



POOL IN THE NETHERLANDS IS ON THE RISE



Pool Billiards Is More Alive Than Ever

Pool is booming in the Netherlands! In recent years, a new generation of players has emerged, winning multiple European titles and two world titles. In addition, membership of the national federation KNBB has grown significantly for three consecutive years. The number of participants in tournaments, leagues, and championships has also increased considerably.

This growth has been supported by the opening of several new pool venues across the country. The media have also taken notice of these developments: both online and on television, the sport is receiving increasing attention, with major tournaments being broadcast live, including our National Championships on Viaplay TV. It is an amazing time for pool!



Spoodkoerier.nl



Alhazze



Spoodkoerier.nl



New, Beautiful and modern pool halls are being opened across the country

Focus Billiards



Mokum Pool & Darts



PC Geldrop



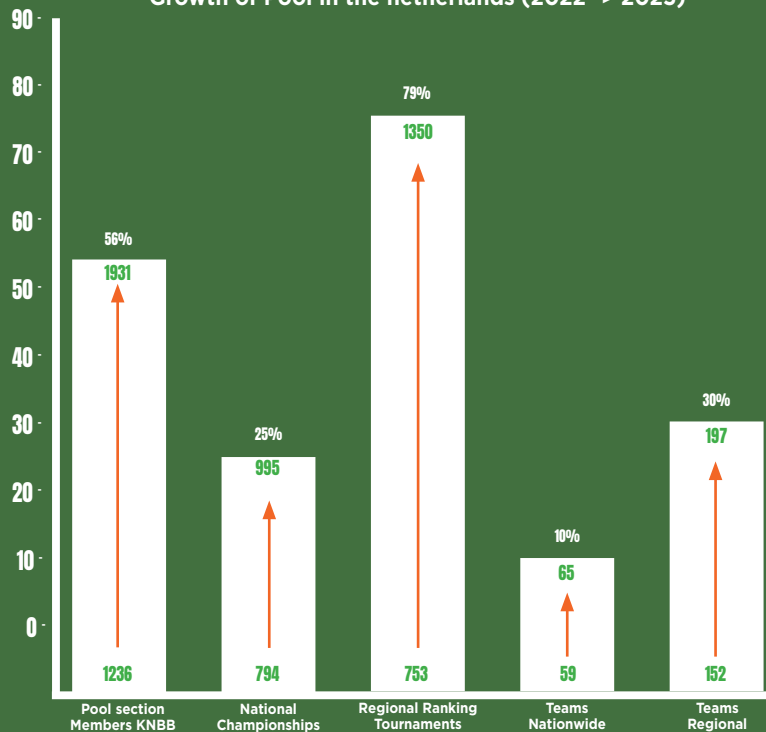
More and more people are becoming familiar with the game of pool

Growth OF Pool in Numbers



Membership in the Pool Division of the Royal Dutch Billiards Federation (KNBB) has grown significantly. We are also seeing more teams compete in leagues across the country, while participation in tournaments - from national championships to regional ranking events - continues to rise rapidly.

Growth of Pool in the Netherlands (2022 -> 2025)



Our National Championship finals has evolved into an event of international stature

- Beautiful and professional venue
- € 11.000,- in prizemoney
- 16 of the best Dutch players.
(With names like Niels Feijen, Nick van den Berg, Marc Bijsterbosch, Yannick Pongers and Mika van Berkel)
- 15 topmatches in 2 days

Day 1: Last 16 and quarterfinals, streamed live on Youtube with over 7 K views

Day 2: Semifinals and final, broadcasted live nationwide on TV by Viaplay with over 100 K viewers



Rob Feijen

Speedliner.nl Jokers

We have world-class players competing at the highest level



Marco Teutscher

- 3rd place World cup 8-ball
- 5th place World cup 10-ball
- Winner US Open 10-bal



Marc Bijsterbosch

- European Champion 10-ball
- 2nd place European Championship Straightpool
- 3rd place European Championship 9-ball
- 2nd place Spanish open



Niels Feijen

- World champion 9-ball
- World champion straightpool
- Winner world poolmasters
- Winner European Championship 8-ball, 9-ball & Straightpool

Online presence:

- Terminator college
- Terminator Tips on patreon
- Terminator Tips on youtube 87,5 K subscribers

We also have a new generation of stars rising through the ranks



Yannick Pongers

- Winner Eurotour 10-ball
- Winner World Championship 10-ball (Youth)
- Multiple times winner European Championship (Youth)
- 2nd place Rally in the Shenandoah Valley



Mika van Berkel

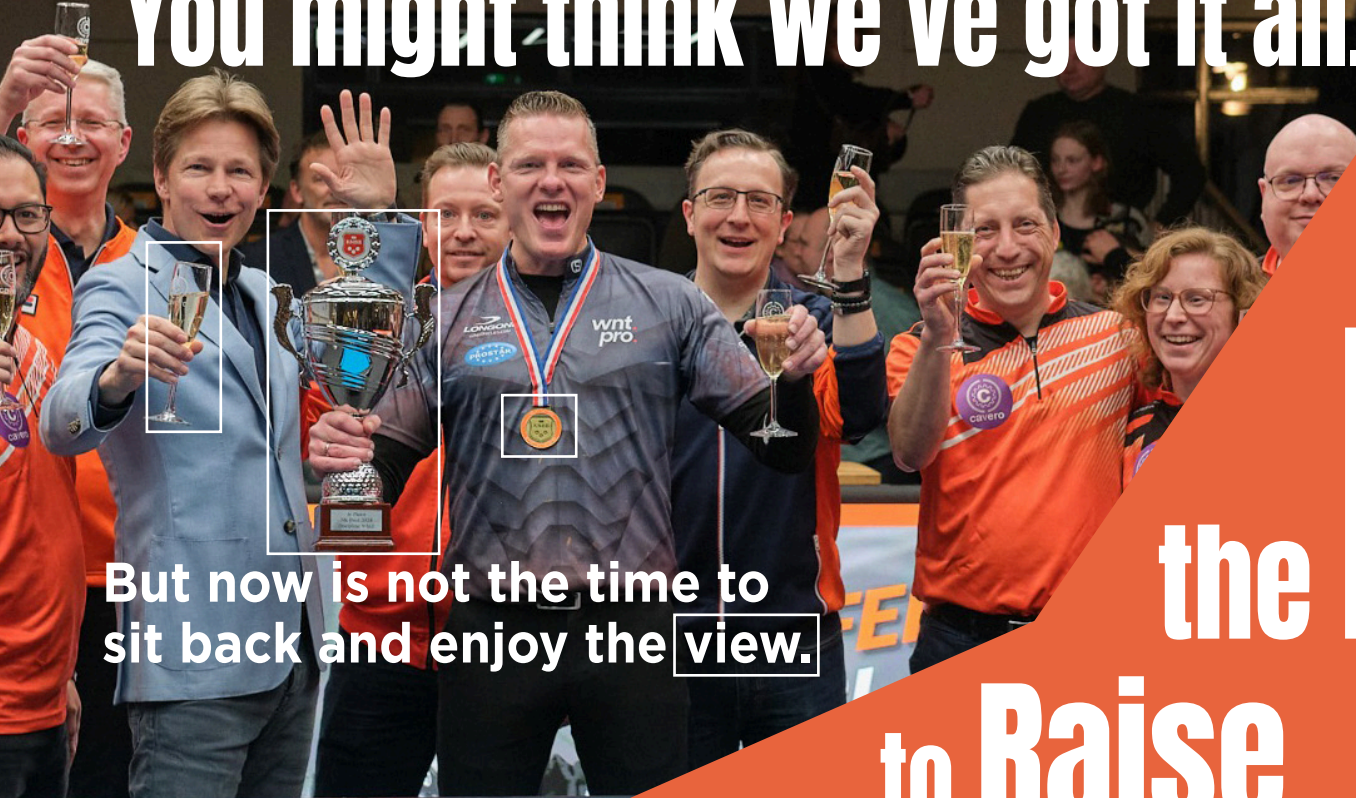
- Winner World Championship 10-ball (Youth)
- Multiple times Winner European Championship (Youth)
- 2nd place OrangeForks Open



Jolien Schuurman

- Winner Eurotour (Women)
- Multiple times Winner European Championship (Youth, Girls)
- Multiple times 5th place European Championship (Women)

You might think we've got it all...



But now is not the time to sit back and enjoy the view.

the bar
to Raise
It's time

jan

1911



THE 4 TOP EVENTS

Of the Royal Dutch
Billiard Federation (KNBB)
Poolsection

Four events. One goal: the best
players, the finest venues, and the
ultimate pool experience in the
Netherlands



cavero

NKPOOL

9-BALL



DUTCH NINEBALL TOUR



DUTCH POOL MASTERS



EREDIVISIE POOL



cavero

NKPOOL '27

9-BALL



- Date: January 9 and 10 2027
- Venue: De Loods in Rijswijk
- 4 qualifiers with 200 participants in total
- Prizemoney € 11.000
- 16 best players of the Netherlands
- 15 top matches
- 2 days Nationwide TV coverage by Viaplay
- Opportunity to experience NK with your business relations
- Dedicated website: www.NKpool.nl



Dutch Nineball Tour & Dutch Pool Masters

The Dutch Nineball Tour ending with the Dutch Pool Masters is a new event starting in the fall of 2026. We aim to activate players nationwide to enter these tournaments. All tournaments will be streamed live on youtube. We will have 1 main table, with an interactive boarding and a multicam setup with commentary. The production will be high end.

Dutch Nineball Tour:

- 4 modern Venues (Mokum, Walburg, Focus Billiards, The Wizards)
- 12 qualifiers with in total 400 participants
- 4 main events with in total 250 participants
- € 20.000,- prizemoney
- 48 hours of live coverage via Youtube
- Dedicated website: www.dutchnineballtour.nl

Dutch Pool Masters:

- 1 of the venues of the Dutch Nineball Tour
- Participants: Top 8 players of Dutch Nineball Tour
- 1 main event
- 100+ participants side-event
- 10 hours of live coverage via Youtube (We strive to get nationwide live TV coverage in the future)
- € 5.000,- prizemoney



DUTCH
NINEBALL TOUR



DUTCH
POOL MASTERS

Eredivisie Pool

Dutch Premier League Pool

The Eredivisie pool consists of 8 teams with top players in their ranks. Each team will play 14 matches to determine who will be the next Champion of the Eredivisie Pool. Just like the Dutch Nineball Tour all matchdays will be streamed live on youtube. We will have 1 main table, with an interactive boarding and a multicam setup with commentary. The production will be high end.

Eredivisie Pool:

- 7 venues across the nation
- 7 matchdays with a double program
- 60 hours of live coverage via Youtube
- No prizemoney (Our goal is to award prize money in the future to the top of the Eredivisie and the top of the MVP standings)
- 48 hours of live coverage via Youtube (We strive to get nationwide live TV coverage in the future for the seasons final day)
- Dedicated website: www.eredivisiepool.nl



EREDIVISIE
POOL



CURRENT LINE-UP EREDIVISIE POOL

SPC Woensel

Mika van Berkel,
Tim Jonkman,
Marco Teutscher

Sport Pub Goes

Ivo Aarts,
Cliff Castelein,
Luca Menn

Sonny's Billiard Supplies/ PC Geldrop

Tobias Bongers
&
Yannick Pongers

Hague 5 1

Niels Feijen
&
Jan van Lierop

Eurohandel Snookercentrum Maastricht

Jesse Thehu
&
Jim Telfer

Goesting 2.0

Noël Bruijnooghe
&
Kevin Lannoye

GO Customs

Joel Kartowikromo
&
Jan Rempe

The Wizards Crypto.com

Marc Bijsterbosch
&
Norman Bakker

Be Part of the Growth!

To maintain and further accelerate all these positive developments, support is needed. Just like other sports practiced at a professional level, financial backing is essential. Due to political developments, government funding is becoming increasingly limited, which means we are more dependent on support from the business community.

But we also have a great deal to offer. As a sponsor, you increase your company's visibility among an engaged and sporty target audience aged 18-49. People who are in key stages of life such as studying, starting their first job, building a career, moving in together, starting a family, and purchasing a first or second home. In addition, this audience is digitally oriented and has a strong affinity with housing, fashion, nightlife, technology, and personal development.

So now is a fantastic time to become involved in this wonderful sport and be part of its continued growth!



Individual sponsorship options

	S (€)	L (€)	Availability
Social media thank-you _____	100	-	Unlimited
Website Mention _____	150	300	Limited
Spotlight post (company featured) _____	250	350	Limited
Program booklet _____	250	400	Limited
Poster (distributed across pool halls) _____	350	750	Limited
Logo on KNBB volunteer & referee clothing _____	600	-	Very Limited
LED-boardings (arena + TV) _____	1.250	2.000	Very Limited

Current exposure

Television 75.000 - 175.000 Viewers

Facebook ±3.100 Followers

Instagram ±1.100 Followers

YouTube ±2.830 Subscribers (397 video's)



Individual sponsorship options

Section	S (€)	L (€)	Availability
Social media thank-you _____	50	-	Unlimited
Website Mention _____	75	150	Limited
Spotlight post (company featured) _____	150	250	Limited
VIP arrangement (finals) _____	200	-	Limited
Logo on KNBB volunteer & referee clothing _____	300	-	Very Limited
Printed boarding signage (visible on stream) _____	-	500	Very Limited
Rotating logo in livestream _____	500	-	Limited
Digitale boarding (On screen) _____	-	1.000	Very Limited

Current exposure

Facebook ±3.100 Followers

Instagram ±1.100 Followers

YouTube ±2.830 Subscribers (397 video's)



**EREDIVISIE
POOL**

SPONSORTEAM CONTACT

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**Become a proud partner of KNBB Pool today
and help elevate *Dutch pool* to the next
level.**

Thank you for your support!