

Pickleball Advocacy's Demo Resource Guide



v3.1

The following information is designed to help players get the Selkirk paddle they need and earn you additional Selkirk dollars to help acquire your 24-paddle yearly quota as well as getting the accessories available at Selkirk.com.

The information contained within is only my opinion and has **no formal support from Selkirk or its affiliates**. The companies and links used do not construe any form of endorsement or reciprocity.

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Selkirk Advocate Demo Day Requirements



Important! To be eligible for renewal in the Advocate program, you must meet one of the following each year:

- **Host a minimum of 6 Demo Days**
- **Generate at least \$2,000 in referred sales** via your Advocate code

Attendance and promotion are a requirement to be reimbursed for your Demo Day:

1. **Minimum Attendance**
 - A. Each event should include at least 5-10 participants to allow for meaningful interaction and paddle testing.
2. **Event Promotion**
 - A. Advanced promotion is required. Please advertise your Demo Day at least 5-7 business days in advance via:
 1. Social Media (Instagram, Facebook, Pickleball Groups...)
 2. Flyers at local courts or community centers
 3. Club newsletters or announcements

Be sure your materials clearly label the event as a Selkirk Demo Day:

1. **Time & Location**
 - A. Clearly communicate: Date, Start & End Time, and Location Name and Address

Providing accurate details ensures a strong turnout and clarity for attendees:

1. **Public Accessibility**
 - A. Demo Days should be open to the public, when possible, to maximize community engagement.
 - B. Exceptions: Events at private clubs may be limited to members, but this must be stated in your promotional materials
2. **Demo Paddle Availability**
 - A. You must have at least 6 Selkirk Demo Paddles available for attendees to try, ideally a mix of models and weights to suit various players' preferences.
3. **Sign-In Sheet**
 - A. Use a sign-in sheet (physical or digital) to collect names and emails of attendees. This helps with follow-up, support, and improving future events.
 - B. [Try our printable sign-up sheet](#), or download Sign-in Sheet templates from: <https://PickleballAdvocacy.com>

4. Advocate Presence and Conduct

- A. As a Selkirk Advocate, please
 1. Arrive on time and be prepared
 2. Wear Selkirk-branded apparel if available
 3. Be friendly, professional, and welcoming
 4. Offer basic paddle knowledge and guidance

In order to get credit for my Demo Day(s) you must submit a:

- Group photo reflecting the number of people claiming to have attended
- Screenshot of the social media post advertising the event at least 3 days prior, OR a picture of the flyer that was made to advertise your event

Please Note: Failing to provide ONE of these items will result in your activity being REJECTED

You can submit an [Earned Store Credits Form](#) to receive credit compensation for hosting a Demo Day. Only **ONE** submission Monthly Earned Credits Form per month is permitted. Any additional entries will be automatically rejected.

The deadline to submit your Earned Credit Form is the 2nd day of the following month.

 See the [Earned Store Credits FAQ](#) for more information.

For more information and details on these requirements, please visit the Advocate FAQs and Resources - [Everything Demo Day page](#).

See the following sites for additional information:

- [Advocate FAQs](#)
- [Demo Days FAQ](#)
- [Advocate Principles](#)

Contact the [Programs Team](#) with any questions.

Arranging a Venue

This particular topic is varied. It can be very complex and will require another guide. Keep an eye out.

Getting Started

Offering a Demo Day shouldn't be a spur of the moment endeavor. It should be planned and prepared for to give your participants the best experience and optimize the chance that they will find the right Selkirk paddle.

Don't get me wrong, hosting Demo Days at the local courts during open play is a great time to get people to try paddles. It can be less structured, thus giving you less control over the activities. But many of the same principles still apply from the remainder of this guide.

The Announcement Flyer

You will need a flyer to let your potential customers know when and where the demo day will be taking place.

Be sure to include your advocate code in case people cannot attend but still would like a rebate when they order at Selkirk.com.

If you are using an online pre-demo paddle survey, be sure to include the address (more on this a little later). You may also want to have a QR code on the flyer so participants can easily access the form from their phones. You can create a free QR code using the Google Chrome or Microsoft Edge browsers for a basic code.



You can also get custom Selkirk.com URLs that, when navigated to, automatically populates your Advocate Promo Code. Visit UP Promote at <https://af.uppromote.com/selkirk-sport/login> to create your links. (Visit the PickleballAdvocacy.com site for a detail instruction guide)

Selkirk has a self-service printing site (<https://selkirk.reinventprint.com/>), which can create a customized flyer from a variety of templates. There are costs associated with the service.

To get a copy of the template with two variations, in Microsoft Word format, visit: PickleballAdvocacy.com

Demo Information Survey

To ensure you can advise the participants on which paddles might be best for them, you should use a survey to gather details about their preferences. This survey can be an online survey or you can use a paper survey at the site. You can use free services such as Survey Monkey (<https://www.surveymonkey.com/>). Or you may choose to use the free [Google Forms](#) service. Be sure to have small clipboards and pens for participants to use when completing the paper versions.

To get a copy of the paper survey template in Microsoft Word, visit PickleballAdvocacy.com.

The screenshot shows an online survey form with the following fields and options:

- Title: Demo Information Survey
- Introductory text: Please complete the following survey to help determine the best paddle to meet your needs.
- * 1. Name: [Text input field]
- * 2. Email: [Text input field]
- 3. Phone Number: [Text input field]
- * 4. Needed Paddle Shape:
 - Wide-body (Designed with a large sweet spot)
 - Elongated (Designed with more reach)
 - Balanced (Has a large sweet spot with more reach)
 - Uncertain
- * 5. Weight:
 - Light (Best for speed at the net)
 - Midweight (A balance between speed and power)
 - Heavy (Best for power)
 - Uncertain

Online (Survey Monkey) survey

The screenshot shows a paper survey template with the following content:

- Logo: SELKIRK WE ARE PICKLEBALL
- Title: Demo Information Survey
- Introductory text: Please complete the following survey to help determine the best paddle to meet your needs.
- Name: [Text input field]
- Email: [Text input field]
- Phone Number: () [Text input field]
- Section: Please select from the following:
- Needed Paddle Shape:
 - Wide-body (Designed with a large sweet spot)
 - Elongated (Designed with more reach)
 - Balanced (Has a large sweet spot with more reach)
- Weight:
 - Light (Best for speed at the net)
 - Midweight (A balance between speed and power)
 - Heavy (Best for power)
- Play Level:
 - Beginner (<2.5)
 - Novice (2.5 to 3.0)
 - Intermediate (3.0 to 3.5)
 - Advanced (3.5 to 4.0)
 - Expert (4.0 to 5.0)
- Number of times played per week:
 - Occasionally
 - 1 time per week
 - 2 to 3 time per week
 - 3 to 5 time per week
 - Every day
 - Multiple times per day
- Price Point (Please place an X on the line to indicate your cost comfort level):
0 50 100 150 200 250 300

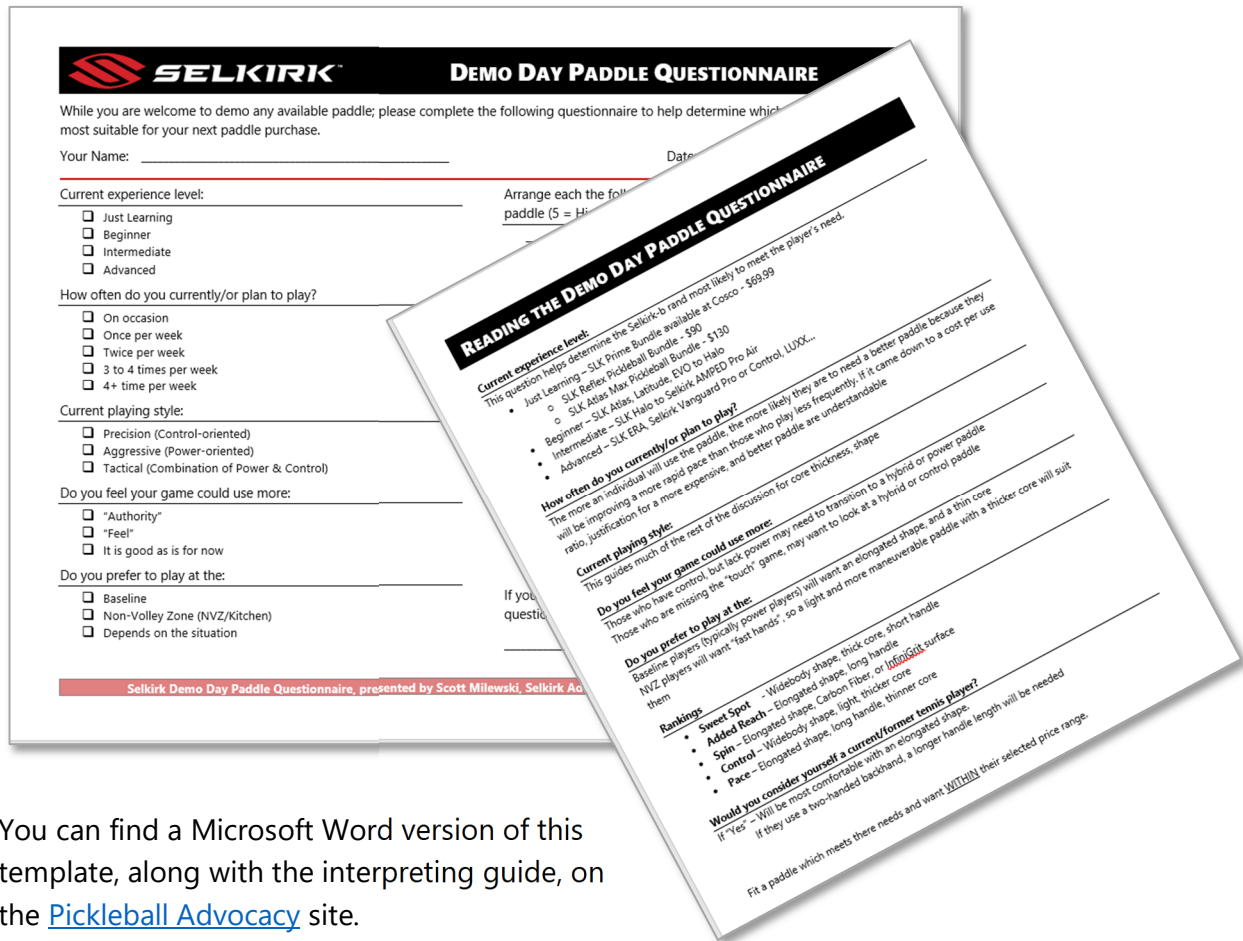
Paper survey

I would like to cover why the questions listed have been chosen.

- Name – This allows you to know who is coming and you can address them by name
- Email – This allows you to follow-up with the participants
- Phone Number – This field is optional
- Needed Paddle Shape – You will be able to guide the participant to the correct shape
 - Epic or Max (Wide Body paddles) – Offers a balanced sweet spot, ideal for beginners and well-rounded play
 - Invicta or XL (Elongated paddles) – Provides more reach and power but requires more precision
 - Tour (Balanced paddles) – A gentle balance of a wide-body and elongated paddle
- Weight (Do you prefer a light feel for faster swings or a more substantive feel that adds subtle resistance?) – Here you may need to add weight to certain paddles to meet the participants needs

This particular survey sheet is geared more toward individuals who have already been playing and have some ideas of what they may need in their next paddle.

An alternate would be the Demo Day Questionnaire. This form is designed more for the beginner, but is also versatile enough for experienced players. The downside to this form is that it is much longer and takes more time to complete and interpret.



You can find a Microsoft Word version of this template, along with the interpreting guide, on the Pickleball Advocacy site.

An interesting aspect of this form is at the end, it states:

If you would like to receive a follow-up email regarding this questionnaire, please enter your email address below:

It isn't saying you will NOT follow-up if they do not enter their information; but it does afford you the opportunity to send a more focused email as a follow-up.

- There are four key questions which should guide your paddle suggestions
 - **Playing Style** – This particular question can divide the product lines by a third. The typical responses would be:
 - Finesse/Control-oriented - Allows players to make more precise shots
 - Aggressive/Power-oriented - Provides more pop off the paddle for explosive shots
 - Combination/Hybrid style - Mix of both control and power
 - **Play Level** – The paddles that work best for these players can be found at:
 - [Beginner](#)
 - [Intermediate](#)
 - [Advanced/Expert/Pro](#)
 - **Number of times played per week** – This is an important question. A player who plays only occasionally or once a week may not need a Selkirk paddle, but would be best served with a lower-end SLK paddle. While someone who plays 2 to 3 times per week might want a higher-end SLK or a lower-end Selkirk. Of course, if the person plays more than three days per week, he/she should be playing with a higher-end Selkirk or Selkirk Labs paddle.
 - **Price Point** – It is important not to push participants to paddles they cannot afford. Work with them on identifying the best paddle(s) they can comfortably afford. It doesn't hurt to mention that the cost of a good tennis racquet, or a single good golf club can quickly outpace the cost of any Selkirk paddle.

Once you have the online survey information, you should group participants according ability and to the paddles which might best fit them best.

Demo Day Preparation

It is important to be ready when the participants arrive. This can include wearing attire that makes it clear you are the Selkirk Advocate. A good idea is to wear a shirt which displays Selkirk prominently.

If you have not already done so, be sure to order your FREE supporting supplies using the following codes:

- Banner code - FREEBANNER
- Tablecloth code - FREETABLECLOTH
- 1 of each code – FREEBANNERTABLECLOTH

Order at <https://partners.selkirk.com/>.

Be sure to have ample amount of Selkirk supplied business cards handy. Hand them out to everyone and have them in a card holder so people can take one. This is your opportunity to get people to buy after the event. Order your business cards by following the [instructions at Trainual](#). I also recommend that you encourage the participants to contact/email you if they have any questions, even if it doesn't concern Selkirk. This makes you a trusted resource. You may choose to place your business cards on every surface available, such as the table holding the paddles. You can purchase [business card holders at Amazon](#) for under \$8.

It is a great idea to have, at a minimum, a six-foot folding table available. If you have many demo paddles, multiple tables may be required. This might necessitate the use of a dolly or cart to transfer the tables, paddles/bags, banner(s), etc.



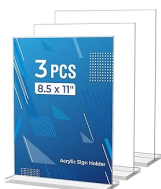
While an expensive, **and optional**, accessory is to use a 10 ft. x 10 ft. pop-up canopy. Preferably with a back wall. It helps keep you cool, your customers/participants cool, your paddles cool, and dry if it begins to rain. All are good reasons to spend the \$70 to \$150 on [Amazon](#).

Another interesting addition is using [Selkirk Pickleball Ball Blockers](#) to enhance your display. Think about adding one or two to the edges of your display – They come in a ten pack so you could even put the rest between the courts). You will be surprised how great it looks. (I attribute this idea to *Cody Jaconski* and his demo day image on the Selkirk Sport Pickleball Facebook group.)



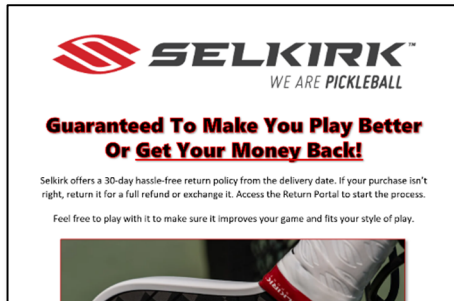
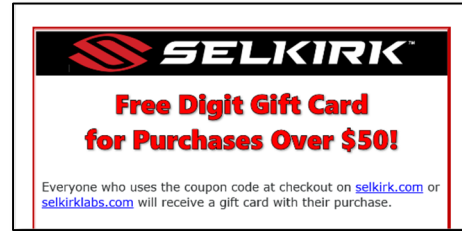
I have made Selkirk Paddle Mini Stand Paddle Cards for mini card holders to allow participants to see the names and prices of the various paddles. This allows people to shop while you are speaking to another participant. You can download the cards from [PickleballAdvocacy.com](#).

The card holders can be purchased from Amazon: [20PCS Mini L Shape Acrylic Clear Sign Stand Card Holder](#) They are 20 for under \$10.



If you invest in 8½ x11 acrylic sign stands (A \$10 purchase for three), you can show a couple of pages that might help people decide that a Selkirk paddle is the way to go, and to use your Advocate code.

The first is a sign which displays the rebate/gift card they will receive after their purchase is final.



The other is a sign which says: "Guaranteed To Make You Play Better". A true statement because of Selkirk's 30-Day hassle-free return policy.

Download both signs at PickleballAdvocacy.com .

While I am a big fan of pickleball equipment, there is no substitute for safety. I strongly suggest you add a first aid kit to the items you take to a Demo Day. Hopefully you will never need it. But even for minor scrapes, a band-aid is a responsible thing to have on hand. [Pre-built first aid kits](#) can range from \$10 to over \$35, but a \$20 kit would do quite nicely. Download the checklist at PickleballAdvocacy.com.



Getting Your Participants Prepared

If you have gathered the participants information and email addresses, consider sending them an email inviting them to the event and letting them know that they should:

- Wear court shoes if available
- Wear loose-fitting sports attire appropriate for the weather/location
- Bring eye protection (This may include sunglasses when needed)
- Bring a hat if outdoors
- Have a face towel, this is a nice-to-have item
- Arrive a little early to allow for time to stretch
- Water will be provided
- If they already have a paddle and would like to bring it to compare, that is fine

For drop-in Demo Days, if you have room on your flyer, you could include some of these things to bring so people are prepared to enjoy the experience.

Demo Day Has Arrived

When Participants Arrive

One of the first things you should do is of course greet them. Pass out name tags. This allows the participants to call each other by name and also allows you to match individuals with their survey (either from the online results you gathered, or the paper survey you will soon ask them to complete).

Next, ask the participants to complete a waiver. This should allow you to avoid any litigation if a participant gets injured during the Demo Day. If a participant does not wish to complete the waiver, thank them for coming, hand them a business card, and let them know they can receive a rebate if they order from Selkirk.com using the code on the card. Encourage them to contact you if they have any questions.

A sample waiver template which you can modify with your information can be found at: PickleballAdvocacy.com.

This is the time to have them complete a sign-in form.

Remember, a sign-in sheet is a requirement for receiving credit for a Demo Day. Additionally, there must be a minimum of six signatures.

Because Demo Days now REQUIRE a completed sign-in sheet, I have four options for you choose from:

- A. The [PDF version of the sign-in sheet](#) from the Selkirk's Reinvent Printing site (Requires a Reinvent Print account)
- B. A Custom crafted sign-in sheet template which allows you to modify it to meet your needs
- C. A sign-in sheet template of my own design. It has a place for the participants to check that they have completed a waiver before signing in. (Be sure to download a sample waiver from the Selkirk Advocate Resources site)
- D. A sign-in sheet particularly useful for busy demo days. It allows participants to enter a code which corresponds to Selkirk topics adjacent to their names so they can receive follow-up information. It also includes a copy of the current topics sheet.

Templates for options B, C, and D are available on the Pickleball Advocacy site.

Next, if you did not use an online survey, or if participants did not complete the online survey, pass out paper copies for them to complete. Use either of the options mentioned in the [Demo Information Survey](#) section above.

Use the results to group participants into like groups, such as by skill level. You can also spend a little more time with the newer participants as they often do not really know what to look for and what the differences are.

It is time to get paddles into their hands. Use the following as a guide:

- Guide participants to Select 3-4 paddles to try based on face shape, weight, player skill level, and price-point and handle configuration.
 - The main criteria I encourage participants to consider are:
 - Skill level
 - How often are they likely to play – This is key. If someone only plans to play once or twice a week, then a lower-end SLK may be just fine for them. As they start to play more, they may wish to move up the SLK line. Playing even more, and as their skill level improves, so should their paddle. Eventually leading them to a Selkirk or Selkirk Labs paddle.
 - Pricing comfort level
 - Urge participants to NOT try paddles far outside their price point. They may fall in love with a paddle they cannot afford. That will do neither of you any favors.
- Help them focus on what doesn't feel right — this will help narrow down the options.
- Then they choose 1-2 paddles to take on the court for actual play/testing.
- Direct them to hit 10 forehands and 10 backhands with each paddle, aiming for the sweet spot as much as possible.
- Once all players have chosen a paddle, let them do what they want, which is to play with the paddle. A game to 7 or 11 should suffice. Shorter games are appropriate if not everyone can get on the court at the same time. This also allows participants to try a different paddle if they didn't like the first.

Before starting, go over safety items (**regardless if they are new or experienced!**) such as:

- **Do NOT run backwards**
- **Wear Quality Court Shoes** (Wood/Hard Court/Combination) which have adequate stability
- **Wear Quality Eye Protection**, yes, even indoors (UV protective sunglasses if outdoors)
- Wear appropriate clothing (light comfortable sportswear) – Like the Selkirk apparel
- Wear any needed braces (Wrist, Elbow, Knee, Ankle, etc.)
- Wear a Hat (If outdoors) – Wearing a Selkirk hat sets a nice example
- Use Sunscreen (If outdoors) – Have a supply on-hand during the Demo Day
- Stretch!
- Stay Hydrated – Here is where the water I suggested plays a part
- Watch your surroundings while playing
- Do not run past your center of gravity

- Do not run faster than you can stop
- Call out loose balls with a "BALL!" call that all can hear
- Do NOT play if the court is wet (If outdoors, although it would apply to indoors as well)

Use the **Demo Day Getting Started Checklist** found at: PickleballAdvocacy.com to ensure you do not forget anything.

While more experienced players will not need much guidance, newer players might need some basic instruction so they can understand that a Selkirk/SLK paddle differs from other brands. Not everyone needs to be a certified pickleball instructor, but you can learn how to teach newer players! The [Introductory Instructor Training Program from Pickleball Coaching International](#) (Powered by Selkirk) is a FREE, non-certification program that's focused on helping people to be amazing pickleball introducers.

It is a **wonderful** idea to have a supply of water bottles on ice for the participants to stay hydrated (See safety tips above). This will help them stay cool and relaxed (no need to test out that liability waiver). It also shows you cared enough to make the effort for them (even though you can get 40 bottles of water at Costco/Sam's Club for under \$5). A nice cooler to pull them around could be the [75 Cans/45L Ice Chest](#) for \$41.99.

If people have located a possible paddle for them, take note of the Model, Style, Weight (if applicable), and write it on their survey. You will need it later on. Once participants have tried a paddle or two, they may still not be sure what they want/need/can afford. I have a spreadsheet that lists all of the Selkirk/Selkirk Labs/SLK paddles with a variety of data, such as:

- Style (Max/XL/Epic/Invikta/etc.)
- Weight range
- Power/Control/Spin/Sweetspot ratings
- Swing Weight and Twist Weight
- Paddle composition
- Dimensions
- Price

It is a lot of information to fit into one spreadsheet, so it is a bit cramped on an 8½" × 14" piece of paper. However, this is a great tool to help describe all of the features of the different paddles and illustrates that some paddles are better than others. That can assist in a participant acquiring a "future proof" paddle that will last them through beginner, to at least an intermediate level. This actually saves money. Rather than spending the money on two paddles, buying a good one to begin with can be cheaper and allow them to progress faster.

Giving this to participants as they leave will empower them to make purchasing decisions without you, though your contact and promo code information is on the sheet as well. If you wish, you can fold the spreadsheet into thirds and place it in something like this, which also holds your business cards (And two costs only \$18 on [Amazon](#)).



During the event, be sure to take pictures of your Demo Day setup and of the participants trying out different paddles and playing. A group shot is always a good idea. These will come in handy when it is time to report your Demo Day to Selkirk to earn your credit.

Post-Demo Day

Once all of the participants have tried their last paddle, asked their final questions, and left the facility, our work is not done.

Be sure to clean up anything left behind by the participants such a water bottles. Always leave the space better off than when you arrived. You are more likely to be asked back.

When you return home, collect all of the online and paper surveys and place them into a spreadsheet with their responses. With this information in hand, it becomes an easy process to use the data to do a Mail Merge in Microsoft Word to automatically send out Thank Yous and follow-up emails right from inside Word. When I was in Marketing, I discovered that: "The best source of new business is existing business." Make sure the people who spend time with you know you are there even in the future.

Be sure to submit your Demo Day to Selkirk to earn your well-deserved Selkirk credit! **Did you know that you can request earned credit for Demo Days twice a month?** [Here is the form to fill out.](#)

I hope you found this guide helpful.

If you have other ideas/suggestions, please feel free to email me at Scott@PickleballAdvocacy.com.

Appendix A – Summing up the costs

I have taken all of the items I mentioned within the guide and added them up below:

Listed Item	Cost
Printing Flyers	Varies
Surveys - Online	Free
Surveys - Paper	Varies
Table Cloth	Free
Selkirk Banner	Free
12 pcs Carabiner Clips	\$5
25 Pack of Wire Loops	\$5
Business Cards	Free for the first 500
Business Card Holders	\$8
8ft/6ft Folding Table	\$85/\$60
Pop-up Canopy	\$150 or less
Selkirk Pickleball Ball Blockers	\$50 (For 10)
Mini Card Holders	\$10
Acrylic Sign Stands	\$10
First Aid Kit	\$20
Printing Waivers	Varies
Printing Paper Surveys	Varies
Rolling Cooler	\$42
Ice	Varies
Water	\$5

Without the "Varies" costs, the total is \$390. Of that cost, only \$5 (the water) is a one-time purchase. Meaning, the remaining \$385 can be used over and over again. It is an investment (At least that what I told my wife).

Appendix B – Introduction to Basic Weighting

One of the questions people ask is: "Why one paddle over another?" That is truly a matter of preference. But when I teach my Customize Your Paddle class, I tell them that we will "Make the paddle they have, **THEIR** paddle." A big way to do that is through weighting. Weighting a paddle can drastically change how it performs and how a player uses it. Here, I will just touch on some of the basics along with some static, swing, and twist weight examples.

The easiest thing to talk about is Static Weight. That is the weight of the paddle as it just sits on the table or in your hand. It can be easily measured on a scale (I like to have a [small kitchen scale](#) to aid in the participants knowing what they are swinging - \$10). This weight plays directly into part of weighting your paddle and into Swing Weight.



To demonstrate Swing Weight, I use a hammer (Do not use too good of a hammer or people will be more impressed by the hammer, believe me - \$8). If you have the participant hold the hammer by the handle and ask them to "carefully" swing it. They can feel that it can do some damage, but doesn't have too much control. Then have them turn the hammer upside down so they

are holding it by the head of the hammer. Now have them "carefully" swing the hammer. Not so much damage inducing ability, but the control is excellent. This is the difference in swing weight. It also directly ties into how we can weight our paddles. By using titanium tape (Selkirk Sport Tungsten Tape - Four 8" Strips of 0.1 oz Tape - \$10), we can enhance our paddles' power or control. Top weight the paddle for power, but near the throat of the paddle for control. The size of the Selkirk titanium strips makes it easy to fit more than one side-by-side on the edge of the paddle if necessary.

I do like to have a supply of Selkirk Sport Tungsten Tape for the participants to purchase at \$3 each to cover costs. This also includes a supply of edge tapes and overgrips.

Next let's address Twist Weight. As a demonstration tool I like to use a pickleball ball and a 3inch steel ball (\$20). I have both sitting on the table. I then ask a participant to "somewhat gently" poke the pickleball ball. As you can imagine it moves across the table with ease. I then ask them to poke the steel ball with the same amount of pressure. The steel ball shouldn't go very far or very fast. This is similar to Twist Weight. One of the biggest results of Twist Weight is mishits along the side of the paddle. If hit there, the paddle twists out of your hand, even if only slightly. If you managed to get the shot in, the next shot becomes more difficult because you are recovering your paddle. With a little extra weight on the sides of the paddle you can reduce the effects of mishits.



Here is a basic diagram of weight placement:

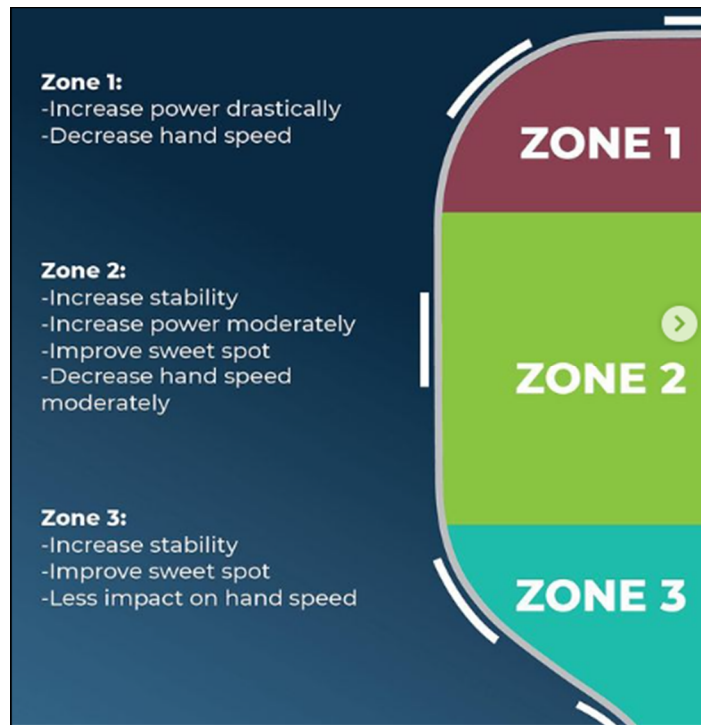


Image resourced from thedinkpickleball.com

Appendix C – Change Tracking

v2.5	Initial Release	
v2.6	Added Appendix C	Page 15
	Added safety tips (Which should have been in v2.5!)	Page 7
	Added pop-up canopy recommendation	Page 7
	Modified the price listing	Page 12
v2.7	Added a paragraph on drop-in Demo Days	Page 3
	Removed the QR code site which only offer a trial and replaced it with mention of Google Chrome	Page 3
	Added BTX Sports as another alternative for have custom shirts made	Page 5
	Added a paragraph on the need for a first aid kit	Page 8
	Added Getting Your Participants Prepared section	Page 8
	Adjusted the recommended document holder for the spreadsheet	Page 10
v2.8	Added an ice chest suggestion	Page 10
	Updated the QR code creation options	Page 3
v2.9	Added a Table of Contents	Page 2
	Replaced the original LUXX flyer with an InfiniGrit version	Page 3
	Replaced the banner graphic with the new LUXX – InfiniGrit version available	Page 6
v3.0	Removed all references to custom designed items with the Selkirk logo	Various
	Added UPPromote information	Page 3
v3.1	Added the UP Promote Affiliate linking guide material	Page 3
	Added the Demo Day Questionnaire information	Page 5
	Added Playing Style information	Page 6
	Added sign-in form information	Page 9
v3.2	Update the 'Programs' site address to the 'Partners' site URL	Page 6
	Added the Requirements section	Page 3
v3.3	Revised the document title from Pickleball Scott's Demo Resource Guide to Pickleball Advocacy's Demo Resource Guide	Page 1