



## **USTA GEORGIA LEAGUE MARKETING** **GRANT REQUEST**

**I. Proposed Program Description:** The Savannah Area Tennis Association would like to prepare for our fall leagues by hosting a social event for our local pros and city and county recreation department staff who are involved with our league programs. We also want to place a color 1/3 page advertisement for the beginning of our fall leagues in Connect Savannah (See Ad Mock-Up attached). We will run the ad for 2 weeks in this very popular publication in the beginning to middle of August. This publication reaches both men and women of all ages and we have an excellent rate based on our 501c3 status. They are also offering a 1/3 page advertisement for 1/4 page rate.

**II. Intent: What do we want to accomplish?** We want to strive for an across the board 3% increase in our fall leagues: adult men and women, and senior men and women. In addition we want to engage the area pros in joining us to grow our Junior Team Tennis and line their courts for 10 and under tennis. TSR Bill Dopp will be addressing these issues. Right now the private clubs are conducting their own non-USTA junior league and we would like to convince them to join us city-wide. Relationships with the City are at a low point since they have let go their managing tennis staff and decided not to replace them. We will be attempting to get staff higher in the Leisure Services Department to attend this meeting. It is crucial that we build good communications and advocate for tennis in this economic environment. We want to listen to their concerns as well as attempt to elicit their help in league building. We usually have approximately 25 people in attendance and hope to build on this.

**III. Concept: What are we going to focus on?** We are going to host a free reception at the Exchange Tavern Restaurant and strive to have one or two pros or staff from every tennis facility in Savannah. In addition we are extending invitations to several of the area "independent" pros who are not club affiliated. We will serve drinks and appetizers and have a social hour followed by a meeting led by our Local League Coordinator and TSR Bill Dopp. The meeting will be focused on upcoming leagues, deadlines, and growth issues. We will ask them to discuss obstacles or problems and try to address their concerns. We will encourage cooperation and communication between the clubs and SATA for the purpose of growing leagues.

**IV. Objectives: What steps are we going to take?** The Pro Social will be scheduled on July 28<sup>th</sup> and we will publicize it by e-mail, mailed invitation and personal phone call to the area pros and staff. We will ask our league coordinators to attend the meeting and will meet beforehand to discuss problems, issues and obstacles to growth so that we can best focus on what needs to be done in Savannah to grow our leagues.

**V. Resources: What do we have to work with?** We have the restaurant for such a meeting and the volunteers to organize the reception. The prospect of free food and drink usually guarantees a good turnout of area pros.

**VI. Integration and Synchronization:** The Local League Coordinator and President will issue personal invitations and lead the discussion. Coordinators will follow up on plans or pledges made at the meeting and we will try to be sensitive to the needs of the pros and how we might better strengthen our partnership.

**VII. Branches and Sequels:** Bringing people into league tennis automatically branches into other SATA and USTA events. People become USTA members and are then much more likely to participate in local tournaments, festivals, and other leagues. We have a good volunteer outreach plan for finding people teams when they contact us for information.

**VIII. Grant Request: \$868.00**

### **PROGRAM BUDGET**

I. 1/3 page color ad in CONNECT SAVANNAH magazine for \$259 an issue for 2 weeks in the beginning of August. The ad will include USTA Georgia logo as well. (see ad attached).

\$518

II. Reception for area pros: (about 25 people)  
(no USTA grant money will be used for alcohol)

\$350

**TOTAL**

**\$868.00**