

USTA Georgia Tennis Apprentice

2022 Recap and Looking Ahead



What is Tennis Apprentice?

Tennis Apprentice is our beginner program

Tennis Apprentice is an entry level program with the goal to find new tennis players in your area and ultimately bring them into USTA Leagues. Typically, the sessions are about 6 weeks long. Clinics are one night a week from 1 hour to 1½ hours.

What's in it for the CTA?

By exposing people to tennis, you will increase participation, memberships and competition in your area.

What do you need?

You will need to get a tennis facility to host the program, as well as a pro to teach the clinics. Since you are trying to locate NEW players, you can advertise anywhere and everywhere! Grocery stores, local gyms, malls, etc.

USTA Georgia will:

- Provide one racquet per player registered. When you have a list of participants, send it to us (Jotform) with your program dates and required information. Please allow at least 10 days to get the racquets to you.
- Once the new players are ready to join your local league, we will pay for their first year of USTA membership. If they already played USTA before or had a previous membership, they will not qualify for this benefit.



COST/BENEFIT

USTA caps the beginner program at \$60 per player.

Your cost will depend on the tennis pro and court fees at the facility. If the pro charges \$80 per lesson, you will need at least 8 players to cover the cost – considering no court fees. If there are 10 players, you will have \$120 more to cover other costs, like court fees, promotional items or marketing materials.

You can also have follow-up programs with more drills and/or match play. There is no cap for follow-up programs.

For the player, this is a great benefit! They pay \$60 and receive 6 weeks of instruction, a new racquet and their first USTA membership.

Added Value to USTA Membership



**Your reward
for being a
USTA Member**

TENNIS POINT

Promo code to receive a USTA promotional clothing item. No purchase necessary. Shipping charges apply.

HEAD

Promo code to receive \$44 off a qualifying purchase of \$100 or more.

I'm in! What do I need to do?

Program Information

The first step is to submit a form including your program information (start date, marketing materials, how much you are charging). Most importantly, we need the list of participants.

Participant Information

Since we are offering to pay for their first USTA membership, we will need their profile information to create their USTA account and subsequently purchase the membership. The best practice is to collect their information at the time of registration: Name, Address, Date of Birth, Gender, Phone Number, Email address. The template spreadsheet is on our website.

One Database for the year

We receive the list of participants and add them to a CTA database. After the program is over and the player is ready to join a league, all you need to do is check the box requesting a membership and email us to let us know there is a pending request.

This single database allows us and track who has done the program, who requested membership and who registered for a league (updated periodically). This is also a list of “low hanging fruit” players that local league coordinators can potentially get grouped into teams for a new league (adult, mixed, combo, flex).

Player Database

#	Date of Program	Mailing Address	City	State	Zip	DOB	Gender	Phone	Membership	Membership Number	Exp Date	Registered for League
1	Feb-Mar	8272 Dream Boat Drive Unit 235	Columbus	GA	31909	3/5/1979	M	706-442-1911	☐			
2	Feb-Mar	8012 Imperial Court	Columbus	GA	31904	1/4/1975	F	706-58-71426	☐			
3	Feb-Mar	806 Hardegree Drive	Columbus	GA	31907	6/30/1944	F	404-734-6915	☐			
4	Feb-Mar	6164 Warner Road	Columbus	GA	31909	4/3/1969	F	706-594-8476	☐			
5	Feb-Mar	2444 Brit David Road	Columbus	GA	31909	1/28/1997	F	706-393-4397	☐			
6	Feb-Mar	1329 Front Avenue	Columbus	GA	31901	11/5/1996	M	478-320-6202	☒	2018796490	4/11/22	2022 CORTA USTA MXD 18 & Over - Summer
7	Feb-Mar	473 North Oakley Drive	Columbus	GA	31906	12/23/1952	F	706-326-2030	☒	2018813588	8/31/23	Rookie - Fall
8	Feb-Mar	7401 Blackmon Road Apartment	Columbus	GA	31908	12/3/1991	F	334-580-0956	☒	2018781946	7/31/2023	Rookie League - Spring
9	Feb-Mar	P.O. Box 268	Midland	GA	31820	2/8/1976	F	706-681-4943	☒	2018812255	4/30/2023	2023 CORTA USTA Adult 18 & Over - Fall
10	Feb-Mar	95553 English Ivy Court	Fortson	GA	31808	6/10/1982	F	706-332-3623	☒	2018813884	8/31/2023	2023 CORTA USTA Adult 18 & Over - Fall
11	Feb-Mar	67 Troop Court	Fortson	GA	31808	1/10/1980	F	216-245-5595	☐			
12	Feb-Mar	9996Coppice Court	Midland	GA	31820	7/26/1998	F	770-757-4812	☐			
13	Feb-Mar	8611 Midland Road	Midland	GA	31820	12/2/1997	F	706-449-9243	☐			

Ideas for Promoting Tennis Apprentice

New Tennis Apprentice Programs

- Events & Festivals in the area
- Resources with Businesses
- Local Recreation Facilities i.e., YMCA
- Cross Promotion with other Sports (example: 5K race packets)
- Engage Teachers
- Realtor and Chamber Welcome Packets
- Next Door App
- Hospitals – Nurses and Doctors
- Banners in various places like City Center and other court locations
- Health Fairs
- Facebook/Instagram (social media)
- Tennis Ambassador
- Party to Promote and Bring a Friend
- Free League Fee
- Community – Church, Farmer's Markets

Established Tennis Apprentice Programs

- Tennis Apprentice Coordinator
- Bring A Friend – BOGO
- Promote on CTA Website
- Offer TA as a gift to give
- Discount for 102 Program/Rookie League
- Social Media
- Spread the Word – Word of Mouth
- Testimonial of Current Participants
- Banners at nearby parks, facilities
- Yard Signs
- LLC – 2.5 flex leagues
- Eblast – Bring a Friend
- Email Existing player base

Let's Tennis

LEARN THE SPORT OF A LIFETIME
WITH TENNIS APPRENTICE.



Tennis Apprentice is a program for brand new beginner players who want to learn a fun sport at any age and any fitness level. It teaches you the basics of tennis and gets you playing the game fast! All you need is a pair of tennis shoes and a willingness to learn the game.

What are you waiting for? Let's Tennis!

Explore how you can become a tennis player today.



Learn more at:
georgia.usta.com/leagues/tennis_apprentice/player



USTA Georgia



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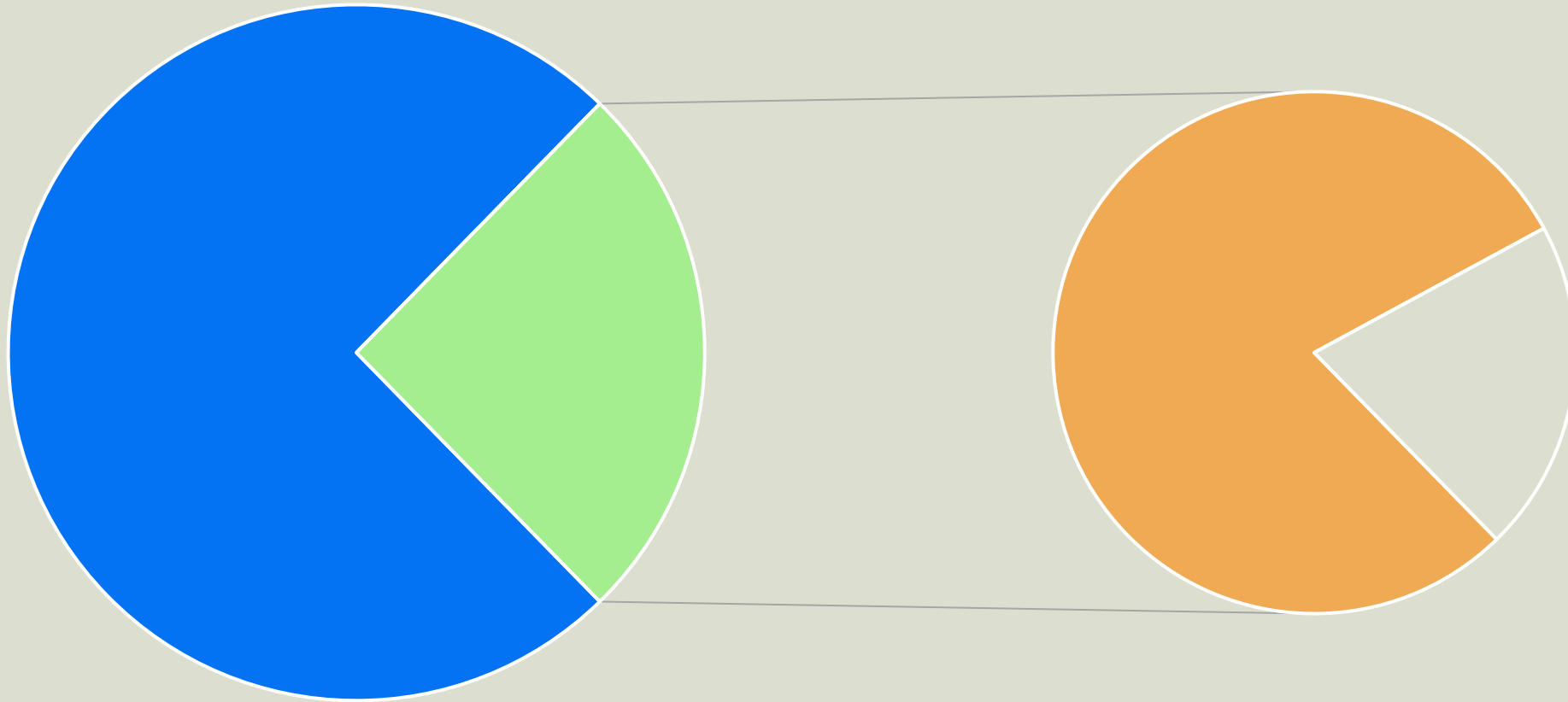


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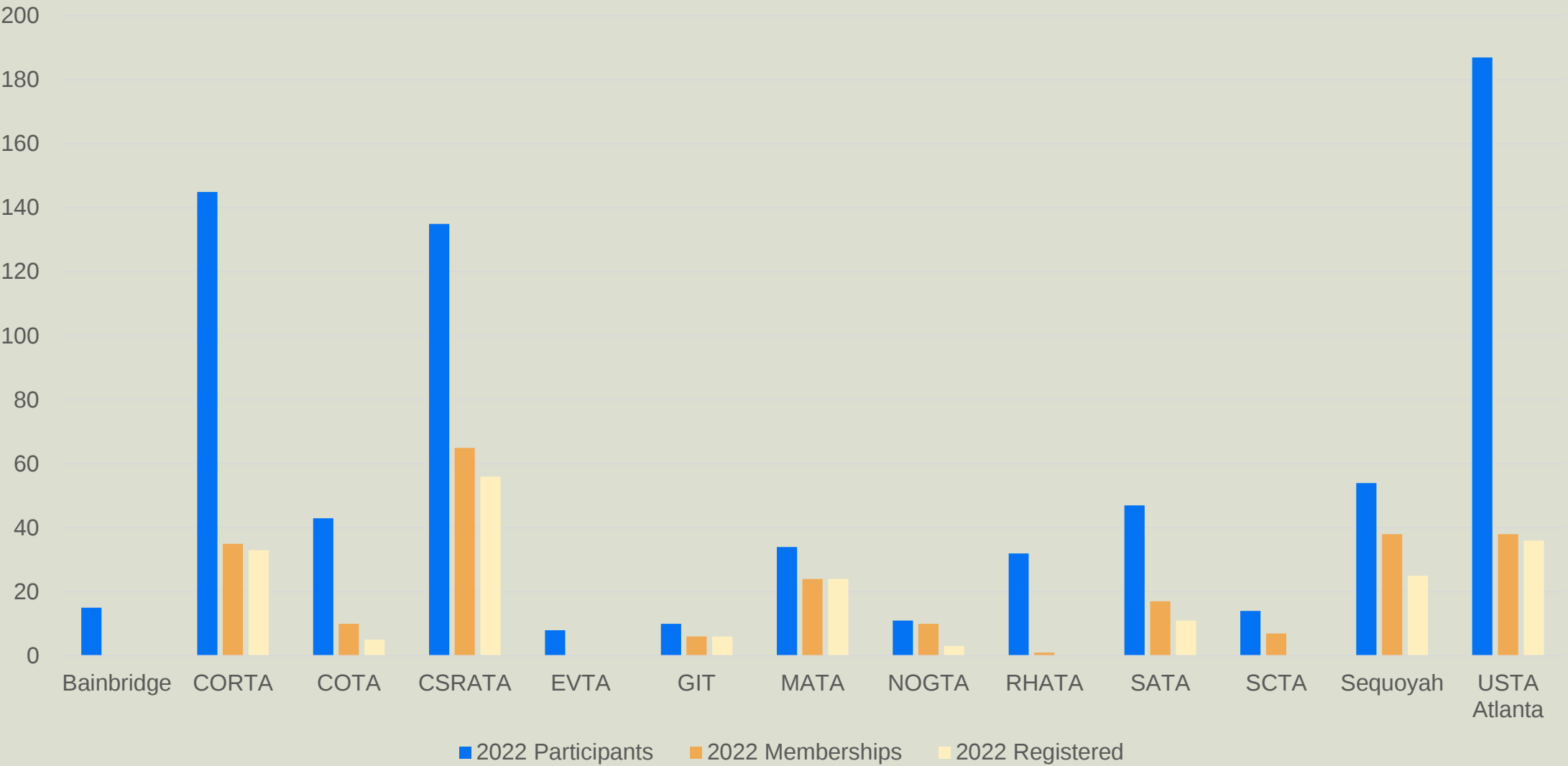
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2022 Tennis Apprentice in Georgia



■ Participants (735) ■ Memberships (34%) ■ Played in Leagues (79%) ■ No Leagues (21%)

2022 Overview per CTA



Questions?

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USTA Members Services Coordinator



Let's Tennis