



USTA Southern Tennis Apprentice Program Overview (2017)

Overview

USTA Southern continues to invest in the promotion of beginner clinics within the section. The future of USTA League Tennis requires the recruitment of brand new players to the game, so spearheading this effort is extremely important. USTA Southern would like to provide an opportunity to host sessions of Tennis Apprentice, which is an all-inclusive program package for the beginning tennis player. The all-inclusive package will include the following for each player: USTA membership, tennis racket, on-court instruction, social networking and transitional opportunities to USTA Leagues.

What are the Elements for a Tennis Apprentice Session?

The all-inclusive Tennis Apprentice player package should include:

- 6-8 weeks of organized play coached by an experienced professional
- New USTA membership for each participant
- Beginner tennis rackets (HEAD Ti Conquest) for players to keep
- Pathway for players to transition to a USTA program in collaboration with Local League Coordinator

What Do I Receive by Hosting a Tennis Apprentice Session? What is included?

USTA Southern will provide the following for each Tennis Apprentice session:

- One set of beginner tennis rackets (HEAD Ti Conquest) to distribute to participants per session
- \$150 Tennis Apprentice pro or CTA bonus fee for submitting USTA membership list (of a minimum of 10 players). Bonus fee available to first 150 membership lists we receive.
- Participant fees
- Professional marketing collateral and digital assets for local promotion

Can I Charge a Participant Fee?

Yes! You may charge a participant fee up to a maximum of \$119 per player (if including USTA membership) or \$75 per player (if participants are responsible for purchasing USTA membership). The reason for the cap is to ensure a low-cost registration. The current cost for a USTA membership is \$44 per player.

What Are My Requirements when Hosting a Tennis Apprentice Session?

As the host, you would coordinate and organize (with pro) the registration, collection of registration fees, curriculum and picture of Tennis Apprentice players with their HEAD racquets. After the session begins, the host submit USTA membership # list to USTA Southern. Upon receipt of USTA membership # list, the \$150 bonus fee will be issued. A USTA membership summary spreadsheet is available for your convenience.

How Do I Start the Process?

Complete the [Tennis Apprentice online application](#). Once reviewed, you will be notified via e-mail within 10 days after submission if approved.

Applications must be received a minimum of 20 days prior to the anticipated start date but no later than **October 1, 2017**. A final number of registered players should be e-mailed to walling@southerntennis.com at least 7 days prior to the start of the session. For accountability purposes, the USTA member list and a picture of registered players must be submitted within 10 days after the last Tennis Apprentice scheduled date.



Tennis Apprentice Goals and Benefits for Tennis Professionals, Facilities and Local Area

Facility and/or Coordinator Outline and Goals

- Complete application for your session via online application (southerntennis.com > Tennis Apprentice)
- Sessions must be between 6-8 weeks and include organized lessons and structured play
- Coordinators and/or professionals are encouraged to host two or more sessions a year with 10-12 players per session
- Fee may not exceed \$119 per player and must include USTA membership (paid for by host), or \$75 if USTA memberships are paid for by participants prior to first session.
- Get them into a USTA program within four months of completion of Apprentice program
- USTA membership # list submitted and picture taken before session closes

USTA Southern Contributions to Your Success

- Set of beginner racquets (HEAD Ti Conquest) to distribute to Tennis Apprentice participants per session. Tennis Apprentice players will keep racquet
- Professional marketing collateral and digital assets for local promotion sent directly to you
- Digital assets to promote program through local outlets - facility website, CTA website, social media to help with local promotion
- Inclusion on USTA Southern Tennis Apprentice web site (jointennisapprentice.com). Local dates, location & link will be listed.
- \$150 Tennis Apprentice pro/CTA bonus fee for submitting USTA membership # list (minimum of 10 players). Bonus fee available to first 150 membership lists we receive.

Examples of Tennis Apprentice Operating Budget (assuming session includes/pays for USTA Membership)

Tennis Apprentice Registration Fee (per player)	\$79	\$99	\$119
Tennis Apprentice Total Fees Per Session (10 players)	\$790	\$990	\$1,190
Bonus Fee for Tennis Apprentice Session	\$150	\$150	\$150
USTA Membership Deducted (10 players)	-\$440	-\$440	-\$440
Leftover Program Funds Per Session	\$500	\$700	\$900.00
Leftover Program Funds for 3 Sessions	\$1,500	\$2,100*	\$2,700*

**For example, hosting 3 sessions of Tennis Apprentice brings in an additional \$1,500-2,700 (based on registration fee you choose) to pay for court fees, professional fees, balls, party supplies...whatever you want to do to make Tennis Apprentice a recognized tennis program in your area!*

How Can Tennis Apprentice Benefit You in the Future?

- Create a Tennis Apprentice II or similar follow-up program to continue education
- Development a new clientele base for individual and/or group lessons at your desired rate
- Increase use of tennis facility from Tennis Apprentice sessions, pocket leagues, league play and/or lessons
- Grow tennis in your local area
- Make you a leader in your tennis community!