



# 10 AND UNDER TENNIS A WHOLE NEW BALL GAME FOR YOUR BUSINESS

## GET WITH THE PROGRAM!

A revolutionary change in the way kids 10 and under learn and play tennis, as well as compete, is happening across the country—and you need to be a part of it. Tennis is following the formula that the majority of youth sports have used for years—tailoring equipment and courts to a child's size and age so that they develop skills and have fun right from the start. Youth baseball, soccer, basketball, and other sports all offer modified gear, courts and fields that give kids confidence and enjoyment as they develop and mature. It is now time for tennis to follow suit—10 and Under Tennis incorporates the QuickStart Tennis play format so that kids can learn, rally, play and compete in a way that is more fun, keeping them coming back for more. And, unlike most other youth sports, tennis can be played at five or at eighty-five, truly making it the sport for a lifetime.

In support of 10 and Under Tennis, both the International Tennis Federation and the USTA passed new criteria, as a result, beginning in 2012, all USTA-sanctioned events for 10 & Under tournaments are required to be played using a combination of slower-moving and lower-bouncing balls, shorter and lighter racquets, and/or smaller courts.

These changes are significant to the growth of tennis as the changes will make it easier for more kids to get into the game and stay in the game. The smaller courts will give kids the opportunity to build confidence and learn skills and strategy while covering the entire court. The shorter, lighter racquets will allow kids to better control the racquet and discourage extreme grips. The balls will slow play down, bounce at a height appropriate



to the kids' size  
and provide longer  
rallies, allowing  
kids to better  
develop their court

skills. Tennis is already the fastest growing traditional sport in America, and with these improvements in youth tennis, the sport will continue to grow and be popular.

What does this all mean to you? Getting more kids on the court and keeping them coming back to your youth programs translates to big growth for your business. Many tennis providers who are already offering 10 and Under Tennis at their facilities have seen their youth tennis business grow dramatically and the USTA wants to help you do the same.

In this packet, you can learn more about the following opportunities to bring 10 and Under Tennis to your facility:

- 🎾 ***Lines and equipment assistance***
- 🎾 ***10 and Under Tennis on-court training***
- 🎾 ***Marketing and resource support***

Don't get left behind—move forward and get your facility ready for 10 and Under Tennis. Together we can all grow the sport of tennis—whether it's finding the next American star or instilling passion for a sport of a lifetime!

Find out more at ***10andUnderTennis.com*** and  
***USTA.com/rulechange***

If you have questions about whether you qualify for lines  
and equipment assistance, programming, training, etc. email  
***10andUnderTennis@usta.com***

To register your existing 10 and Under Tennis program in our  
database in order to gain more exposure and utilize targeted  
consumer messaging, go to ***10andUnderTennis.com/register***



# NEW RULES FOR 10 AND UNDER

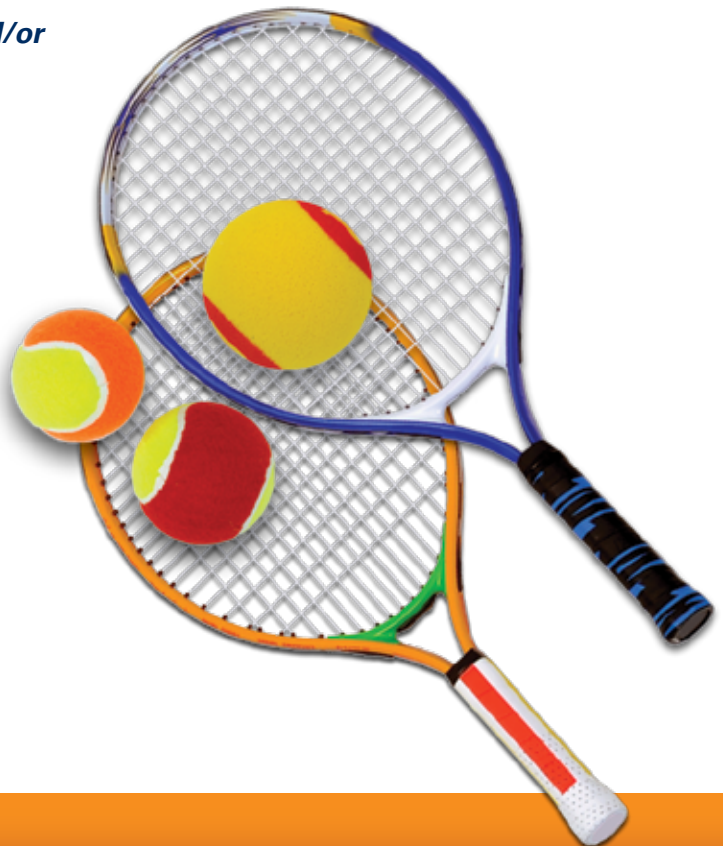
IT'S A WHOLE NEW BALL GAME FOR KIDS

# TOURNAMENTS

On September 7, 2010, the USTA passed new criteria governing competition for 10 & Under tennis tournaments. The new criteria require that all 2012 USTA 10 & Under tournaments be played using a combination of the following:

- ***Lighter, slower-moving and slower-bouncing balls;***
- ***Smaller and lighter racquets; and/or***
- ***Smaller courts***

For 10 and Under Tennis, this decision will positively shape the landscape of tennis in the U.S. as it follows the same formula that other youth sports have been using for decades. Equipment, courts and fields sized for kids have been an integral part of the development of young baseball, soccer and basketball athletes. For tennis, gear tailored for a kid's size and age and a smaller court will allow children to rally and play the game earlier, increasing the likelihood that kids will have fun, return to the sport and continue to improve.







***“Learning how to play tennis the right way, with the right strokes and the proper technique, is beneficial for kids both now and into the future”***

– Patrick McEnroe, General Manager, USTA Player Development

The change in the criteria by both the USTA and the International Tennis Federation, who passed similar criteria, was reached after assessing the benefits for beginners as well as recurring and high-performing youth players. Studies have found that competition, when conducted in a welcoming environment that allows for multiple play opportunities, enhances a child’s enjoyment of the game. For aspiring collegiate and professional players, 10 and Under Tennis fosters proper technique and enhances strategy—two key components to success in competitive play.

In addition to the USTA, the decision is supported by the Tennis Industry Association and teaching pros across the country. Moreover, in May 2010, the Intercollegiate Tennis Association approved a measure to allow NCAA competition to take place on courts with blended lines (i.e., courts lined to accommodate both 10 and Under Tennis and 78-foot tennis).

“Competition is at the very heart of our sport,” said Patrick McEnroe, General Manager, USTA Player Development. “And learning how to play tennis the right way, with the right strokes and the proper technique, is beneficial for kids both now and into the future, whether they pursue the game recreationally or at the very highest levels.”

Learn more about the 10 and Under Tennis changes and play specifications by going to [usta.com/rulechange](https://usta.com/rulechange).

## EQUIPMENT



**Red Foam**



**Red Felt**



**Orange Felt**



**19"**



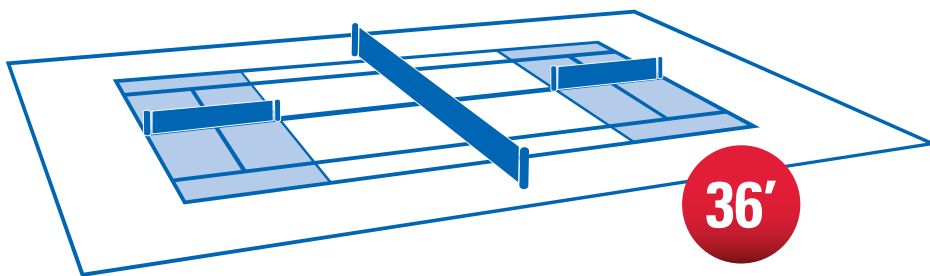
**21"**



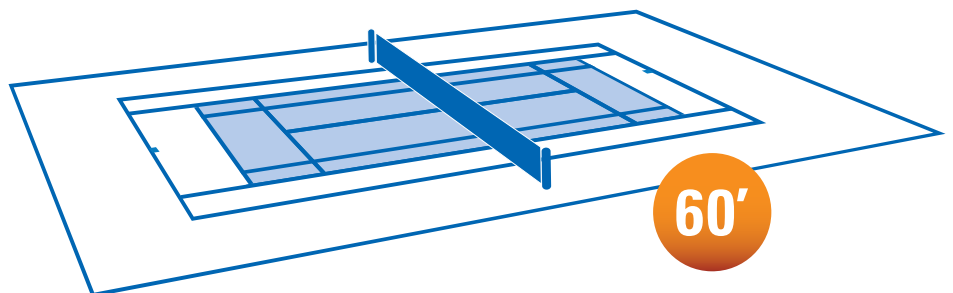
**23"**



**25"**



**36'**



**60'**

The USTA is committed to growing 10 and Under Tennis in your community. Depending on your needs, you could be eligible for 50%-100% of the necessary funding of 36-foot and 60-foot lines to support your 10 and Under Tennis program, and additional funding may be available for equipment.

### Lines

Painting blended lines on your courts to accommodate kids is a quick and simple project, and the next step toward growing kids tennis in your community. These lines do not interfere with those of the standard 78-foot court, and they are easily distinguishable from the white 78-foot lines. USTA Sectional and National Championship Tournaments for both Juniors and Collegiate events may be played on courts with blended lines.\* The blended lines are thinner than the 78-foot lines, are either a darker or lighter shade than the actual playing surface, and end 3 inches from the white 78-foot court lines. We do recommend that the 10 and Under Tennis lines be done by a tennis court contractor. More information and contacts can be found at [www.sportsbuilders.org](http://www.sportsbuilders.org).

While the 36-foot courts require light-weight, portable nets, the net specification for the 60-foot court is identical to the net of a 78-foot; therefore, there is no set up requirements for 60-foot tennis!

To learn more about 10 and Under Tennis lines and court set-up, see the “Quick and Easy Court Set Up” video at [10andUnderTennis.com/Resources/Videos](http://10andUnderTennis.com/Resources/Videos). To find out if you qualify for blended lines funding, please fill out a Facility Assistance form at <http://ct.usta.com/pfa/>.

### Equipment

Getting the proper equipment to provide 10 and Under Tennis can be a significant investment, but the opportunity to get more kids on the court and more players coming back can benefit your program tremendously.

For information on where to buy 10 and Under Tennis equipment and how to qualify for equipment discounts and grants, go to [10andUnderTennis.com/equipment](http://10andUnderTennis.com/equipment).

For more information about lines, equipment and facilities assistance for youth tennis, go to [10andUnderTennis.com](http://10andUnderTennis.com).



\*Currently, ITF Junior Circuit Tournaments, ITF Pro Circuit Tournaments and some USTA National Adult events may not be played on courts with blended lines, but it is expected that it will be permitted soon.





### ***Get your coaches trained on 10 and Under Tennis through On-Court Training Workshops***

While you may already be running programs for kids of all ages, there are unique coaching and training techniques specific for 10 and Under Tennis. Get up to date on the latest methods of on-court training to coach kids 10 and under.



The USTA offers QuickStart Tennis Workshops that are hands-on workshops to train instructors on the new methods of coaching and guiding players 10 and under. Taught by a certified PTR and/or USPTA professional, who has received special training from the USTA, the QuickStart Tennis Workshop is geared toward teaching 10 and Under Tennis utilizing the QuickStart Tennis play format. The workshop runs 3.5 hours in length and includes the following:

- 🎾 ***Extensive coverage of the QuickStart Tennis play format including age-appropriate play situations and games for 5-6-, 7-8- and 9-10-year-olds***
- 🎾 ***QuickStart Tennis play format practice plans***
- 🎾 ***Participant manual***
- 🎾 ***Tips on organizing and/or coaching a USTA Jr. Team Tennis match***
- 🎾 ***Knowledge to implement the QuickStart Tennis play format in your programming***
- 🎾 ***Access to the latest in modified equipment, additional coaching resources and sample balls***

Additionally, the USTA also provides a Recreational Coach Workshop that consists of comprehensive training for coaches teaching all ages including 10 and under, as well as a Player Development High Performance Workshop for providers coaching more elite 10 and under players.

Stay ahead of the game and get trained on 10 and Under Tennis. Get the techniques to get kids—and keep them—on your courts.

***“I loved the new and fun ways of engaging the kids and teaching them the techniques, rather than the old-fashioned way of drills.”***

-- Jane, Elm Grove, WI



***“There’s great new ideas on how to get kids playing tennis and having FUN.”***

– Phyllis, Santa Monica, CA

Learn more at [10andUnderTennis.com/training](https://10andUnderTennis.com/training)



Promoting 10 and Under Tennis in your community is an important part of the USTA's mission of developing and growing the sport of tennis in the U.S. To that end, the USTA is investing media dollars to help drive 10 and Under Tennis awareness and acquire new consumers to youth tennis in your area. The goal of providing marketing support is to encourage consumers to find out more about local youth tennis programs in your area and may include the following:

- ***Collateral templates to promote your program***
- ***TV advertising***
- ***Web banner ads***
- ***Search Engine Marketing support***



Additionally, when possible, the USTA will leverage local events and resources to promote 10 and Under Tennis in your community. These events and resources may include the following:

- ***USTA Membership***
- ***USTA Sections***
- ***Community Tennis Associations***
- ***Olympus US Open Series***
- ***USTA Pro Circuit***
- ***World Team Tennis***
- ***USTA promotional events including Tennis Night In America and Block Parties***
- ***Local organizations like the Y, Boys and Girls Clubs of America, libraries, etc.***
- ***Conventions and conferences***
- ***Potential partnership with retailers***



## 10 AND UNDER PREPARATION CHECKLIST

### ***Is your facility ready for 10 and Under Tennis?***

Below is a checklist to make sure you are prepared to offer a whole new ball game to kids aged 10 and under.

#### ***Lined courts (blended or temporary)***

- ☐ 36'
- ☐ 60'

#### ***10 and Under Tennis equipment:***

- ☐ ***Balls***
- ☐ ***Racquets***
- ☐ ***Nets***

#### ***Trained Pros***

- ☐ ***QuickStart On-Court Workshop***
- ☐ ***Recreational Coach Workshop***
- ☐ ***Player Development  
High Performance Workshop***

#### ***Marketing***

- ☐ ***10 and Under Tennis  
promotional materials***





# REGISTER YOUR EXISTING 10 AND UNDER TENNIS PROGRAM

Tapping into the youth market will be an important part of driving participation in tennis for decades to come—improving your bottom line and building a larger base of players. Get the support you need in growing your business by registering your program online at ***10andUnderTennis.com/Register***.

A central repository for all of your 10 and Under Tennis programming, this online registration system offers the following:

- 🟡 ***More variety and exposure to your programs by providing for more specific listings***
- 🟡 ***Enhanced communication with consumers using detailed, specific and targeted messaging***

Enrolling in the system is free and easy:

- 🟡 ***An associate from our team will contact you within two weeks to finalize your registration***
- 🟡 ***Your log-in and password will allow you to edit your program listing(s) and add new programs and events***
- 🟡 ***Upon registration, you will also have the option of allowing consumers to register for your programs online***

Be a part of our effort to get more kids involved in 10 and Under Tennis—register your existing programs today.