

# THE 4TH WALL

INVITATIONAL



# THE 4<sup>TH</sup> WALL

INVITATIONAL

## Showdown In The Desert

---

**Benefiting**

**Miracles For Kids**

**Padel | Tennis | Pickelball**

**Held During BNP Paribas Open Finals Week**

March 12 | 11:00 PM – 3:00 PM  
Shadow Mountain Resort & Club  
Palm Desert, California

A National Invitational Sports Property  
Powered by The Experience Lab

# Executive Overview

Showdown in the Desert, the newest edition of The 4th Wall Invitational™, is a curated, invitation-only racquet sports platform designed to convene high-net-worth audiences, elite athletes, and premium brand partners within a single, content-driven competitive environment.

Activating during BNP Paribas Open week at TTC Palm in Palm Desert, the event strategically embeds the property inside one of the most prestigious tennis ecosystems in the world.

At the center of the format is a distinctive competitive concept: four racquet sports presented on one unified stage. Elite players from tennis, pickleball, padel, and the emerging sport Typti rotate through exhibition matches, round-robin play, and cross-sport challenges - creating a dynamic showcase that highlights the unique speed, strategy, and athleticism of each discipline.

While the competition is serious, the experience is intentionally social, high-energy, and highly watchable — designed to keep spectators engaged courtside while generating premium content moments for digital distribution and brand storytelling.

***This is not a traditional tournament.***

***This is not a hospitality tent.***

***This is not just a social gathering.***

Showdown in the Desert is a structured, multi-sport performance platform engineered for premium brand integration, scalable content creation, and national expansion across key luxury sports markets.

# Leadership

# Brand & On-Site Operations

## Heather Heller

*Co-Founder & Managing Director*

Strategic visionary and 4th Wall co-creator. Los Angeles entrepreneur architecting sport, music, entertainment, and luxury hospitality at the intersection of culture.

## Lauren Plutsky

*Co Founder & Chief Strategy Officer*

Executive strategist overseeing partnerships, VIP activations, and multi-city expansion. Experience Lab principal scaling premium brand experiences.

## Marcos Del Pilar

*Co-Founder & Padel Pro*

Award-winning Global Padel Consultant. Senior Advisor/ Board member /Investor  
Co-founded @propadelleague @xcelpadel

## Kevin McMahon

*Head of Brand Partnerships*

Securing and activating premium sponsorships across hospitality, beverage, and lifestyle categories.

## Matt Manasse

*MC & Racket Coach to the Stars*

Elite padel/pickleball coach and event host. "Coach to the stars" connecting professional athletes with LA's premium racquet sports scene.

## Renay Herman

*Hospitality Director*

Luxury event specialist curating VIP experiences, cabana activations, and premium brand partnerships.

# Why Pickleball

## *Why Now*

---

### America's fastest-growing participation sport

Pickleball has exploded into the mainstream with over 50 million U.S. players, driven by its accessibility, social nature, and low barrier to entry. What began as a recreational phenomenon has rapidly evolved into a competitive and commercially viable sport attracting investors, media attention, and professional talent.

### For brands, pickleball delivers:

- Massive and growing participation base
- Highly social, community-driven audiences
- Strong crossover with tennis and padel players
- Proven sponsor appetite across lifestyle and wellness categories

### Why it matters for Showdown:

Pickleball brings scale, energy, and broad U.S. relevance to the multi-sport format.



# Why Padel *Why Now*

*(Note: you already have strong padel positioning, but include if helpful — optional. If you want only the three you asked for, skip this.)*

## The premium global growth story

Padel is the fastest-growing racquet sport globally, with ~30 million players worldwide and ~20% annual growth. It over-indexes with affluent, urban, and internationally minded audiences - making it especially attractive to luxury and performance brands.

## Padel delivers:

- Premium global positioning
- Strong celebrity and athlete adoption
- Built-in spectator drama (glass play)
- High club and real estate expansion in the U.S.

## Why it matters for Showdown:

Padel brings international credibility and premium positioning to the platform.



# Why Tennis *Why Now*

## The legacy powerhouse meets modern crossover

Tennis remains one of the most prestigious and globally recognized racquet sports, with deep roots in the Palm Desert market through the BNP Paribas Open. While newer racquet sports are surging, tennis provides the essential foundation of credibility, star power, and broadcast familiarity.

### Tennis delivers:

- Established global prestige
- Built-in audience during BNP week
- Elite athlete recognition
- Natural feeder pipeline into padel and pickleball

### Why it matters for Showdown:

Tennis anchors the platform with heritage, legitimacy, and star appeal.

# Why Typti Why Now

## The next-generation disruptor

Typti represents the newest wave of innovation in racquet sports — combining the accessibility of pickleball with enhanced spin mechanics, dramatic scoring, and equipment differentiation. Launching into the U.S. market in 2026 with significant prize incentives, Typti is positioned to capture attention as court sports continue to evolve.

## Typti delivers:

- Built-in novelty and media curiosity
- Fast, highlight-driven gameplay
- Equipment and rules innovation
- Early-entry opportunity for forward-looking brands

## Why it matters for Showdown:

Typti signals that the platform isn't just following the trend — it's ahead of it.



4<sup>th</sup> Wall  
INVINATIONAL



Lucky Girl

LOXURY

CORKA  
PADEL C

# Together, these *four sports* capture the full past, present, and future of *racquet competition*.

**Showdown in the Desert** attracts a rare convergence of affluent consumers, influential tastemakers, and high-performance athletes — making it an unusually efficient environment for premium brand engagement.

## High Net Worth Concentration

Palm Desert during BNP season draws an over-indexed population of affluent homeowners, country club members, and luxury travelers. This audience has the discretionary income and lifestyle alignment that premium sponsors actively seek.

Together, these *four sports* capture the full past, present, and future of *racquet competition*.

### **Influence Beyond Attendance**

The guest mix is intentionally curated to include athletes, creators, executives, and culturally connected tastemakers. Their combined social reach and professional networks extend brand exposure far beyond the physical footprint of the event.

### **Performance + Lifestyle Intersection**

Racquet sports over-index with health-conscious, brand-aware consumers who spend heavily across:

- **Wellness and recovery**
- **Luxury automotive**
- **Travel and hospitality**
- **Premium beverages**
- **Performance apparel**

# Highly Engaged, Not *Passive*

**Unlike traditional spectator sports, racquet environments are:**

- Social
- Close to the action
- Participation-driven
- Hospitality-friendly

This leads to longer dwell time, higher sampling rates, and stronger brand recall.



# Content Multiplier *Effect*

**Because the format is visually dynamic and socially oriented, brands benefit from:**

- Organic social amplification
- Athlete-driven content
- Creator moments
- Premium courtside visuals

Sponsors aren't just buying signage - they're accessing a concentrated, high-value community at the center of the fastest-growing movement in racquet sports.



# A Concentrated, High-Value *Audience*

**HERO STAT BAND** (big, bold numbers)

**\$250K+**

*Estimated average household income  
in the Palm Desert luxury corridor*

**50M+**

*U.S. pickleball players driving mass  
participation energy*

**30M+**

*Global padel players growing ~20%  
annually*

**90+ minutes**

*Typical dwell time in social racquet  
environments*

# Who's in the *Room*

## Affluent Consumers

Country club members, second-home owners, and luxury travelers who over-index on discretionary spending.

## Athletes & High Performers

Tennis, pickleball, padel, and crossover competitors who influence gear, wellness, and performance purchasing.

## Creators & Cultural Connectors

Socially active guests and tastemakers generating organic digital amplification.

## Executives & Brand Decision Makers

A curated invitation strategy designed to attract high-level professionals and partners.



# Experience Model & *Format*

## Two-Court Structured Programming

Court A — Professional Exhibition

Court B — Elite Tennis Crossover Rotations

- 15–20 minute programming blocks
- Host-led transitions
- Media capture moments
- Sponsor-integrated touchpoints

### Continuous:

- Premium hospitality lounges
- Branded experiential activations
- Athlete interviews
- Cinematic capture

Padel's compact format creates unmatched brand proximity and content velocity.

# Sponsorship *Opportunities*

## Why Sponsor?

Sponsors receive premium on-site visibility plus high-impact social media content (professional video + photo assets) around the world's fastest-growing racket sport—30M+ global players and exploding in the U.S



## **Title Sponsor – \$75,000**

“Title Sponsor – The 4th Wall Invitational presented by [Brand]”

### **Event naming rights**

- Brand integrated into the official event name and logo lockup across all major materials.

### **On-site presence**

- Private hosted tent for 10 guests in a premier location.
- 12-month on-site billboard at The 4th Wall venue.

### **Social & content**

- Primary logo position on website, flyers, step-and-repeat, and digital graphics.slidemodel+1
- Minimum 4 dedicated social posts (Reels/TikTok/short-form video + stills) featuring brand integration.
- Guaranteed logo/tag in all recap videos and highlight photo albums.
- Minimum 4 dedicated social posts (Reels/TikTok/short-form video + stills) featuring brand integration.
- Guaranteed logo/tag in all recap videos and highlight photo albums.

### **Access**

- All-access credentials for key staff plus VIP invites for clients/partners.





## ***Bar Sponsor – \$25,000***

Official Bar Sponsor of The 4th Wall Invitational

### **Access**

- “[Brand] Bar at The 4th Wall Invitational” on menus and on-site signage.
- Prominent logo on bar fascia, back-bar displays, and bar menus.

### **Product integration**

- Branded signature cocktail / hero serve.
- Branded cups/napkins where possible.

### **Product integration**

- 2 dedicated social posts focused on the bar and signature serve (video + photos).teamlinkt+1
- Inclusion in at least one recap reel and photo set showcasing the bar experience.



# VIP Cabana Sponsors – \$7,500 each

“VIP Cabana Sponsor – The 4th Wall Invitational”

**On-site experience**

- Branded VIP cabana for up to [8-10] guests.
- Logo on cabana signage and table toppers.

**Hospitality**

- Hosted F&B package (level to be defined) for cabana guests.

**Social & content**

- 1 group social post tagging all cabana sponsors (carousel or photo set). [teamlinkt]
- Inclusion of cabanas in event photo galleries, with visible branding.

## *Gift Bag Sponsor – \$10,000*

“Official Gift Bag Sponsor – The 4th Wall Invitational”

### **Branding**

- Logo on all guest gift bags.
- “Gift bags presented by [Brand]” in program/website language.

### **Product placement**

- Product/sample/offer in every bag.

### **Social & content**

- 1 dedicated “What’s in the bag” social post (photo or short video) highlighting sponsor.university.posh+1
- Logo/tag in event recap story frames.





## ***Official Racket Sponsor*** ***\$15,000–25,000***

“Official Racket Sponsor of The 4th Wall Invitational”

### **Category exclusivity**

- Exclusive racket brand on-site (no competing racket brands at activations).

### **Product placement**

- Sponsor rackets used in clinics, exhibitions, and featured matches.
- Demo rackets station for players to try.

### **Social & content**

- 1 feature video (e.g., “Gear of The 4th Wall Invitational” with players using sponsor rackets).
- Logo on “Official Equipment Partners” section of site and graphics.

## Included Social Media & Content Deliverables (All Sponsors) Opportunities

- Professional photo coverage of the event with sponsors visible across environment shots.[teamlinkt]
- Professionally edited recap video (30–60 seconds) including sponsor branding in-frame and/or logo slates.
- Sponsors receive a curated set of photos and short video clips for their own social channels (rights for organic use).



# Scalable National *Platform*

## Annual alignment strategy:

<b>February</b>  NBA All-Star   Los Angeles	<b>March</b>  BNP Paribas   Desert	<b>May</b>  F1 Miami
<b>June</b>  U.S. Open (Golf Major)	<b>July</b>  MLB All-Star	<b>August</b>  U.S. Open (Tennis)   New York
<b>October</b>  PGA Las Vegas	<b>November</b>  Art Basel   Miami	<b>December</b>  Palm Beach Winter Season

The 4th Wall Invitational™ is a recurring, multi-city sports and culture platform - not a single activation.

## Where Culture, Sport & Luxury Collide

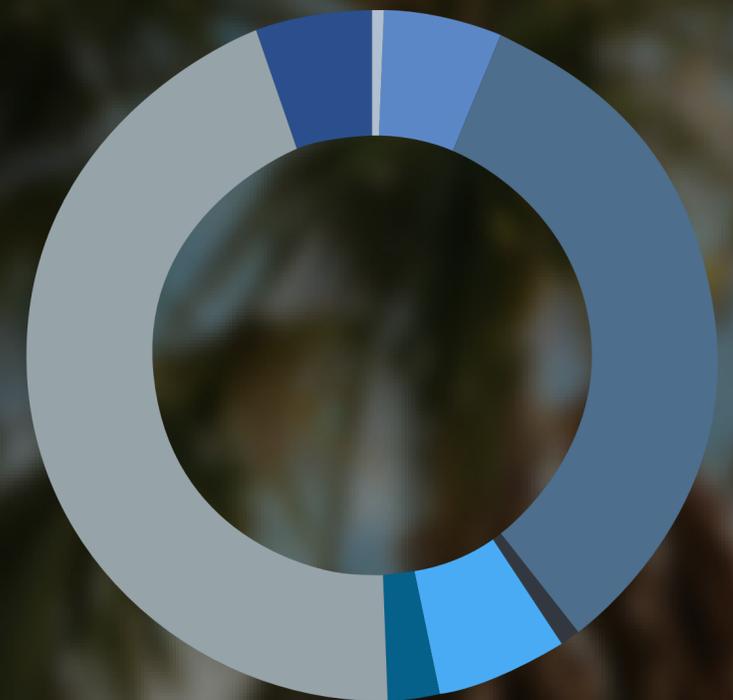
Our inaugural Los Angeles event proved the concept, drawing LA's cultural elite including legendary rock stars, NFL and pro soccer athletes, established actors, multi-million follower creators, iconic fashion designers, major music label executives paired with lifestyle brand founders, and sports management ownership alongside finance executives.

Media coverage spanned Modern Luxury/Angelino reaching 16M+ nationally for affluent lifestyle audiences, while sponsors received premium photo/video assets, creator posts from 1M+ follower guests, and branded hospitality activations. This validates The 4th Wall Invitational™ as a recurring, multi-city platform connecting brands directly with culture creators and decision-makers, with Summer/Fall 2026 expansion on deck.

### Instagram Reach by Industry

18,249,483 Combined Instagram Followers

- Other/Unknown
- Entertainment/Arts
- Business/Consulting
- Sports
- Fashion/Modeling/Beauty
- Influencer/Creator
- Tech/AI
- Non-Profit/Community
- Finance/Insurance
- Legal/Therapy
- Real Estate



# Miracles for Kids

## *Charity Partner*

---

The 4th Wall Invitational™ is proud to partner with Miracles for Kids, a leading nonprofit dedicated to supporting critically ill children and their families.

Through this partnership, the event aligns elite sport, culture, and community impact — creating meaningful engagement opportunities for brands, athletes, and attendees.

### Impact Focus

- Financial assistance for families with critically ill children
- Housing and wellness support programs
- Community-driven fundraising initiatives
- High-visibility charitable integration within premium events

# Miracles for Kids

## *Why this matters* (high-level version)

---

### **Purpose-Driven Platform**

Partnering with Miracles for Kids elevates The 4th Wall Invitational™ beyond sport — positioning the event as a luxury experience with measurable social impact.

### **For sponsors, this delivers:**

- Purpose-aligned brand storytelling
- Built-in CSR integration
- Emotional audience connection
- Media-friendly philanthropic narrative
- On-site and digital visibility tied to giving

### **On-Site Charity Integration:**

- Miracles for Kids presence at Shadow Mountain Resort
- Branded step-and-repeat inclusion
- VIP acknowledgement moments
- Co-branded content capture
- Donation touchpoints during the event
- Social amplification across all partners.

# Contact

## THE 4TH WALL INVITATIONAL

### Heather Heller

Co-Founder

📞 310-383-7094

✉️ heather@theexperienlabllc.com

### Lauren Plutsky

Co-Founder & Chief Strategy Officer

📞 310-995-2855

✉️ lauren@theexperienlabllc.com

### Kevin McMahon

Head of Brand Partnerships

### Marcos Del Pilar

Co-Founder & Sports Director

### Sean Bollettieri

Desert Host Partner