ShapeUpUS.org

Building a Healthier Future

2027 Sponsorship Packet

CELEBRATING WORLD PICKLEBALL DAY

World's Largest Pickleball Lesson & Pickleball for Good Fund Benefit

FREE Fun Community Event

April 3, 2027 | 9 AM - 3 PM

Apex Simms Street Rec Center | Arvada, Colorado

A High Engagement Marketing Opportunity for Local Businesses

Jyl Steinback, Executive Director - Shape Up Us, Inc., a 501(c)(3) Nonprofit Organization
Phone: 602-996-6300 | Email: Jyl@ShapeUpUS.org | www.ShapeUpUs.org

About Us

Shape Up Us is all about "Building a Healthier Future For Our Children!" With a dash of education, a sprinkle of empowerment, and a heaping spoonful of community magic, we whip up Lifelong Wellness, Physical Activity, Nutrition Savvy, and a fabulous Mental and Emotional Well-Being recipe for every child! For 17 years, we have organized free community events that are interactive, inclusive, and FUN!

This year, we are kicking off a new feature - **World's Largest Pickleball Lesson (WLPL)**. This signature event, co-hosted with **Pickleball for Good Fund**, gives sponsors direct, in-person access to Coloradoans through a high-trust wellness experience designed around movement, connection, and community engagement.

We're aiming to win a ***Guiness World Record*** title at the Arvada event - join us and you get bragging rights too (with a tax-deduction)!

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17 Years. One Mission.

Shape Up Us was founded on a single belief: **every child deserves access to the tools for a healthy, connected, active life** — regardless of zip code. For 17 years, we have brought that belief to life through community events and a K–6 social-emotional wellness curriculum we deliver to schools at no cost, funded entirely through corporate sponsorships.

Our 2027 flagship event in Arvada brings pickleball to the center of the conversation, because pickleball is not just a sport. It is a catalyst for connection, a bridge across generations, and one of the most accessible paths to the physical and mental health benefits of an active life.

AWARENESS

We meet families and communities where they are, at parks, schools, and community centers We show them what an active lifestyle looks and feels like. Not lectures. Real experience.

EDUCATION

Our proprietary K–6 wellness curriculum covers physical activity, nutrition, and social-emotional wellbeing. Fully developed. Turnkey for schools. Free to any district that wants it.

ACTION

We don't stop at inspiration. We give participants the equipment, the instruction, and the community to keep moving together, long after the event is over.

CONNECTION

Every Shape Up Us event is designed to bring communities together in real, face-to-face engagement. Kids playing alongside parents. Grandparents on the court. Screens put away.

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Shape Up Us has teamed up with **Pickleball for Good Fund** to make this year's community event a benefit for this amazing, registered Colorado nonprofit organization. We are proud to support its mission to accelerate access to recreational pickleball in under-resourced communities through grantmaking, partnerships, green sports initiatives, and volunteer network platform.

As one of the few national intermediary funders that awards both financial and equipment grants to vetted nonprofits, schools, community and faith-based organizations, we share its vision of a future where the power of pickleball is harnessed as a global force for social, economic, and environmental good. Our collaboration extends your sponsorship's impact and visibility to Pickleball for Good Fund's donors, grantees, and volunteers (until next year's annual event)!

PADDLEDRIVE FOR GOOD CHALLENGE

Attendees, sponsors, and vendors are invited to become *PaddleDrivers for Good* by collecting and donating used paddles the day of the event. They're cleaned up, regripped, and shipped or delivered to eligible grantees in Colorado and beyond. This new feature is part of an annual, gamified competition - winners get bragging rights and prizes in January 2027!

PADDLERAISER FOR GOOD

This is a literal "raise-the-paddle" courtside appeal. Participates receive a numbered used pickleball paddle at check-in. Our live announcer rallies everyone to make their pledge. These tax-deductible donations provide flexible, general support to grantmaking, programs, and general operations of both of our organizations.

Good for Paddles. Good for People. Good for Planet.™

Susan "Dinkerbell" Swern, Board President | Pickleball for Good Fund | EIN 93-239511
Phone: 720-480-0434 | Email: Susan@PickleballforGood.org | www.PickleballforGood.org

Why Pickleball? Why Now?

YOUTH

Gets them off their screens and onto a court.

The average American child spends more than 7 hours per day looking at a screen. Pickleball gives kids a genuinely fun, fast-moving alternative — one they can pick up in minutes, share with friends, and keep playing for life. Our introductory lessons are designed to spark immediate joy, not overwhelm beginners with rules. We teach them to move, connect, and compete with joy and treat others with kindness.

FAMILIES

A sport the whole family can play together.

Pickleball is one of the only sports in America where a 10-year-old and a 50-year-old can play together on even terms — and both have a great time. We show parents that getting active as a family doesn't require a gym membership, a coach, or a complicated schedule. It requires a paddle, a court, and 30 minutes. The families who discover that will remember it for years.

SENIORS

Low impact. High reward. Real Community.

For seniors, pickleball is one of the most effective ways for maintaining physical health, cognitive sharpness, and social connection — all at once. The sport's low-impact format makes it accessible even for those managing joint pain or limited mobility. Our senior activity zones are specifically designed to ensure every participant, regardless of fitness level, leaves the court with confidence and a reason to come back.

7+ hrs

Average Daily Screen Time for U.S. Children

36.5M

Pickleball Players in the U.S. (5th Consecutive Year as The Fastest-Growing Sport)

OUR VALUES ON THE COURT

Pickleball is unique in its culture of mutual respect. Players are taught to complement their opponents, acknowledge good shots from the other side of the net, and compete without intimidation. We bring that ethos deliberately to our events, especially for kids. The lessons they learn on the court about teamwork, encouragement, and graceful competition go home with them.

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Event Details

April 3, 2027

World Pickleball Day
Apex Simms Street Rec Center
13150 W 72nd Ave, Arvada, CO 80005

EVENT ACTIVITIES:

- Pickleball Skills Training
- Movement & Agility Drills
- Partner Play & Mini-Games
- Interactive Coaching
- Creative Learning Stations
- Pickleball Dating™ Court
- ProCourt Challenge for Good
- PaddleDrive for Good Challenge
- PaddleRaiser for Good
- DJ / Entertainment /Podcast
- 30+ Booths

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Community Partnership Opportunities

Choose the partnership level that best aligns with your community engagement, employee volunteer, and wellness goals.

Perfect for local businesses looking to make a visible community impact.

	Presenting $25,000	WLPL $15,000	Stage $10,000	PaddleRaiser $7,500	Exclusive $5,000	T-Shirt $2,500	Court $2,000
Exclusive Naming Rights	✓	✓	✓	✓	✓	✓	✓ (1 Court)
Logo on Event Banner	✓	✓	✓	✓	✓	✓	–
Logo on Event Backdrop	✓	✓	✓	✓	✓	✓	–
Logo on Event T-shirts	✓	✓	✓	✓	✓	✓	–
Logo on Website & Email Blasts	✓	✓	✓	✓	✓	✓	✓
Social Media Recognition	✓	✓	✓	✓	✓	✓	✓
Vendor Booth	✓	✓	✓	✓	✓	–	–
VIP Passes	10	8	6	4	4	2	2
On-Stage Recognition	✓	✓	✓	✓	✓	–	–
Opening Cermony Recognition	✓	✓	✓	✓	–	–	–
Employee Volunteer Opportunities	✓	✓	✓	✓	–	–	–
Award Presentation Opportunity	✓	✓	✓	✓	–	–	✓
Court Signage	All	Feature	–	–	–	–	✓
Opportunity to Speak	✓	✓	–	–	–	–	–

Every partnership helps create healthier families, stronger communities, and greater access to lifelong wellness through movement, nutrition, and connection.

Sponsor a Court. Build a Community.™

Each Court Sponsor receives exclusive branding on one of the 12 pickleball courts, recognition throughout the event, logo placement on the event website, social media recognition, two VIP passes, and the opportunity to present awards on their sponsored court.

Community Trust | **Employee Engagement** | **Local Visibility** | **Family Wellness** | **Brand Goodwill**

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WHAT SPONSORS GAIN

FACE-TO-FACE CONNECTIONS

Direct, in-person access to engaged participants in a relaxed, high-trust environment. Not impressions. Real conversations at your booth.

TRUST THROUGH MISSION ALIGNMENT

Association with Whole-Person health and family wellness is one of the strongest brand-trust signals available.

MEASURABLE COMMUNITY IMPACT

Through Proof of Participation™ and community storytelling, sponsors receive verified participation, authentic engagement, and executive-ready impact reporting that demonstrates the value of their investment.

MULTI-GENERATIONAL

This is event is for all age groups who gather for a highly interactive, single six-hour window. Few events deliver this breadth in one location.

COMMUNITY GOODWILL

Local credibility that advertising cannot manufacture. The participants and media coverage who see your brand's support associate it with a day they will remember.

LEAD GENERATION

Longer dwell time than any other event format. Carnival activities and structured sessions keep attendees near your presence for hours.

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Arvada Demographics

Over 125,000 Residents

Arvada, Colorado

Arvada alone is a great market with over 48,000 households and a median age of 40.

Family-Centered Population

Diverse Community

Arvada is 15% Hispanic/Latino. 15% are seniors (with verified disposable income).

Prime Pickleball Market

Long-Term Customers

Apex is a popular pickleball venue to promote your business to a local customer base.

Why This Matters

Arvada offers sponsors the opportunity to engage families, active adults, and seniors in one of Colorado's fastest-growing recreation communities—creating authentic face-to-face interactions that digital advertising simply cannot replicate.

At Shape Up Us events, your brand is not an ad served between content. You are present in moments of joy, movement, and connection. The research on experiential marketing is consistent: **consumers who interact with a brand in a positive community context report dramatically higher trust and purchase intent** than those reached through digital advertising alone. You cannot buy this type of engagement online. That's the multiplier effect of this opportunity to your brand.

THE FACE-TO-FACE ADVANTAGE

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Building a Healthier Future

Invest in a Healthier Community.

Join a select group of partners helping children, families, and communities move more, connect more, and thrive together through one unforgettable day of wellness and play.

CourtSparkAI

Pickleball PROS

U.S. Junior Pickleball Organization

Pickleball Plug

apex

MAIN CONTACT:	SPONSOR CONTACT:	LOCAL SPONSOR CONTACT:
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