

# PATO BETANCOURT



*Tennis Player*

**MEDIA KIT**  
**@BEYONDTHETHERACKET**

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# ABOUT ME



## Who I Am

My name is Pato Betancourt, professional tennis player who's been on the court since I can remember.

## What I Share

I share content rooted in tennis, but it goes beyond the court. Covering fitness, nutrition, wellness, inspiration, and the lifestyle that surrounds being a modern athlete.

## Academycs



Major: Marketing

**"YOUR DAILY DOSE OF TENNIS LIFESTYLE. STRAIGHT, NO SUGAR."**

*Pato Betancourt*

## Rankings

**ATP Ranking: 1,789 (WORLD)**  
**National Raking: 10 (MEXICO)**

## Languages

**Spanish: Native speaker (100%)**  
**English: Business Level (90%)**

# REACH

## INSTAGRAM

**20K**

Followers

**6-8%**

Engagement

**1.5M**

Avg.Monthly  
views



# AUDIENCE

## GENDER

**70%** MALE

**30%** FEMALE

## AGE RANGE

**28%** 25-34

**32%** 35-44

**20%** 45-54

## LOCATION

**35%** MEXICO

**25%** SOUTH  
AMERICA

**10%** USA

**30%** REST OF THE  
WORLD

## PSYCHOGRAPHICS

**A/B+**

SOCIOECONOMIC  
LEVEL



FITNESS, SOCIAL  
LIFE, AND TRAVEL



TENNIS & OTHER  
SPORTS FANS

# COLLABS.



## REELS



## STORY



## EVENT



## ALWAYS ON

- Clothing sponsorship
- Shoes sponsorship
- Racket sponsorship
- Watches and jewelry, and sunglasses



## COSTUM CAMPAIGNS

Custom campaigns depending on the needs of the colab.

# BRAND COLLABORATIONS

TENNISEXPRESS  
DESIGN 1994

Tennis  
Express



Gatorade



Evian



Los  
Cabos  
ATP 250

Miami  
Invitational

Miami  
Invitational

loanDepot  
park

Loan Depot  
Park Miami



Asics



Babolat



Dragonet  
Italia

# BRAND COLLABORATIONS



**Fitness  
for  
Tennis**



**D3  
México**



**Club  
France**

librerías  
**gandhi.**

**Gandhi**

état pur

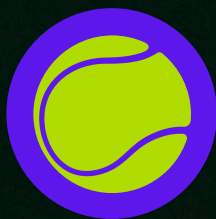
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oppo

**OPPO**

**GET IN TOUCH**

**Let's  
collaborate  
and create  
something  
extraordinary  
together!**



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