

USPTA/USTA Intermountain New Player Incentive Challenge is in play



More novice players mean more revenue fast!

New players to the game have proven to bring in revenue from lessons/clinics and equipment sales. Estimated combined individual revenue from lessons/equipment sales has been as high as \$25,000 in the Intermountain Division. The average lesson revenue was \$3,880, and the average equipment revenue was \$1,272.

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 2.5 Women's or 3.0 Men's USTA Adult 18 & Over team=\$200
- Every new 2.5 woman or 3.0 man registered on any new team in TennisLink=\$10.

What counts as a new player?

Any 2.5 woman or 3.0 man that was not registered on any team in TennisLink in 2022.

Players counted as members of a new 2.5 Women's or 3.0 Men's team that receives the \$200/team reward cannot be counted again as individuals to receive a \$10/player reward.

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 Women's or 3.0 Men's level players.

Trip information:

Each USPTA professional that organizes a new 2.5 level Women's team or 3.0 level Men's team, or recruits a new 2.5 player or Men's 3.0 player for the USTA Adult 18 & Over League, will receive one entry into a drawing for one of two trips to the 2023 USPTA World Conference on Tennis. Only one entry per professional will be entered into the drawings.

• USPTA World Conference on Tennis

Includes: Airfare, lodging and USPTA World Conference on Tennis registration fee.



USPTA & USTA INTERMOUNTAIN New Player Incentive.

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

How do I report new players and teams?

To receive your incentive, all pros must be in good standing with USPTA. Reimbursements will be available only as long as our funds allow and up until August 1, 2023. Submissions will be date stamped to recognize the order in which they are received should funds become limited. Please fill out the New Player Incentive form here at <https://forms.gle/oLuxdjW5VEmFk4KUA> by August 1, 2023.

For questions contact: Monica Haller Bradley
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"Thank you for offering the 2.5 initiative! I was fortunate to win this drawing and wish other tennis professionals good luck in the future. It is a valuable and educational trip."

Matt Kiser, Director of Tennis
Foothills Swim and Racquet Club, Colorado Springs, CO