

Around the league here's the talk...



"Getting players involved in the game of tennis is so rewarding and when they can experience the game with others on a team, it is even more fun! Without a doubt, it is the best way to get players hooked on tennis! Many players will think they are not good enough, but

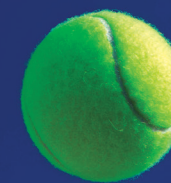
they are! If a player can serve, rally and play they will enjoy the 2.5 league! We've experienced significant increases in revenue from our 2.5 team players in pro shop sales, lessons and membership sales! The 2.5 League Initiative is a win-win-win for players, coaches and clubs!"

Duke Paluch, Executive Director
Rocky Mountain Tennis Center, CO

"Having 2.5 teams is a win for everyone. Some of my 2.5's are still playing and have achieved the NTRP levels of 3.5 – 4.5. The 2.5's are sponges in private lessons and team practices. If you don't have a feeder system your program will not flourish. I now have 60 ladies playing league tennis and there are always new 2.5 players. I have new men's teams also. Thanks to both organizations for keeping this great initiative going. 2.5's make great cents!"

**Diane Selke, USPTA Master Professional,
USPTA Board, Head Tennis Professional**
Valley Country Club, Centennial, CO

USTA Intermountain Tennis
Association
9145 E. Kenyon Ave., Suite 201
Denver, CO 80237



USPTA/USTA Intermountain 2.5 Incentive Challenge is in play



Reward incentives for
USPTA professionals that
recruit 2.5 players & teams



USPTA/USTA 2.5 Challenge Incentives...

More novice players mean more revenue fast!

In 2005, individual combined revenue from lessons/clinics and equipment sales was estimated to be as high as \$25,000 in the Intermountain Division. The average lesson revenue was \$3,880, and the average equipment revenue was \$1,272.

2.5 – It's FUN!

- No bad habits to break
- No preconceived attitudes to overcome
- Captive and appreciative audience
- Quick learning curve

Without the investment of a highly qualified professional, 82% of new players leave the game!

And now you have a financial partnership provided by the USPTA and ITA.

- Every new player not on a new team=\$10
- Every new team=\$200

Plus, a chance to win a trip to the 2016 US Open in New York City, NY, or to the 2016 USPTA World Conference in Indian Wells, CA.

What counts as a new player?

Any player that did not play in the USTA Adult 18 & Over League at the 2.5 level in 2015.

What counts as a new team?

Any USTA Adult 18 & Over League 2.5 level team comprised of 50% or greater new players. All information must be submitted by July 21, 2016.

Who is eligible?

All USPTA Intermountain Division Professionals in good standing. The program is intended to reward those directly engaged in the recruitment and management of 2.5 level players and teams registered in the USTA Adult 18 & Over League only.

Trip information

Each USPTA professional that organizes a new 2.5 level team, or recruits a new 2.5 player for the USTA Adult 18 & Over League, will receive one entry into a drawing for a trip to either the 2016 US Open or the 2016 USPTA World Conference in Indian Wells. Trips are for one individual and are non-transferable. Only one entry per professional will be entered into the drawings.

• US Open Trip: September 2-5, 2016

Includes: Airfare, four nights lodging (Sept. 2, 3, 4, 5) and US Open tickets for three days (Sept. 3, 4, 5 day sessions).

• USPTA World Conference: Sept. 25-29, 2016

Includes: Airfare, lodging and USPTA World Conference registration in Indian Wells, CA.

How do I report new players and teams?

USPTA & USTA Intermountain 2.5 Player Incentive

Thank you for taking the time to introduce new players to the sport of tennis and USTA League Tennis in particular.

To receive your incentive, all pros must be in good standing with the USPTA. Please fill out the following information by 7/21 and mail it as directed below. If you prefer, you may also download this form from the USPTA Intermountain website and send it in electronically. Mail and email address are listed below.

USPTA Pro's Name: _____

USPTA Pro's Member Number: _____

USPTA Pro's Address: _____

USPTA Pro's email: _____

USPTA Pro's Phone#: _____

Facility or Club Name: _____

New 2.5 Players (registered on USTA Adult 18 & Over team that is not comprised of 50% or greater new players):

Names (\$10 incentive per player): _____

New 2.5 Teams:

Team numbers (\$200 incentive per team): _____



INTERMOUNTAIN



2015 2.5 Women Sectional Champions from Nevada

This form must be received no later than July 21, 2016, for incentive reimbursement and to be entered into the US Open or USPTA World Conference trip drawings.

Intermountain Section office and contact information:

USTA Intermountain
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