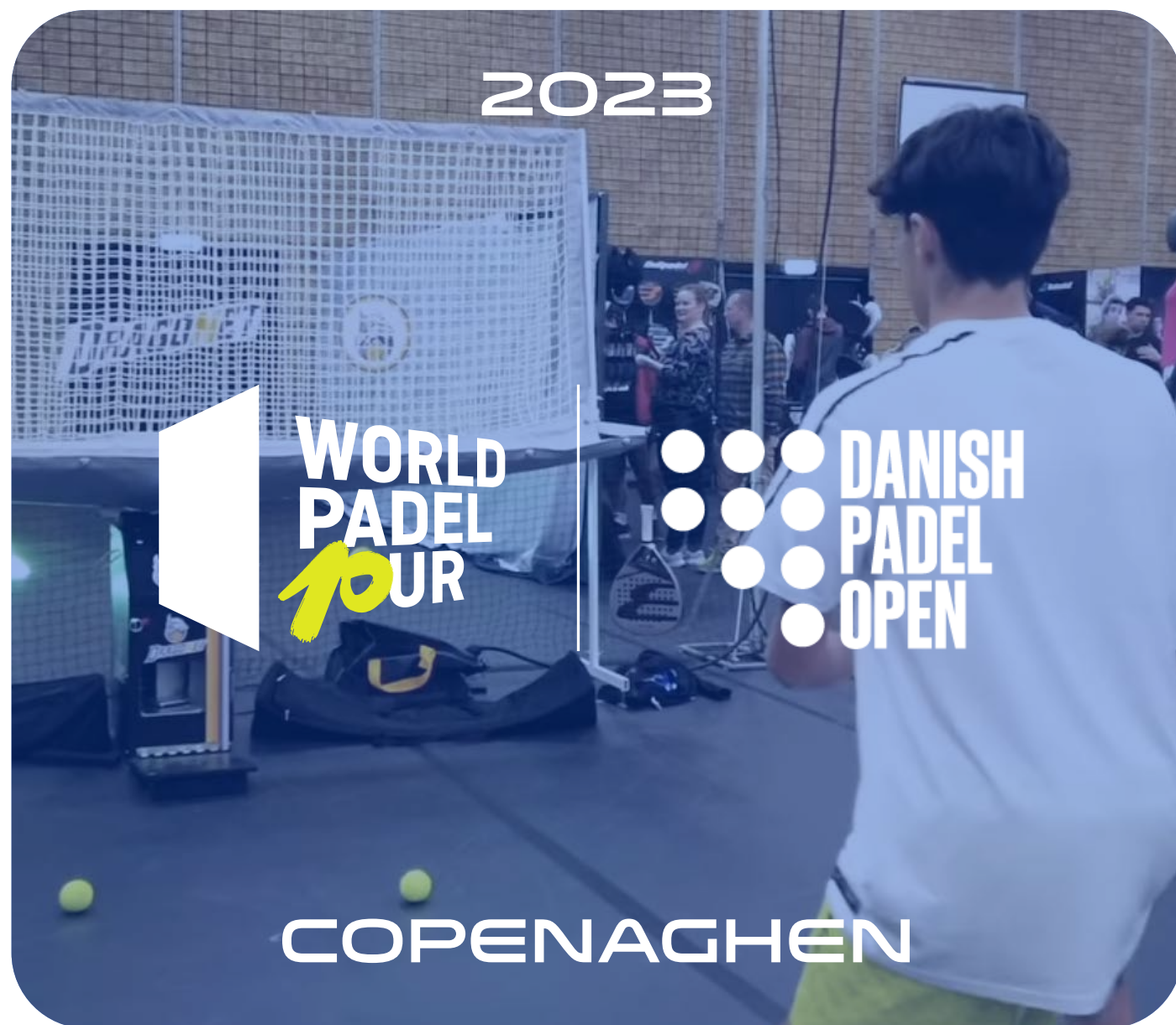
Our goal is to provide the public with an interactive experience, offering a service tailored to their needs.

The presence of our training machine attracts the attention of padel enthusiasts, creating strong interest and arousing enthusiasm to actively participate.

With Dragonet, every event turns into an engaging experience for all participants. Players can train, challenge and have fun together in a competitive and exciting atmosphere.



STOCKHOLM EXPO, 2022



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Why to rely on Dragonet

1

FUN AND ENGAGEMENT

Dragonet captures the attention of the public due to its unique features and actively engages it in the event. The presence of our training machine creates a visual focus and arouses curiosity among the audience.

Spectators will be involved in the show, encouraging the players participating in the challenges and sharing the exciting moments on social media.

This engaging experience not only enhances their enjoyment but also fosters a sense of connection and enthusiasm, ultimately enriching the overall atmosphere of the event.

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INFLUENCER CHALLENGE - QUELLI DEL PADEL



PADDEL CHALLENGE - DELANTERO & LUCA LA MESA



2

RACQUET TEST

Dozens of stores around the world use Dragonet to offer their customers the opportunity to test racquets, without having to take them to the court.

During events, this service is always a big hit: anyone, from beginners to professionals, can experience the real feel of each shot and find the ideal racquet for their game.

For brands, it is also an important tool for specific activations that can engage a large number of people.



“With Dragonet we had an incredible experience. During Padel Trend Expo 2024 in Milan, we had the opportunity to let thousands of players and fans try our products, managing to get immediate feedback and materializing the sale of 230 racquets in 3 days!”

Davide Colla - CEO Viento Padel



EXCLUSIVE SPONSORSHIP

The sponsorship offers the opportunity to ensure exclusive use of the rackets within our interactive areas during each event. Users will be able to test the rackets firsthand, creating a memorable experience and providing direct feedback on the product.

But that's not all! For each event, we offer an engagement package designed to maximize visibility and interaction.

Logo Placement:

Strategic visibility of the brand logo at key locations within the event area.

Gadget Distribution:

Opportunity to distribute branded merchandise during interactive challenges.

Exclusive Product Showcases:

Dedicated spots to display and promote rackets and other brand products.

Targeted Digital Campaigns:

Online campaigns targeting key markets and the geographical area of the scheduled event, accompanied by two newsletters sent to Dragonet's community of 20,000 targeted users.

Influencer Collaborations:

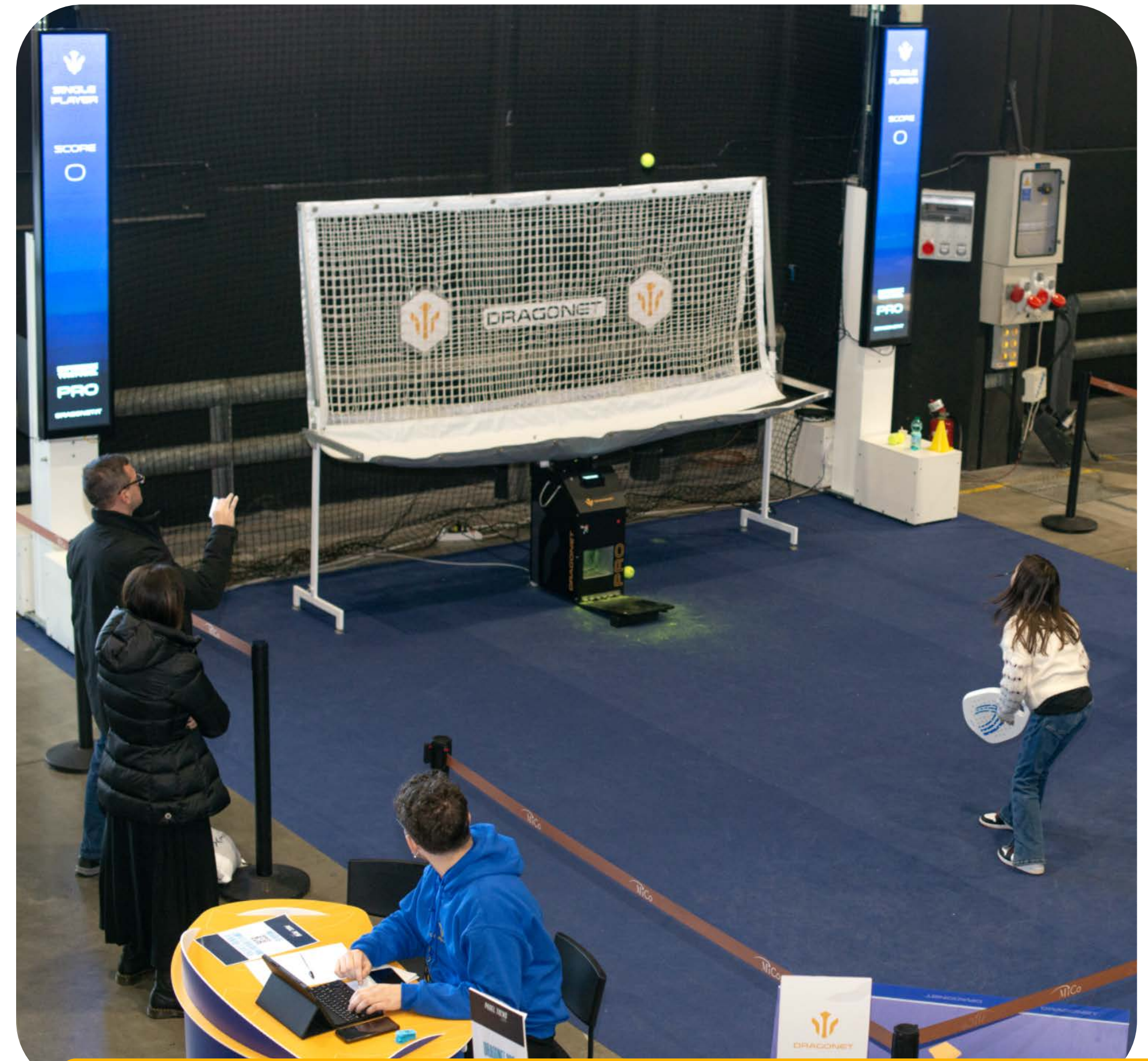
Integration of products and brand references through partnerships with influencers in collaboration with Dragonet.

IMMERSIVE TECH EXPERIENCE

Team Dragonet is constantly working to improve the tech side, especially to make the experience as interactive as possible for spectators.

We have created smart targets capable of interacting directly with the machine and recording the precision of each shot made. To further optimize the potential of this innovation we have also developed a special structure with two built-in LED walls, creating a new gaming experience.

Captivating graphics and a new way of conceiving the challenge mode in an interactive manner have been designed to ignite the enthusiasm of the public, who have already had the opportunity to appreciate its validity.



PADEL TREND EXPO - MILAN 2024



case study

PADEL TREND EXPO 2024

MILAN



ALLIANZ MICO
MILAN



PADEL[®]
TREND
EXPO

19-20-21
JANUARY 2024

During the second edition of Padel Trend Expo we had the opportunity to present an innovative project, capturing the enthusiasm of thousands of spectators.

We introduced our new smart targets and a monitor system integrated seamlessly with our Dragonet Pro. This revolutionary system not only enhances the playing experience but also introduces a captivating challenge mode, elevating the excitement and competitiveness of every session.

Moreover, we didn't just showcase our technology; we provided hands-on experiences with two Dragonet Starter available for all to test rackets. This service proved to be really popular among enthusiasts and brands, as it offered invaluable insights for both.

The response from the audience was overwhelmingly positive, reflecting the enthusiasm and appreciation for Dragonet's contribution to the padel community.



DIGITAL PROOF

Our team approached this event with great enthusiasm, activating our marketing machine to engage the vast community of enthusiasts.

Through multichannel strategies, we enthusiastically announced our participation in the event, and the results were extremely positive.

Our efforts to create engaging and relevant content generated strong interest and active participation from the community all fans, who joined the event from all over the world.

**Newsletter
Campaigns:
42.211
E-mails sent**

**115.822
New Users
on Web Site**

**3 Test points
with
25 CoMarketing
padel brands**

**2 Premium
Partnerships
for exclusive
racquet use**



BRAND POSITION

During the event, we strategically integrated our branding across various visual mediums to foster brand recognition, ensuring the memory of our brand lingered long after participants interacted with the training machine.

We crafted an all-encompassing experience, where even the branding was part of the immersion, with our staff donning custom attire specifically designed for the event.

To further engage attendees, we offered challenges with the reward of exclusive Dragonet-branded merchandise, including bespoke bracelets and keychains. For the winner, however, we had reserved an even more special prize: a plexiglass trophy, a true symbol of their triumph. This recognition, while celebrating the victory, aimed to reinforce the connection with our brand, creating a lasting memory of their achievement.

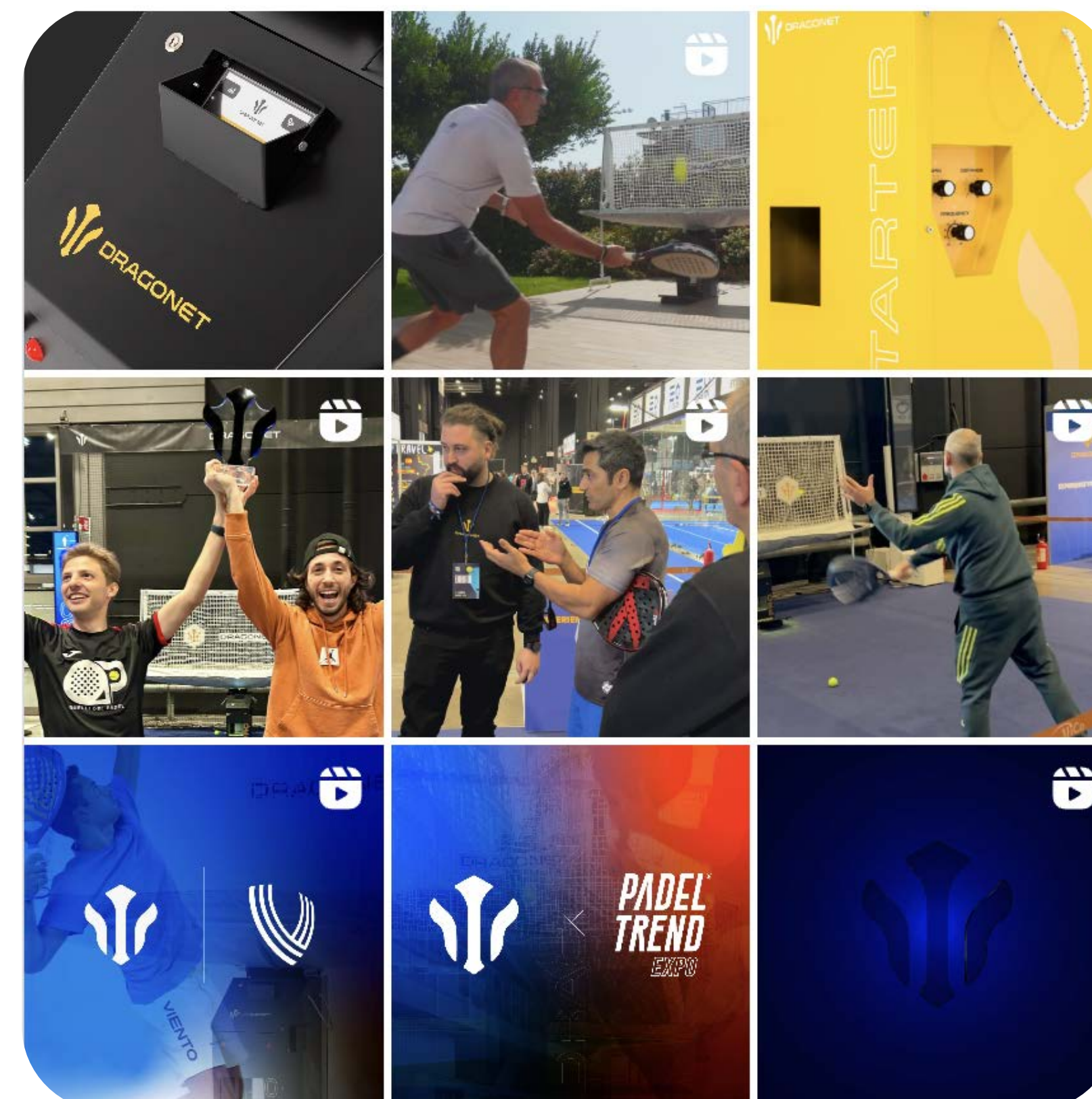




SOCIAL PROOF

During the event, we undertook many social activities that generated outstanding results. Through our engaging initiatives, we created a community of padel enthusiasts who were always ready to participate.

Our challenges and interactive experiences generated contagious energy, attracting thousands of users from all over the world.



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35 Content Posted
including stories, photos and reels

43,221 Profile Interactions

755,7k Users Reached

Partnership



Events



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