

Linking Your Community to the USTA Network

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The United States Tennis Association (USTA) is the national governing body for the sport of tennis in the U.S. It owns and operates the US Open, the largest annually attended sporting event in the world and, in 2004, launched the US Open Series, which links 10 summer tournaments to the US Open. In addition, it owns the 94 Pro Circuit events throughout the U.S. and selects the teams for the Davis Cup, Fed Cup, Olympic, and Paralympic Games. A not-for-profit organization with more than 675,000 members, it invests 100 percent of its proceeds to promote and develop the growth of tennis, from the grassroots to the professional levels.

The USTA is committed to broadening the appeal of tennis to a multicultural audience, which includes people in large cities, suburbs, and the smallest rural towns. This commitment is essential to the long-term growth of the game and can serve as a model for other organizations aspiring for a more inclusive environment.

The USTA is a model not-for-profit organization because of the strong ties it has formed with the community. These community-based relationships are fostered through CTAs, which provide local USTA members with a forum through which they can fundraise, conduct sanctioned tournaments, and develop educational workshops and seminars. (To understand more clearly how the USTA operates at the local level, visit USTA.com.)

CTAs bring tennis programs to local residents. They deliver tennis programs in large cities, medium suburbs, small towns and communities just like yours. Each CTA is vital to the health and growth of tennis in its town because that is their mission. To link your town to the USTA:

- Form a Community Tennis Association
- Incorporate in your state
- Become an organizational member of the USTA
- Register your CTA with the USTA
- Tap into USTA services, benefits, and funds

You can easily register your CTA online by visiting <http://cta.usta.com>.



ADVANTAGES OF REGISTERING YOUR CTA WITH THE USTA

Registered CTAs enjoy the following benefits as USTA members:

- **USTA-offered Liability Insurance** — The USTA has a liability and accident insurance plan available, which provides coverage against allegations of negligence resulting from bodily injury or property damage.
- **USTA Sanctioned Tournaments** — Member organizations may conduct tournaments that are officially sanctioned by the USTA and use the USTA name and logo to promote the events (subject to sanctioning requirements).
- **Tournament Data Management System (TDM)** — A tournament management software program designed to assist the tournament director and referee with player information, tournament sign-up, tournament draws, scheduling, and reporting.
- **USTA Yearbook** — A comprehensive annual guide to the national governing body of tennis as well as the year in tennis and historical records.
- **USTA Magazine** — The USTA membership magazine, providing information and entertainment about activities, programs, events, and people of the USTA and the sport of tennis.
- **Tennis Magazine** — The leading magazine on the world of professional tennis, featuring stories about top pros, equipment advice, and instruction.
- **High Performance Coaching Newsletter** — A quarterly newsletter, which provides the latest up-to-date information in the world of sport science and coaching for tennis.
- **Certificate of Membership** — This certificate identifies your association as an official organizational member of the USTA and a supporter of tennis.

Registered CTAs also enjoy the following services:

- **Preferential access to USTA Funding** — Registered CTAs are given priority to USTA grants at the district, section, and national level.
- **Training and Educational Workshops and Seminars** — Registered CTAs receive information and special discounted rates to USTA-sponsored events, workshops, and seminars.
- **Website Development** — Registered CTAs can receive assistance with their website development.
- **USTA Tennis Program Support and Promotional Material** — Registered CTAs have access to low cost support and promotional material through the USTA Tennis Materials Catalog.
- **“Best Practices” Sharing** — Registered CTAs have access to unique and successful ideas implemented by CTAs around the country.
- **Network Communication** — Registered CTAs receive regular communication first-hand from the USTA regarding upcoming events, workshops, seminars, grants, and programs.
- **USTA Awards** — Registered CTAs are eligible for prestigious USTA national, section, and district awards.

THE USTA NETWORK

The USTA promotes tennis to a nationwide population of some 260 million people and serves the needs of the 24 million tennis players. To serve the public, the USTA operates through 17 geographic section offices. (See Appendix D for a USTA section map.) Twelve of these sections are further divided into 73 districts. All of these sections and districts have CTAs that are a vital part of the USTA's grassroots delivery system.

In effect, these sections, districts, and CTAs are extensions of the USTA and provide the entire U.S. with a more direct link to USTA resources and tennis programming. USTA sections and districts are empowered by the USTA and follow the policies and procedures of the organization, but sections, districts, and CTAs have considerable independence, with their own boards of directors, staffs, and budgets. At all levels of the USTA, the relationship between the USTA headquarters and the USTA sections and districts is important. Understanding this relationship is critical to understanding how the USTA promotes and develops tennis nationwide.

CTAs across the country are striving to promote the benefits of the game to new players. New players can benefit by learning the game, playing the game, and increasing overall fitness levels as a result of the game. CTAs are the engine that keeps the USTA running at the local level. Increased CTA membership and participation in every community will ensure healthy growth for the USTA for years to come.