



# **SSS ACADEMY**

## **PICKLEBALL PATHWAY**

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**Launching August 2026 | Phoenix, Arizona**



# YOUR PICKLEBALL JOURNEY STARTS HERE

SSS ACADEMY PICKLEBALL PATHWAY  
LAUNCHING AUGUST 2026 - PHOENIX, ARIZONA

AGES 6+ TO U23



# THE PATHWAY LADDER

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## Ages 6+ to U23

SSS Academy is building a full pickleball ecosystem in Arizona with a transparent progression. Below is the development ladder and the exact rollout by year.

Step	Stage	Age Range	Focus / Events
1	Foundation	Ages 6+	Learn-to-Play, fundamentals, rules & scoring
2	Leagues & Ladders	12U–18U+	In-house ladders; partner matching; mixed play
3	Junior Tournaments	12U/14U/ 18U	USA Pickleball sanctioned tournaments
4	National Junior Circuits	Junior PPA	Junior PPA events; APP Junior Circuit
5	U23/High Performance	Up to 23	APP Next U23 development events

USA PICKLEBALL • JUNIOR PPA • APP JUNIOR

## YEAR-BY-YEAR ROLLOUT

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What Launches When



## 3-YEAR ROLLOUT PLAN

### Building Arizona Pickleball Excellence

#### YEAR 1 (2026-27): LAUNCH



- Learn-to-Play + Youth Clinics
- Ladders + Social Leagues
- Local Tournament Participation
- Pilot Junior PPA/APP Junior

#### YEAR 2 (2027-28): EXPANSION



- Specialty Clinics
- Junior Ladders by Age
- Regular Sanctioned Tournaments
- Regular Junior PPA + APP Junior

#### YEAR 3 (2028-29): NATIONAL PRESENCE



- Camps + Coach Certifications
- Host Leagues + Events
- Host/Partner Tournaments
- National Ranking Pathway + U23 Development

TRANSPARENT PROGRESSION • PUBLISHED ROADMAP

# ROLLOUT DETAILS

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## Year 1 (2026-27): LAUNCH

- Learn-to-Play + Youth Clinics
- Ladders + Social Leagues
- Local Tournament Participation
- Pilot Junior PPA/APP Junior

## Year 2 (2027-28): EXPANSION

- Expand Levels + Specialty Clinics
- Junior Ladders by Age
- Regular Sanctioned Tournaments
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## Year 3 (2028-29): NATIONAL PRESENCE

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# MARKETING MATERIALS

Social Media & Email Assets

## Social Media Square (Instagram/Facebook)



## Email Banner



## Instagram Story



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