

**USTA Tennessee Comprehensive Policy for
Brand Use and Partnership, Support, and Endorsement**

The USTA

The USTA is a not-for-profit organization that invests 100% of its proceeds to promote and develop the growth of tennis in the United States – from grassroots to the highest level in the professional sport. Members include community tennis associations and members in local communities, youth and collegiate players and coaches, schools, colleges, and universities, adult league and tournament players, tennis teaching professionals, tennis industry representatives, parks and recreation department representatives, and professional tennis players. A sampling of USTA programs includes the US Open, the premier international professional tournament, USTA Player Development Program (a clearly defined training structure, competitive pathway, and comprehensive coaching philosophy and structure), a series of youth programs, adult leagues and adult tournaments, and programs specially designed to serve the needs of American military families, special populations, and underserved communities.

The USTA conducts and funds research in sport science, education, and health; provides funding to build or refurbish and equip public tennis courts, schools, and community centers with tennis equipment, and makes large grants which enable local community providers to expose underserved communities to tennis and its many positive aspects. The USTA is a voluntary membership organization which is largely governed by a volunteer cadre and managed by a small staff.

The USTA is remarkable for its high level of involvement in the professional sport. The USTA manages the US Open, the Emirates Airlines US Open Series, three professional tour events, approximately 90 USTA Pro Circuit events, operation of the Billie Jean King National Tennis Center, as well as the US teams for the Davis Cup, Fed Cup, the Olympics, and the Paralympic Games. Professional Tennis generates significant revenue which funds the USTA mission through television, sponsorship, ticket sales, merchandising, and advanced media. The USTA distributes these funds directly to grassroots programs through a system of programs, grants, and initiatives.

USTA Tennessee

USTA Tennessee is a 501c4 nonprofit corporation under Tennessee law which pursues the mission of the USTA within Tennessee. It is financially independent with a volunteer board of directors and committees, and a small staff led by an Executive Director. Its funding derives from three main sources: 1) adult league programs including tournaments;

2) membership fees and incentives determined by 5 metrics which include paid USTA memberships; adult league memberships; adult matches played in a league or tournament; junior memberships; and junior matches played in a league or tournament; and 3) program-specific grants from the USTA and Southern Tennis Association. The only way USTA Tennessee satisfies its five metrics is by providing distinct USTA programs.

USTA and USTA Tennessee Identity

The USTA and USTA Tennessee carefully plan and manage their identities, including brands associated with specific programs, professional events, amateur events, products, structures, and initiatives. USTA brands and branded programs are highly valuable symbols of everything the organization represents: expertise, competition, professionalism, quality, service, sportsmanship, and financial stewardship, to name a few. Both organizations closely control use of brands in order to protect the value of the brands, to ensure quality control of its programs and products, and to maintain a coherent corporate strategy. The unauthorized or non-compliant use of USTA brands dilutes the value of the brand and disrupts the corporate strategy of the organization. Because the USTA Tennessee brand inherently incorporates the USTA and STA brands, USTA Tennessee's decisions and policies regarding brand use are closely restricted.

Tennis is a remarkable sport which has enriched many lives. It promotes lifetime fitness and health, provides social opportunities and instills confidence, enables athletes to acquire a college education, promotes a high level of competition at the professional level, and provides a career pathway for many. USTA programs are the means by which USTA Tennessee promotes the growth and development of the sport in Tennessee, as its funds derive from USTA programs. Consequently, USTA Tennessee's first priority and loyalty are to USTA programs, events, initiatives, and members. All our strategic decisions, including the use of brands and partnerships with others, must be driven by our loyalty to and focus on USTA tennis programs.

The use of USTA Tennessee brands and relationships with others are reserved for programs, events, and providers which are USTA members, embrace the USTA mission and programs, and directly benefit USTA programs in Tennessee. USTA Tennessee has adopted the following policies in order to protect the brands of USTA, USTA Southern, and USTA Tennessee. The policies govern the use of brands and programs, as well as relationships with other entities and individuals.

Brand Assets

Brand Assets include Nomenclature, Marks, Logo, Colors, Type, and apply to stationery, brochures and publications, presentations, signage, and endorsed use.

Nomenclature. The consistent use of the USTA Tennessee name is critical to the organization's identity. By using the official name of the organization in a consistent manner, we build greater recognition. Formal: USTA Tennessee. Second Reference: USTA TN.

Marks. A mark is any symbol, nickname, word, slogan, or derivative that can be associated with an organization, company, manufacturer or institution and can be distinguished from those of other entities or competitors. USTA Tennessee owns and controls its name and other marks, logos, insignias, designs and symbols that are associated with the organization. The USTA Tennessee Mark is the primary means by which we are recognized and should appear on all organization communications. Do not alter the Mark. Use of the Mark is prohibited without written consent from the USTA Tennessee. Unauthorized use of USTA Tennessee Marks is subject to civil and criminal penalties and USTA Tennessee reserves the right to take appropriate action when confronted with unauthorized use of its marks.

Logos. USTA Tennessee Logos are an important element in our visual identity. Use of the Logo is prohibited without written consent from the USTA Tennessee.

Use, Partnership, Support, and Endorsement

Any person, business, or organization desiring to use USTA Tennessee marks, logos, or nomenclature in any manner and for any purpose must be authorized to do so in accordance with this policy.

Use of USTA Tennessee Marks, Logos, and Nomenclature. USTA Tennessee Brand Assets may not be altered in any way. Each use of a Brand Asset requires written approval by USTA Tennessee. Brand Assets may not be used in conjunction with the name or marks of any other entity without the prior written permission of that entity and USTA Tennessee. USTA Tennessee Brand Assets may not be used in any way that discriminates or implies discrimination against any persons or groups based on race, color, creed, religion, national origin, citizenship, sex, age, marital status, sexual orientation, disability or military status or in any other way that would discriminate against any individual or groups.

USTA Tennessee will not approve the use of its Brand Assets on certain types of products including but not limited to beer, wine, and liquor; inherently dangerous products

such as firearms, explosives, and fuels; tobacco-related products; illegal drug-related products; obscene or disparaging products; sexually suggestive products; products that present an unacceptable risk of liability; and products that are harmful to the mission or image of USTA Tennessee.

Use of Brand Assets may be used in advertising by: a commercial entity pursuant to a written agreement with USTA Tennessee; a commercial entity in ads that are of an informational, congratulatory or team spirit nature; in advertisements for official programs sold or distributed at events; in promotional activities pursuant to the terms of a written agreement; by companies that have contracted with USTA Tennessee for goods or services; all must be subject to the terms of a written agreement with USTA Tennessee

Partnership. USTA Tennessee seeks appropriate partners to further its mission. Partners generally will reflect values embraced by USTA Tennessee, submit a written application, and enter into a written agreement with USTA Tennessee regarding its partnership with the organization. Partners may include Community Tennis Associations, corporations, individuals, and partnerships.

Support. USTA Tennessee develops support for its mission and program via financial and in kind support provided by others, including nonprofit and forprofit organizations, companies, individuals, and partnerships. Any support relationship must be detailed in a written agreement with USTA Tennessee.

Endorsement. USTA Tennessee reserves the right to endorse products, events, and services to its members and to others which embrace mission and goals consistent with the mission and goals of USTA Tennessee, pursuant to a written agreement with USTA Tennessee.

Application for Use, Partnership, Support, and Endorsement

Name of Applicant:_____

Type of Entity: Individual Corporation LLC Partnership Sole Proprietorship

Type of Business:_____

Address of Applicant:_____

Main Contact Name:_____

Title:_____ **Address:**_____

City/State:_____

Telephone:_____ **Cellular Telephone:**_____

Email address:_____ **Fax Number:**_____

Your Individual or Organizational USTA Member Number:_____

Please List A Financial Reference (bank or credit)

Name_____

Address_____

Telephone:_____ **Email address:**_____

USTA Tennessee Bylaws require an annual financial audit, which, along with our IRS Forms 990 and governance documents, are available at our website, www.ustatn.com. Upon the advice of our auditing firm, we request you provide the following documents when you submit a request to use Brand Assets, Partner with USTA Tennessee, Support USTA Tennessee, or obtain USTA Tennessee endorsement: most recent financial audit reports; most recent federal income tax return (i.e., Form 990, 1120, 1040); most recent profit and loss statement; and most recent balance sheet.

What type of relationship do you seek with USTA Tennessee? (Circle all which apply)

Use of USTA Tennessee Brand Assets

Partnership with USTA Tennessee for Event, Service, or Goods

Support of USTA Tennessee events, programs, initiatives

Endorsement by USTA Tennessee of event, programs, or goods

On additional pages, please describe in detail your proposed relationship with USTA Tennessee and how your proposal involves or relates to USTA programs, events, initiatives, or members; how your proposal demonstrates an embrace of USTA mission and programs, and how your proposal directly benefits USTA programs in Tennessee. For a complete listing of USTA programs, we suggest you visit www.usta.com and www.ustatn.com. Please include who, what, when, where, and how you will execute your proposal, your expectations of USTA Tennessee, and your deadline for acceptance of your proposal.

Please submit your completed application to Tracy Davies, Executive Director, USTA Tennessee, 1029 17th Avenue South, Nashville Tennessee 37212 or to TracyDavies@ustatn.com.

Approved and verified December 19, 2013 by Helen Smith, president and Tracy Davies, Executive Director. Yes votes: Fred Bonney, Steve Brooks, Kyle Christensen, Thom Druffel, Joey Hall, Bill McGugin, Rankin McGugin, Bob Mitchell, Katharine Pearson-Criss, Steve Riley, Helen Smith, Brian Sullivan, and Elizabeth Walker. No votes: None.