

# RSPA/USTA Intermountain New Player Incentive Challenge is in play



## More novice players mean more revenue fast!

Considering an average new 2.5 player has 1-2 children, local pros estimate total revenues from a seven-person team amounted to more than \$20,000 in additional revenue through private lessons (adult and junior), team clinics, league fees, social event fees, new equipment, food and beverage, clothing and shoes, and coaching fees to attend matches.

Without the investment of a highly qualified professional, 82% of new players leave the game! You have a financial partnership provided by the RSPA Intermountain Division and the USTA Intermountain Section.

- Every new 2.5 Women's or 3.0 Men's USTA Adult 18 & Over team=\$400.
- Every new 2.5 woman or 3.0 man registered on any new team in TennisLink=\$25.

## What counts as a new player?

Any 2.5 woman or 3.0 man that was not registered on any team in TennisLink in 2024.

Players counted as members of a new 2.5 Women's or 3.0 Men's team that receives the \$400/team reward cannot be counted again as individuals to receive a \$25/player reward.

## What counts as a new team?

Any 2.5W or 3.0M team registered in the USTA Adult 18 & Over League that consists of 50% or greater new players.

## Who is eligible?

All RSPA 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 RSPA 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 a trip to the 2025 US Open or the 2025 RSPA World Racquets Conference.

- RSPA World Racquets Conference Trip (Sept. 21-25, 2025) includes airfare, lodging for 3 nights, and RSPA World Racquets Conference registration fee.
- US Open Trip (Aug. 29-31, 2025) includes airfare, lodging (3 nights Aug. 29-31, 2025), and US Open tickets for 2 days (Aug. 30 and 31, 2025).



## How do I report new players and teams?

To receive your incentive, all pros must be in good standing with RSPA. Reimbursements will be available only as long as our funds allow, up until **July 14, 2025**. Submissions will be date stamped to recognize the order in which they are received should funds become limited. **Regardless of date received, payments will be processed at the end of the incentive period.**

[Please fill out the New Player Incentive form by July 14, 2025.](#)

**For questions contact:** Monica Haller Bradley  
**Email:** mhaller@ita.usta.com  
**Phone:** (303) 695-4117, Ext. 228

*"I dedicate myself to growing the game of tennis with my junior players, and participating in the New Player Initiative 2024 was a natural step. By focusing on the mothers of my players, I've not only introduced new players to the sport but also equipped parents with the skills to bond with their children through tennis – creating memories and sharing a sport that brings joy and connection for years to come. Participate in the New Player Initiative and share your passion for tennis! By teaching new players the love of the game, we can inspire a lifelong appreciation for this incredible sport and foster a vibrant community together."*

**Stacy Whitehead**

*"As a USPTA/RSPA member who has only lived in the USA for two years, I have been really impressed with the friendliness and willingness of other members to offer assistance and advice. In particular, the regional dinner (at the RSPA World Racquets Conference in 2024) was most helpful; being introduced to and spending time with RSPA professionals in my local area was a highlight."*

**Leon Patchett**