



# Tennis Apprentice

Pathway to  
USTA Leagues



# What is Tennis Apprentice?

Tennis Apprentice is an entry level program with the goal to find new tennis players in your area. After the program is completed, they can sign up to play in your local leagues! This will begin to increase your memberships, participation, as well as bring in new competition.

## What will you need?

You will need to locate a tennis facility to host the program, as well as a pro to teach the clinics. Typically, the sessions are about 6 weeks long. Clinics are one night a week from 1 hour to 1½ hour. Since you are trying to locate NEW players, you can advertise anywhere and everywhere! Grocery stores, local gyms, malls, etc.

## Cost

The Tennis Apprentice 101 program caps the player registration fee at \$60. 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.

## How can USTA Georgia help?

We will provide one racquet per player registered. Submit our Jotform to let us know when your next program starts and how many players signed up. Once the new players are ready to join your local league, we will pay for their first year of USTA membership.

# Tennis Apprentice Pathway

## Love Play Compete

### 101. Love (capped at \$60 per player)

A tennis pro will teach the basics: groundstrokes, serves, volleys and scoring. The pro is free to use their own methodology or use USTA's guide.

### 102. Play (separate registration, no cap)

This is a follow up program with supervised play. CTA's can create a "rookie league" on TennisLink and teach players the basics of being part of a team, exchanging lineups, playing singles and doubles. Once the players are ready to register for a league, we will pay for their first USTA membership. To qualify, they must have participated in the **101.Love** program and not have a previous USTA account or membership.

### 103. Compete (transition into USTA League)

Once players feel more comfortable with team competition, they are ready to join a USTA League team (Adult, Mixed, Combo, Tri-Level). Players are responsible for their own local league registration.





# New membership benefit

Starting in 2022 when you renew or purchase an adult or senior USTA Membership, you will receive a \$44 credit to spend at [head.com](https://head.com) on tennis racquets, footwear and more.

Each unique redemption code will be emailed to the player at the address given at the time of Tennis Apprentice registration.



# Requesting racquets and memberships

Jotform submission: <https://form.jotform.com/USTAGeorgia/2022-tennis-apprentice>

Please allow **at least 7 business days** to get the racquets shipped

## Required information about the program

- Program director, address to ship the racquets, program dates, marketing materials, number of players, player database

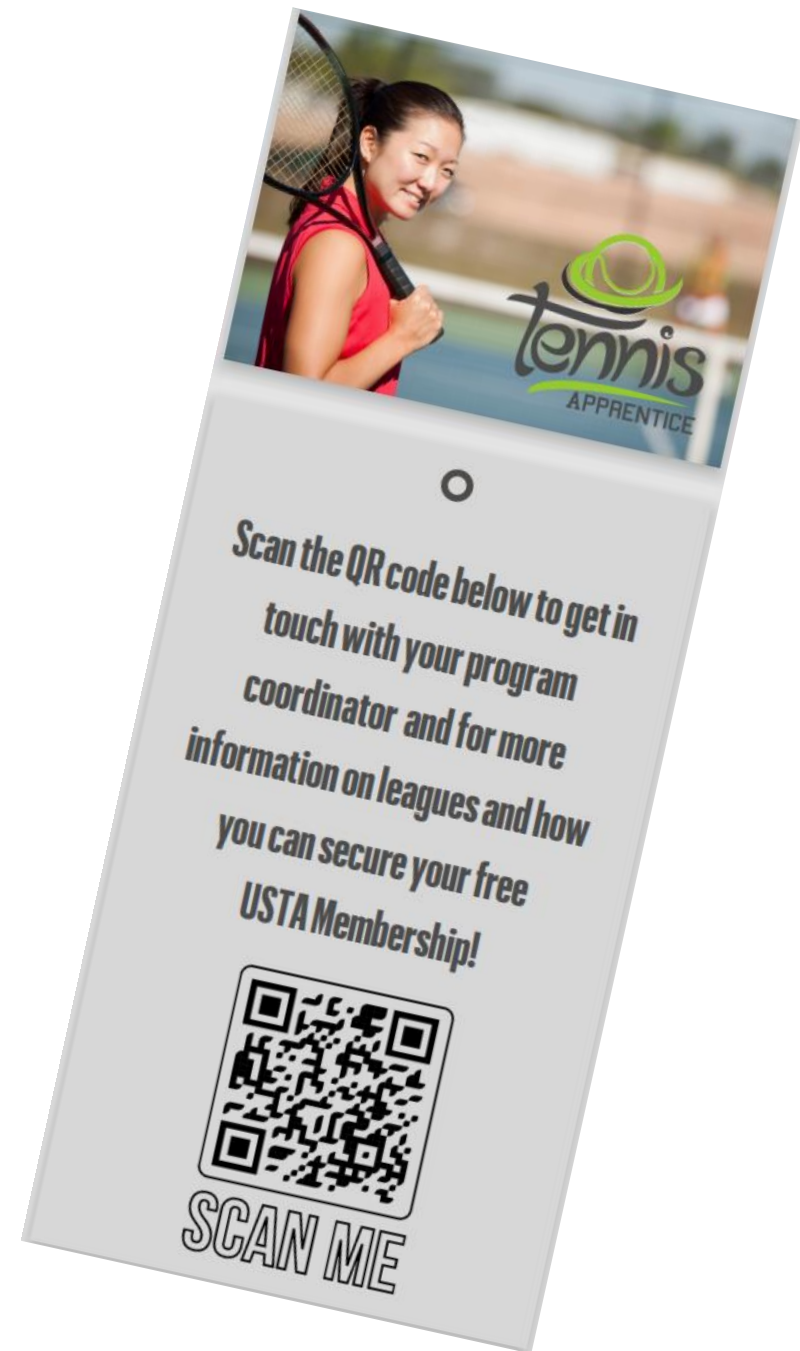
## Required player database

- Full name, date of birth, gender, address, email, phone number

# Player packets replaced by hang tags

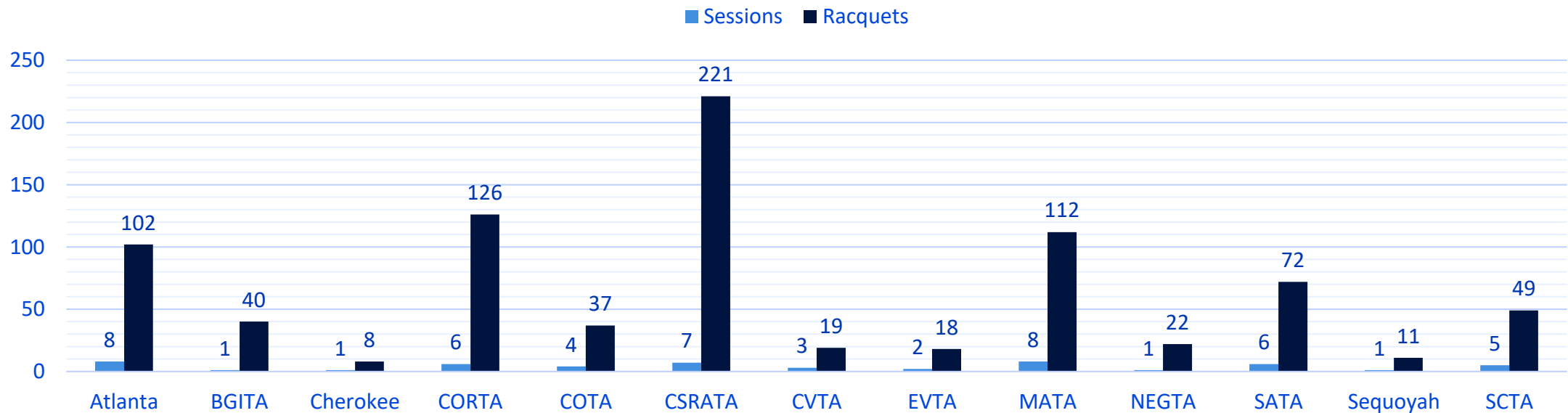
Racquets are shipped with a Tennis Apprentice dampener and a hang tag.

The QR code directs players to the USTA Georgia Tennis Apprentice webpage.



# 2021 Tennis Apprentice programs in Georgia

Number of sessions and racquets shipped



# 2021 Overall Numbers in Georgia

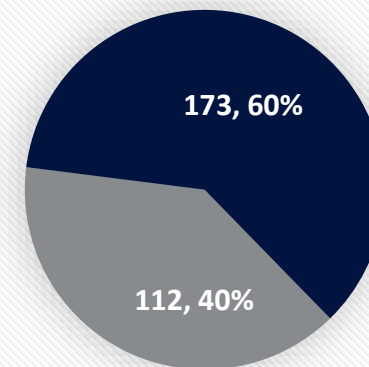
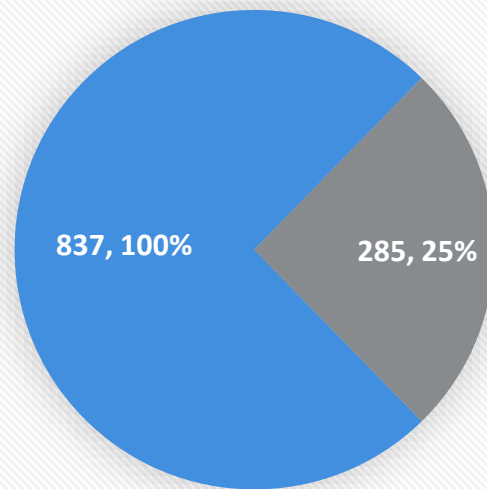
## Players, membership and league registration





# 2021 Overall Numbers in Georgia

## Players, membership and league registration



■ Participation   ■ Purchased membership   ■ Registered in a league

# Focus for 2022

1. Continue to offer 101 programs
2. Transition 101 players to 102. Rookie leagues are easy to set up and allow flexible formats. They count for the purpose of tracking player participation in leagues.

Questions/instructions on how to setup a rookie league on TennisLink, email Carolina Kaminski



# Contact information

**Carolina Kaminski**

**Adult Programs Coordinator**

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**USTA Member Services Coordinator**

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# Junior Tennis Apprentice





# Junior Tennis Apprentice

Junior Tennis Apprentice is designed strictly for beginner players. It teaches the basics of tennis and gets kids playing the game fast! We are looking forward to watching our CTA's bring in new players to the game and grow their Junior Team Tennis participation as well!

## What are the elements for a Junior Tennis Apprentice session?

- 5-8 weeks of organized play coached by an experienced professional
- New USTA membership for each participant
- Beginner tennis racquet for players to keep
- Require CTA's to offer a free season of JTT upon completion of Jr. Tennis Apprentice

## Can we charge a participation fee?

You may charge a registration fee up to \$60 per participant



# Junior Tennis Apprentice

**What does the CTA receive by hosting a Junior Tennis Apprentice session?**

- Beginner tennis racquet for each participant
- Upon providing all necessary information to create a new membership, we will give CTA's a \$10 check per participant to go towards a player party, court fees, league fees, etc.
- Assistance with marketing and local promotion.
- Coaches & Parents - Register a USTA Junior Team Tennis team in your upcoming local JTT league season with 6 new players and receive a check for \$100!
- First time programs registered as a Team Challenge or Team Tournament will receive additional equipment, training and coaching manuals (see below)

**How do we register as a Team Challenge or Team Tournament with USTA?**

Go to [www.usta.com/teamprograms](http://www.usta.com/teamprograms) for more information and how to register

# Junior Tennis Apprentice

## How do we start the process?

Complete the Junior Tennis Apprentice application at least 7 business days prior to the start of your session and include the player data base form and appropriate racket sizes for each participant. Applications received later than 7 days prior to program start date will not be guaranteed delivery of shipment by first class.

For more information or questions please contact:

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