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Sponsorship Packet

World's Largest Pickleball Lesson **Kids - Parents- Seniors**

Family Fun Community Event

May 1, 2027 | 9 AM - 3 PM

McDowell Mountain Ranch | Scottsdale, AZ



A High Engagement Marketing Opportunity for Local Businesses

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About Us

Overview

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! Join us at our 2026 Community Event!

This event gives sponsors direct, in-person access to Scottsdale families through a high-trust wellness experience designed around movement, connection, and community engagement.

Mission

A family-centered community event designed to connect local businesses with Glendale families through meaningful, face-to-face engagement.

Tax-deductible

Shape Up Us is a 501(c)(3) nonprofit organization that promotes whole-child health. Your sponsorship is tax-deductible. 26-0051941



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 2026 flagship event brings pickleball to the center of the conversation, because pickleball is not just a sport. It is a catalyst for family 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 where they are, at parks, schools, and community centers. We show them what an active lifestyle looks and feels like. Not lectures. Real experience.

ACTION

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

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.

CONNECTION

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

Why Pickleball? Why Now?

KIDS

Get them off the screen 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.

PARENTS

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.
(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.

Event Details



May 1, 2027

Family Fun Community Event

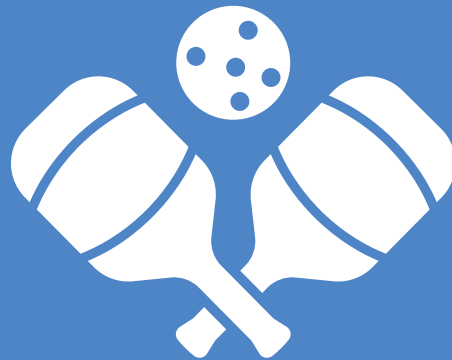
McDowell Mountain Ranch

10607 E. Paradise Lane

Scottsdale, AZ 85260

ACTIVITIES

- World's Largest Pickleball Lesson
- 1K Fun Walk & 5K Fun Run
- Ninja Warrior Obstacle Course
- Bounce Houses & Family Zones
- Rock Climbing Wall
- Tug of War
- Hula Hoop Contests
- DJ / Entertainment
- Face Painting
- Bubble Mania
- Fantastic Fire Truck
- & so much more!



Sponsorship Packages

Benefits	PRESENTING SPONSOR (\$25,000)	PICKLEBALL SPONSOR (\$15,000)	STAGE SPONSOR (\$10,000)	RUN SPONSOR (\$7,500)	AREA SPONSOR (\$5,000)	T-SHIRT SPONSOR (\$2,500)
Logo on all Promotional Materials	✓	✓	✓	✓	✓	✓
Logo on Event Backdrop	✓	✓	✓	✓	✓	✓
Booth Size	XX-Large	X-Large	Large	Large	Medium	Medium
Social Media Exposure	6 shout-outs	5 shout-outs	3 shout-outs	3 shout-outs	2 shout-outs	1 shout-out
Logo on Website & Email Blast	✓	✓	✓	✓	✓	✓
VIP Passes	10	7	5	3	2	1

We would welcome the opportunity to discuss which sponsorship level best aligns with your community engagement, brand visibility, and wellness goals.

Sponsorships are limited and will be confirmed on a first-come basis.

Custom Partnerships Available



WHAT SPONSORS GAIN



FACE-TO-FACE WITH FAMILIES

Direct, in-person access to parents, children, and seniors in a relaxed, high-trust environment. Not impressions. Real conversations at your booth.



TRUST THROUGH MISSION ALIGNMENT

Association with children's health and family wellness is one of the strongest brand- trust signals available. Your logo belongs next to this mission.



HIGH-VISIBILITY BRAND PLACEMENT

Logo on all promotional materials, event backdrop, website, email blasts, and social media across all pre- event and post-event campaigns.



MULTI-GENERATIONAL REACH

Three distinct audience segments with kids, parents, and seniors. All ages in a single six-hour window. Few events deliver this breadth in one location.



COMMUNITY GOODWILL

Local credibility that advertising cannot manufacture. The families who see your brand here associate it with a day they genuinely enjoyed.



LEAD GENERATION

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

Join The Cause Today

Scottsdale Demographics

Over 243,000+ Residents



Scottsdale, Arizona

Scottsdale is a great market with over 118,000 households and a median age of 48.

Family-Centered Population



Diverse Community

Scottsdale has a 10% Hispanic/Latino population and is 26% seniors.

Prime Community Market



Long-Term Customers

Scottsdale is the perfect community to promote your business to a long-term customer base.

THE FACE-TO-FACE ADVANTAGE

At Shape Up US events, your brand is not an ad served between content. You are present in moments of joy, movement, and family 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. This is why it has value.



5K Run and 1 Mile Walk

KIDS, ADULTS, COMMUNITY AND CORPORATIONS



Why Join Us With Your Team?

- ✓ **Promote Your Business- Wear Matching Branded Shirts**
- ✓ **Team-Building Fun- Participate Together in Engaging Activities**
- ✓ **Make an Impact- Your Presence Supports our Mission to Provide Free Wellness Programs**
- ✓ **Network & Visibility- Connect With Families & Businesses**

It's a powerful way to showcase your company's commitment to building a healthier, happier community—while having a great time with your team!



Real Conversations With The Community



Engagement Structure

- World's Largest Pickleball Lesson
- Interactive Activity Zones
- Family Fitness Components
- School Participation
- Senior Engagement
- Longer Dwell Time - Deeper Brand Interaction



What Sponsors Gain

- Face to Face Access to Families & Seniors
- Trust Positioning Through a Health Focus
- Community Goodwill & Local Credibility
- High-visibility Brand Placement
- Lead Generation Through Engagement
- Multi-generational Exposure



You cannot buy this type of engagement online - High Value

- Over 1,000 Community Residents
- Local Schools & Families
- Parks & Recreation Networks
- Community Partners + Social Media Promo



Join Us In Building a Healthier Scottsdale!

We are selecting a limited number of Arizona businesses to participate. Let's position your brand where trust, family and community meet. Join us!

CONTACT:

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