



USTA SOUTHERN

# COMMUNITY TENNIS

## PLAYBOOK



CLICK ANYWHERE  
TO VIEW INTERACTIVE  
PLAYBOOK

Empower the Southern Community to drive mass participation by offering a menu of program models that attract new players and retain current ones. Resources, Training, and Tools can be found within to help run these programs effectively.

Tennis usta.

USTA  
SOUTHERN

### Learn to Play

Fun classes to sample tennis

### Doubles Quads

Social Doubles for weekly play

### Challenge Ladder

Flexible Match Play on your schedule

### USTA Junior Circuit

2 to 4-Hour Match Play for junior players

### Red Ball Social Mixer

Fun & Easy Tennis on smaller courts

### Triples

Fast Paced 3 on 3 play on a full court

# Playbook Program Menu



## Learn to Play

Perfect for beginners who are new to tennis. This program introduces the fundamental skills and rules of the game in a welcoming, low-pressure environment.



## Doubles Quads

A social doubles format that emphasizes teamwork and strategy. Players rotate partners and compete in a round-robin format for a fun, competitive experience.



## Challenge Ladder

A flexible ranking system where players challenge others to move up the ladder. Great for maintaining year-round engagement and friendly competition.



## USTA Junior Circuit

Junior Circuits are non-ranked and non-elimination 2-4 hour junior tennis events designed to give young players match experience in a fun, developmental setting.



## Red Ball Social Mixer

An entry-level program using slower red balls and smaller courts, specifically designed for juniors and adults to learn tennis in a fun, age-appropriate way.



## Triples

An innovative 3-vs-3 format played to promote inclusivity and provide more playing opportunities. Perfect for social play and larger group events.

# Program Comparison

|  | EASE OF PROGRAM | SESSION LENGTH            | PLAYER COST<br>Per Person | EXPENSES<br>Per Session | PROFITABILITY<br>Per Session                             |
|--|-----------------|---------------------------|---------------------------|-------------------------|--|
| <br>Learn to Play           | Medium          | 4-9 Weeks,<br>1 Hour      | \$60-100                  | \$442-707               | <b>\$13-278</b><br><small>*Based on 12 players</small>   |
| <br>Doubles Quads           | Easy            | 4 Weeks,<br>1.5-2 Hours   | \$40                      | \$216-288               | <b>\$32-104</b><br><small>*Based on 8 players</small>    |
| <br>Challenge Ladder        | Medium          | 6-8 Weeks,<br>1.5-2 Hours | \$25-35                   | \$243-300               | <b>\$300-358</b><br><small>*Based on 20 players</small>  |
| <br>USTA Junior Circuit   | Hard            | 1 Day,<br>2-4 Hours       | \$15-30                   | ~\$344                  | <b>\$406-1.1K</b><br><small>*Based on 50 players</small> |
| <br>Red Ball Social Mixer | Easy            | 2-4 Weeks,<br>1.5-2 Hours | \$10-40                   | \$82-202                | <b>\$118-238</b><br><small>*Based on 8 players</small>   |
| <br>Triples               | Easy            | 1 Hour                    | \$10-15                   | \$110-147               | <b>\$10-70</b><br><small>*Based on 12 players</small>    |

# LEARN TO PLAY

PROGRAM INFO

VIDEOS

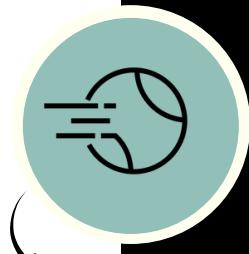
CASE STUDIES

PROFIT PLANNER

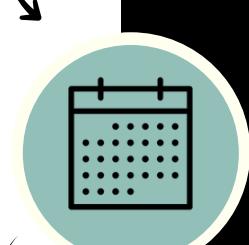
MARKETING MATERIALS

APPENDIX

**EASE OF PROGRAM**  
Medium



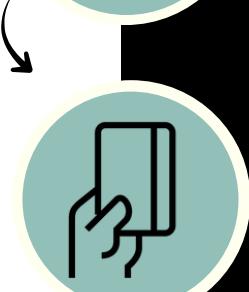
**SESSION LENGTH**  
4-9 Weeks,  
1 Hour



**PLAYER COST**  
\$60-100/  
Person



**EXPENSES**  
\$442-707/  
Session



**PROFITABILITY**  
\$13-278/  
Session



## What is Learn to Play?

Learn to play programming is designed to introduce tennis to prospective adult/junior beginner players or reintroduce past players to the game. These programs can serve as a transitional opportunity for additional programming and league play creation in your local area.

|                           |   |
|---------------------------|---|
| <b>Target Audience</b>    | Adults (18+) / Juniors (5-17)           |
| <b>Level of Play</b>      | Beginner - Returning Player             |
| <b># of Players</b>       | 8-12 Adults / 8-10 Juniors              |
| <b># of Courts</b>        | 2-3                                     |
| <b>Staff Needed</b>       | 1-2 Volunteers/Pros (3.5+)              |
| <b>Equipment Required</b> | Free Racquet, Gifts (Shirt, Towel, Hat) |
| <b>Software Needed</b>    | Serve Tennis / JotForm                  |
| <b>Payment Processor</b>  | Stripe / PayPal                         |

\*Based on 12 players



# Learn to Play Information

## Overview:

Learn to play programming is designed to introduce tennis to prospective adult/junior beginner players or reintroduce past players to the game. These programs provide hands-on instruction, and in many cases, equipment, so that players can learn all the basic skills to play the game of tennis. Several successful turnkey programs exist within your state and there is a large pool of offerings throughout the Southern section.

## How to Run the Program:

### Elevator Pitch for Participant:

- Want to learn the world's healthiest sport? Try a program and meet new people in your local area. Each participant will get hands-on instruction from a tennis professional to learn all the basic skills needed to play a game of tennis.

### Target Market/Audience

- Adults ages 18+, Juniors ages 5-17
- New player (beginners who have never played), Casual player (limited play with no instruction) or past player (previous experience with no current play).

### Marketing Information

- Use local channels to recruit players who are genuinely new to the sport, such as local gyms, professional organizations/companies, community centers, and grocery stores.

### Equipment Needed

- Free tennis racquet to eliminate the primary barrier to entry
- Tennis balls, Ball Hopper, Cones
- Other incentives often include a T-shirt, hat, or towel

### Staff/Volunteer Needed

- Tennis professional, trained CTA staff/volunteer, or 3.5 rated player or higher. Pro/facilitator should be able to instruct players on ground strokes, volleys, serves, and score-keeping.
- 1 instructor for 10-12 adults, 1-2 instructors for 8-10 juniors per on-court session.
- Important:** If a junior program is to be offered, volunteers must be Safe Play certified.

### Software Requirements

- Consider utilizing the following software for score keeping:
  - Serve Tennis [Recommended]**
    - <https://playtennis.usta.com/>
    - 3.5% of the program cost + \$0.50 per transaction
    - Integrated payment through app (using Stripe)



# Learn to Play Information

## Guidelines:

The beginner-level tennis programs offered across the USTA Southern Section (Alabama, Arkansas, Georgia, Kentucky, Louisiana, Mississippi, North Carolina, South Carolina, and Tennessee) follow a multi-stage pipeline designed to move participants into other local area program offerings, including league play. It is important to note that many of these programs should be considered customer acquisition programs, designed to introduce new players to the game of tennis.

The generalized format for running a Learn to Play program is broken down into three consecutive phases: **Learn (Instruction), Play (Practice), and Compete (Transition)**.

There are existing programs by State, please refer to your State website for variations:

- **Alabama** - <https://ustaalabama.com/ready-set-tennis/>
  - Ready to Learn
  - Set to Play
  - Tennis for Life
- **Arkansas** - <https://www.arktennis.com/page/beginner-programs>
  - Tennis Apprentice
  - Rally Cats
  - Ready to Rally
  - Team Challenge
- **Georgia** - <https://ustageorgia.com/adults/tennis-apprentice/>
  - Tennis Apprentice
- **Kentucky** - <https://www.ustaky.com/adults/beginner-tennis>
  - It's Tennis Time
- **Louisiana** - <https://louisianatennis.com/new-to-tennis>
  - Tennis Apprentice
- **Mississippi** - <https://mstennis.com/news-tennis-apprentice/tennis-apprentice>
  - Tennis Apprentice
- **North Carolina** - <https://www.trytennis.net/>
  - Try Tennis
  - Try Play
  - Try Match
- **South Carolina** - <https://sctennis.com/beginneradult/>
  - Play Tennis 101
  - Play Tennis 102
  - Play Tennis 103
- **Tennessee** - <https://www.playtennissee.com/>
  - Play TenniSEE

# DOUBLES QUADS

PROGRAM INFO

VIDEOS

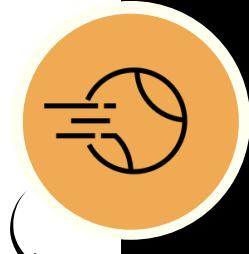
CASE STUDIES

PROFIT PLANNER

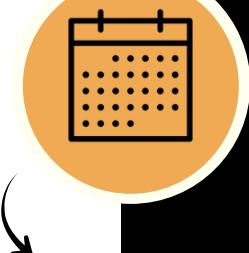
MARKETING MATERIALS

APPENDIX

**EASE OF PROGRAM**  
**Easy**



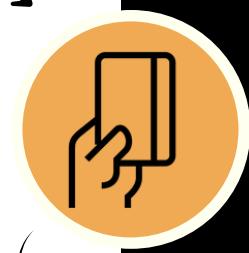
**SESSION LENGTH**  
**4 Weeks,  
1.5-2 Hours**



**PLAYER COST**  
**\$40/  
Person**



**EXPENSES**  
**\$216-288/  
Session**



**PROFITABILITY**  
**\$32-104/  
Session**



## What is Doubles Quads?

Doubles Quads is a fun way to get more players playing and meeting other players. Play is a round robin format, allowing players to meet and play with different players each week. It's an easy way to grow player numbers and relationships at your courts that requires no instruction and basic administrative tasks.

|                           |                               |
|---------------------------|-------------------------------|
| <b>Target Audience</b>    | Adults (18+) / Juniors (5-17) |
| <b>Level of Play</b>      | Beginner - Advanced           |
| <b># of Players</b>       | 8 - 24                        |
| <b># of Courts</b>        | 2 - 6                         |
| <b>Staff Needed</b>       | 1 Volunteer (Any Level)       |
| <b>Equipment Required</b> | None                          |
| <b>Software Needed</b>    | Serve Tennis / JotForm        |
| <b>Payment Processor</b>  | Stripe / PayPal               |

\*Based on 8 players



# Doubles Quads Information

## Overview:

Doubles Quads is a popular and engaging social tennis format designed to easily facilitate new player introductions and foster community growth at local courts. The format is appealing because it groups participants by similar ability levels, ensuring balanced and enjoyable competition. It uses a 4 week round robin season. Players are assigned to groups and each week the players will play a total of 24 games – 8 with each person in their group, maximizing social play. The player with the highest number of games at the end of the 4 week season is the winner.

## How to Run the Program:

### Elevator Pitch for Participant:

- Looking for fun, social tennis? Doubles Quads is the perfect format to easily meet new players, enjoy balanced competition with similar-ability partners, and maximize your court time. This flexible round-robin system rotates partners each week, making it a simple and engaging way to strengthen your local tennis community.

### Target Market/Audience

- Juniors or Adults
- Level of play is beginner to advanced. Levels should not exceed more than 2 levels if using 4 or less courts (example 2.5 - 3.0, 3.0-3.5, or 3.5-4.0). This will avoid large gaps in skill levels and ensure a fun level of competition for all participants. Try to group players in groups of four before day 1 by rating/known ability.

### Marketing Information

- Marketing through social media and on site flyers.

### Equipment Needed

- Minimum 2 courts per 8 participants/1.5-2 hours each per court.
- Players bring racquet and balls.

### Staff/Volunteer Needed

- Administrators can be a staff person or a volunteer. Admin does marketing to fill the program, provide emails to participants reminding them of the event and include which courts the players are on, tracks rounds, keeps track of standings, makes sure court fees are paid (to facility).
- **Important:** If a junior program is to be offered, volunteers must be Safe Play certified.

### Software Requirements

- Consider utilizing the following software for score keeping:
  - **Serve Tennis [Recommended]**
    - <https://playtennis.usta.com/>



# Doubles Quads Information

## Guidelines:

4 events (one per week) - Players keep the same number for the duration of the program. Players should be of "similar" level. For example 2.5/3.0s – 2.5s must be able to keep score, rally and serve. The example below is for 8 players.

|        | Court 1 players | Court 2 players | Player to Bring balls |
|--------|-----------------|-----------------|-----------------------|
| Week 1 | 1-2-3-4         | 5-6-7-8         | 1 & 5                 |
| Week 2 | 1-3-5-7         | 2-4-6-8         | 3 & 2                 |
| Week 3 | 1-4-5-8         | 2-3-6-7         | 4 & 6                 |
| Week 4 | 1-6-4-7         | 2-3-5-8         | 7 & 8                 |

Each week, each court will play a total of 24 games – 8 with each person in their group.

- **Game Count:** Four games on one side and after the 4 games switch sides and switch receiving sides.
- **Round Total:** Total game score for each round will add up to 8 games.
- **Serving:** Rotate serve for the four games, switch sides rotate the serves.
- **Side Switch:** Switch after 4 games (each player will have served one game).
- **Scoring:** Ad scoring or no-ad scoring choice. However, if they are going too long they might have to go to no Ad. Since they are staying on the same court, they aren't holding the other group up.
- **Court Assignment:** Players stay on the same court for the entire event.

### Example - Week 1 Court 1 (similar set up on Court 2)

| Round | Matchup                               | Total Games   |
|-------|---------------------------------------|---------------|
| 1     | Player 1/Player 2 v Player 3/Player 4 | 8 total games |
| 2     | Player 2/Player 4 v Player 1/Player 3 | 8 total games |
| 3     | Player 1/Player 4 v Player 3/Player 2 | 8 total games |

- **Reporting Scores:** If you will have Quad winner, have players report individual scores to admin (games won, games lost).
- **Substitutes:** Have an available sub list – players are responsible for finding their own subs.
- **Sub/Ball Responsibility:** If they need a sub on a week that they are bringing balls, sub needs to bring balls.

# CHALLENGE LADDER

PROGRAM INFO

VIDEOS

CASE STUDIES

PROFIT PLANNER

MARKETING MATERIALS

APPENDIX

## What is a Challenge Ladder?

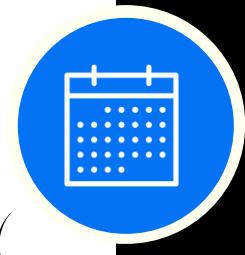
### EASE OF PROGRAM

Medium



- Players challenge each other to a match.
- The goal is to battle your way to the top by challenging players ranked above you.
- It's perfect for finding matches with players of similar ability and challenging better players as you improve!
- Ladders can be for Singles or Doubles.

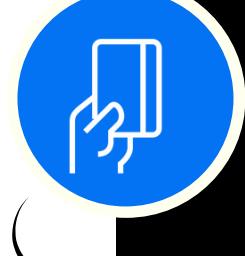
### SESSION LENGTH

6-8 Weeks,  
1.5-2 Hours

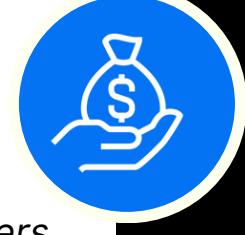
### PLAYER COST

\$25-35  
Person

### EXPENSES

\$243-300/  
Session

### PROFITABILITY

\$300-358/  
Session

#### Target Audience

Adults (18+)

#### Level of Play

Beginner - Advanced

#### # of Players

10 - Unlimited

#### # of Courts

Players Provide (1 court)

#### Staff Needed

1 Volunteer (Any Level)

#### Equipment Required

None

#### Software Needed

TennisRungs

#### Payment Processor

Stripe

\*Based on 20 players



# Challenge Ladder Information

## Overview:

Tennis challenge ladder is a fun, flexible way to keep players engaged through socially competitive play. It encourages regular matches, friendly rivalry, and steady improvement; all without the pressure of fixed schedules. It's ideal for anyone looking to build community, stay active, and enjoy consistent tennis on their own terms. The ladder's rules, including how far a player can challenge (e.g., up to two spots), match formatting, and the process for scheduling and reporting results, can vary by league.

## How to Run the Program:

### Elevator Pitch for Participant:

- Tennis challenge ladder is a fun, flexible format to keep you engaged through socially competitive play. It's a player driven program that encourages regular matches, friendly rivalry, and skill improvement; all without the pressure of fixed schedules. It's ideal for anyone looking to stay active and enjoy consistent tennis on their own terms.

### Target Market/Audience

- Adults (typically 25-55) with demanding work schedules, family obligations, or unpredictable travel.
- Beginner to Advanced (Level 2.5-4.5)

### Marketing Information

- Promote the sessions on social media, email lists, or through your facility with a brief description and registration link.
- Prize/Incentive Structure: While the main draw is competition, offer a small, appealing incentive for the winner (e.g., a trophy, gift card to a local pro shop, or complimentary stringing).

### Equipment Needed

- The team who proposed the match is responsible for providing balls for the match and paying any associated court/guest fees. **[Recommended]**
- Unless otherwise stated in your league rules, both players should bring their own tennis balls. The match winner keeps the unopened can. **[Alternative]**

### Staff/Volunteer Needed

- Identify a 1 volunteer or staff member (no level required) that can commit roughly 1 hour per week in admin role using the software of choice.

### Software Requirements

- Consider the following software for score keeping and ladder updates:
  - **TennisRungs [Recommended]**
    - [TennisRungs Info](#)
    - [TennisRungs Help Center](#)



# Challenge Ladder Information

## Guidelines:

- Consider the following two match formats and scoring:
  - **Points System [Recommended]:**
    - Players earn points for playing, winning, and proposing matches. Rankings based on accumulated points.
    - This format is geared towards a casual audience, encouraging more playtime.
    - Example Scoring: 2 points for playing, 1 point for winning a set, 1 or 2 points for winning the match.
  - **Bump Rank [Alternative]:**
    - When a lower-ranked challenger defeats a higher-ranked opponent, the winner takes the opponent's rank. The loser and all players ranked between the two are "bumped" down one position.
    - Geared towards a fluid environment; allows players to climb large sections of the ladder with a single win.
    - Example: Rank #16 challenges Rank #2 and wins > Winner becomes #2, the former #2 becomes #3, and all players previously between them shift down one spot. If the challenger loses, all positions remain the same.
  - **Swap System [Alternative]:**
    - A lower-ranked challenger defeats a higher-ranked opponent, and their ranks are immediately and completely swapped.
    - This format is geared towards a competitive audience.
    - Example: #3 challenges #2 and wins > Winner becomes #2, Loser becomes #3.
- Need a minimum of ten (10) players to sign up for the ladder to run.
- Registration is typically open for four weeks after the start of the ladder to allow new players to join.
- Players joining the ladder in progress will be placed at the bottom regardless of their NTPR rating.
- Matches will be 2 out of 3 sets with a 10-point tiebreak in lieu of the third set.
  - Third set tie breakers should be entered as 1-0 just like in USTA league play
    - Example score: 6-4, 2-6, 1-0.
  - Set tie breaker scores should include the tie breaker score when reported.
    - Example: 7-6 (7-5), 7-6 (7-2).
- You and your opponent are free to choose a time and location for your matches.
- Play in this ladder does not impact NTRP rating. However, players will be required to list most recent self-rating or computer rating when joining the ladder.



## Pro Tip

Use the challenge ladder registrant lists to email past players. This is an excellent pipeline for securing USTA Adult Team League members, particularly the singles players that team leagues consistently need.

# USTA Junior Circuit

PROGRAM INFO

VIDEOS

CASE STUDIES

PROFIT PLANNER

MARKETING MATERIALS

APPENDIX

## What is a USTA Junior Circuit?

### EASE OF PROGRAM

Hard



### SESSION LENGTH

1 Day,  
2-4 Hours

### PLAYER COST

\$15-30/  
Person

### EXPENSES

~\$344/  
Session

### PROFITABILITY

\$406-1.1K/  
Session

\*Based on 50 players

- USTA Junior Circuits use round-robin formats, flexible ball types (red, orange, green, or yellow), and emphasize skill-building and sportsmanship rather than rankings.
- These are non-ranked and non-elimination 2-4 hour round robin junior tennis events designed to give young players match experience in a fun, developmental setting.

|                           |   |
|---------------------------|---|
| <b>Target Audience</b>    | Juniors (5-17)                              |
| <b>Level of Play</b>      | Beginner - Intermediate                     |
| <b># of Players</b>       | 4 - 50                                      |
| <b># of Courts</b>        | 2 - 6                                       |
| <b>Staff Needed</b>       | 1 Volunteer per 8 players                   |
| <b>Equipment Required</b> | Cans of Red / Orange / Green / Yellow Balls |
| <b>Software Needed</b>    | Serve Tennis                                |
| <b>Payment Processor</b>  | Stripe                                      |



# USTA Junior Circuit Information

## Overview:

USTA Junior Circuit is a fun, non-ranked, 2-4 hour round-robin events for entry-level to intermediate youth (ages 5+) to gain valuable match play, skill development, and sportsmanship in a low-pressure setting, using red, orange, green, or yellow balls based on skill. They guarantee individual matches and focus on development, requiring players to serve, rally, and score, making them a perfect intro to a tournament based setting before progressing to ranked events.

## How to Run the Program:

### Elevator Pitch for Participant:

- Ready to move into individual match play? A USTA Junior Circuit is an event that uses a non-elimination, round-robin draw format for players of all ages so you can gain match experience in a tournament based setting and then see your individual results. These fun events give players the opportunity to develop their skills through level-based play while learning and demonstrating good sportsmanship.

### Target Market/Audience

- Juniors (ages 5-17)
- Entry level to intermediate players looking for fun match experience.
  - Must be able to serve, rally, and score.

### Marketing Information

- Marketing through social media, email, and flyers.

### Equipment Needed

- Courts (Average 2 courts for each group of 4-5 players).
- Appropriate ball color (red, orange, green, yellow).

### Staff/Volunteer Needed

- 1-2 volunteers (roughly 1 volunteer per 8 players recommended).
- An admin to set up in USTA Serve Tennis software (state staff or USTA Customer Care can assist), explain format, assign courts, share balls for first round, receive scores after each match on site, and enter scores in Serve Tennis within 24 hours of completion.
- Important:** If a junior program is to be offered, volunteers must be Safe Play certified.

### Software Requirements

- Consider utilizing the following software for score keeping:
  - Serve Tennis [Recommended]**
    - <https://playtennis.usta.com/>
    - 3.5% of the program cost + \$0.50 per transaction
    - Integrated payment through app (using Stripe)



# USTA Junior Circuit Information

## Guidelines:

- The USTA Junior Circuit offers non-elimination competitions to develop skills by playing matches against other.
- Juniors of similar ability. It is intended for players who can serve and keep score and the focus is on introducing the concept of individual results and on good sportsmanship.
- The following are the characteristics of the USTA Junior Circuit:
  - Orange, Green, and/or Yellow Ball Tennis may be used.
  - Players enter a USTA Junior Circuit event based on ball color/age division . Players must play at the ball color level they have achieved or lower as determined by the Net Generation PlayTracker.
  - Players aged 10 and under must be grouped in an Orange 10U event, Green 10U or Green 12U event to count in the Net Generation PlayTracker. For all other events, while it is possible for an Event Director to limit the age of participants, is not recommended; however, an Event Director always has the option of separating players in a way that improves the experience, including separating players based on age disparity.
  - Events may be offered in singles and/or doubles. Boys, girls and coed events are permitted.
  - Players will be grouped (or flighted) by ball color/age division based on ability into round robins\* of 3, 4, or 5 players
  - Ratings are the most effective tool to group players by ability. When ratings are not available, players may be grouped based on the number of Net Generation PlayTracker points or a visual evaluation. Consideration may also be given to a player's age, physical maturity, or other pertinent information.

## Match Formats:

- **Recommended** Formats:
  - One short set to 4 games (no tiebreak is played; one game is played at 3-games all to determine the winner). This match format is recommended for a round-robin of 5 players so that the event can end on time.
  - No-Ad scoring is recommended.
- **Alternative** formats available to be used:
  - One 6-game set (no tiebreak is played; one game is played at 5-games all to determine the winner).
  - Best of 3 short sets with a 7-point match tiebreak played in lieu of a 3rd set. If the score in a short set is 3-games all, one additional game is played to determine the winner.
  - Timed match of any length determined by the Event Director using the Point or Game Format.
  - Compass draws may be used for season-ending events or special events



# USTA Junior Circuit Information

## Guidelines (cont.):

- Each round-robin is assigned to the same one or two courts for all matches.
- Players will self-record results on a score sheet and turn in the results after all matches are completed.
- Duration of events should last no more than one continuous block of four hours for each player.
- When Green Ball Tennis is played, results are used for ratings.
- Event Director must post the results within 3 days after the completion of the event.
- Determining order of finish for round-robin formats. If the Event Director will be recognizing the winners of each round robin, the player who wins the most matches is the winner. If two or more players are tied, the Event Director will use the Serve Tennis application for breaking ties.
- If Serve Tennis is unavailable, the Event Director will use these steps in the following order to break ties:
  - Timed matches (point format):
    - The head-to-head win-loss record in matches involving just the tied players;
    - The player with the highest percentage of points won;
    - The head-to-head win-loss record in matches involving the players who remain tied.
  - All other USTA Junior Circuit match formats:
    - The head-to-head win-loss record in matches involving just the tied players;
    - The player with the highest percentage of sets won of all sets completed;
    - The head-to-head win-loss record in matches involving the players who remain tied;
    - The player with the highest percentage of games won of all games completed;
  - If all the steps have been applied and a tie still cannot be broken, a random drawing among the remaining tied players will be done to determine their order of finish.

# RED BALL SOCIAL MIXER

PROGRAM INFO

VIDEOS

CASE STUDIES

PROFIT PLANNER

MARKETING MATERIALS

APPENDIX

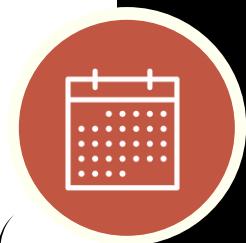
## What is a Red Ball Social Mixer?

### EASE OF PROGRAM

Easy



### SESSION LENGTH

2-4 Weeks/  
1.5-2 Hours

### PLAYER COST

\$10-40/  
Person

### EXPENSES

\$82-202/  
Session

### PROFITABILITY

\$118-238/  
Session

\*Based on 8 players

Red Ball Tennis is an all-inclusive, fun, social experience that uses modified equipment to get new or returning players playing quickly. Expect supercharged success and new energy at your courts.

|                           |  |
|---------------------------|--|
| <b>Target Audience</b>    | Adults (18+)   |
| <b>Level of Play</b>      | Beginner - Returning Player                                |
| <b># of Players</b>       | 8 - 16   |
| <b># of Courts</b>        | 1 - 4  |
| <b>Staff Needed</b>       | 1 Volunteer (Any Level)                                    |
| <b>Equipment Required</b> | Cans of Red Balls, Mini Nets, 23-inch Racquets, Tape Lines |
| <b>Software Needed</b>    | Serve Tennis / JotForm                                     |
| <b>Payment Processor</b>  | Stripe / PayPal  |



# Red Ball Social Mixer Information

## Overview:

Red Ball Social Mixers are played on 36' courts on a traditional tennis court or non-traditional tennis locations with portable nets and throw down lines and/or tape.

## How to Run the Program:

### Elevator Pitch for Participant:

- Red ball mixers are an excellent way for new players to try tennis or experienced players of different levels to play together. It's fast and easy, and even beginners can be successful right from the start. Can be done as a standalone or weekly event. Social and fun.

### Target Market/Audience

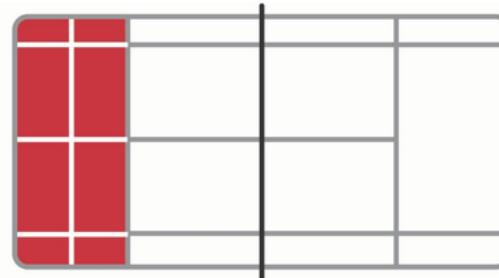
- Typically adults, could be modified slightly for a family event.
- New or experienced tennis players. Especially great for social events and events with multiple levels of tennis experience, and corporate team building.

### Marketing Information

- Promote the season through the following methods:
  - Club newsletter
  - Local Facebook groups / Social Media
  - Gym & recreation center on-site flyers
  - Partner with local breweries or coffee shops for "after-play socials"

### Equipment Needed

- 2 mini-nets or tape lines per full court
- 24-30 red balls per court
- 23-inch racquets per player
- Whiteboard for standings or match rotations
- Optional: music / lights for evening sessions



### Staff/Volunteer Needed

- Admin does marketing to fill the event/program, initiates emails marketing the program and sending out reminders. Welcomes players to the event and explains the rules. Admin coordinates with the facility on dates/times.

### Software Requirements

- Consider utilizing the following software for score keeping:
  - Serve Tennis [Recommended]**
    - <https://playtennis.usta.com/>
    - 3.5% of the program cost + \$0.50 per transaction
    - Integrated payment through app (using Stripe)



# Red Ball Social Mixer Information

## Guidelines:

### Social Mixer Format

- Best for drop-in or open sessions.
- Players arrive and are assigned random partners each round.
- Rounds last 10-15 minutes OR first to 7-10 points.
- Play begins with an underhand or bounce serve.
- Players rotate serving with each serving two points
- Regular rally scoring (one point per rally win).
- After each round, winners move up a court, others move down.
- Switch partners when moving courts.
- No season standings, focus on mixing and fun.
- Optional “Challenge Night” finale.

If using tennis court service boxes, one court per every four participants. If mini nets are available, four mini courts can be set up on one court, allowing up to 16 players to play on one full-size tennis court.

There are existing programs by State, please refer to your State website for variations:

- **Alabama** - <https://ustaalabama.com/red-ball-initiative/>
- **Arkansas** - <https://www.arktennis.com/page/adult-red-ball-tennis>
- **Georgia** - <https://ustageorgia.com/community/red-ball-tennis/>
- **Kentucky** - <https://www.ustaky.com/adults/red-ball-park-circuit>
- **Louisiana** - <https://louisianatennis.com/red-ball-tennis>
- **Mississippi** - <https://www.mstennis.com/adults/adult-red-ball-tennis>
- **North Carolina** - <https://www.nctennis.com/red-ball>
- **South Carolina** - <https://sctennis.com/redball/>
- **Tennessee** - <https://www.pnptennis.com/>



### Pro Tip

- Red Balls/ 23" Racquets may be available from the USTA office in each state.
- End each session with social time - players who connect emotionally return.
- Encourage players to invite friends - offer referral discounts.
- Offer a free “Intro Night” / “First-Timer” Play Day to attract new adult players.
- Create themed nights for social media (Retro, Neon, Team color, Holiday, Country, Pajama, etc.)

# TRIPLES

PROGRAM INFO

VIDEOS

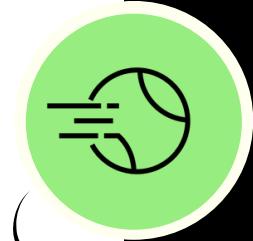
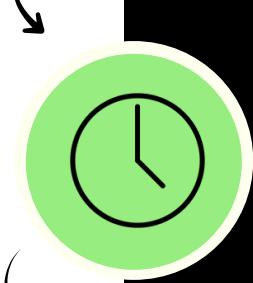
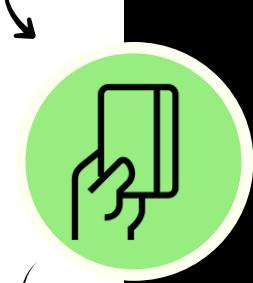
CASE STUDIES

PROFIT PLANNER

MARKETING MATERIALS

APPENDIX

## What is Triples?

**EASE OF PROGRAM****Easy****SESSION LENGTH****1 Hour****PLAYER COST****\$10-15/  
Person****EXPENSES****\$110-147/  
Session****PROFITABILITY****\$10-70/  
Session**

Triples Tennis is a one hour, fast moving, engaging cardio activity that accommodates 6-8 players per tennis court with tons of touches on the ball. Participants improve their tennis skill and fitness. The focus is on movement, fun and social. Everyone is laughing and smiling all while playing tennis and getting great exercise.

|                           |                               |
|---------------------------|-------------------------------|
| <b>Target Audience</b>    | Adults (18+) / Juniors (5-17) |
| <b>Level of Play</b>      | Beginner - Intermediate       |
| <b># of Players</b>       | 6 - 16                        |
| <b># of Courts</b>        | 1 - 2                         |
| <b>Staff Needed</b>       | 1 Volunteer (3.0+ level)      |
| <b>Equipment Required</b> | Cans of Orange Balls          |
| <b>Software Needed</b>    | SignUp Genius / Serve Tennis  |
| <b>Payment Processor</b>  | PayPal / Venmo / Stripe       |

\*Based on 12 players



# Triples Information

## Overview:

Triples Tennis is a 1-hour, fast moving, engaging cardio activity that accommodates 6-8 players per tennis court with tons of touches on the ball. Participants improve their tennis skill and fitness. The focus is on movement, fun and social interaction. Everyone is laughing and smiling all while playing tennis and getting great exercise.

## How to Run the Program:

### Elevator Pitch for Participant:

- Triples Tennis is a fast-paced, one-hour cardio workout that keeps 6-8 players moving, hitting, and having fun. With nonstop action, tons of ball touches, and a lively social vibe, it's an easy way to boost fitness while enjoying the game.

### Target Market/Audience

- Juniors or adults
- Level can be a range from beginners to 4.5 players but works great with players from beginner to about 3.5 rated players.

### Marketing Information

- Promote the sessions on social media, email lists, or through your facility with a brief description and registration link.
- Provide players with the basics: where to meet, what to bring, and session time.

### Equipment Needed

- Secure 1-2 courts for a 1-hour standalone session.
- Prepare at least 3 cans of orange balls per court and a basket/hopper for feeding.

### Staff/Volunteer Needed

- Identify a coach or experienced player (3.0+) to run the session.
- **Important:** If a junior program is to be offered, volunteers must be Safe Play certified.

### Software Requirements

- Create registration; consider the following software for registration
  - **Serve Tennis [Recommended]**
    - <https://playtennis.usta.com/>
    - 3.5% of the program cost + \$0.50 per transaction
    - Integrated payment through app (using Stripe)
  - **SignUpGenius [Alternative]**
  - **JotForm [Alternative]**



# Triples Information

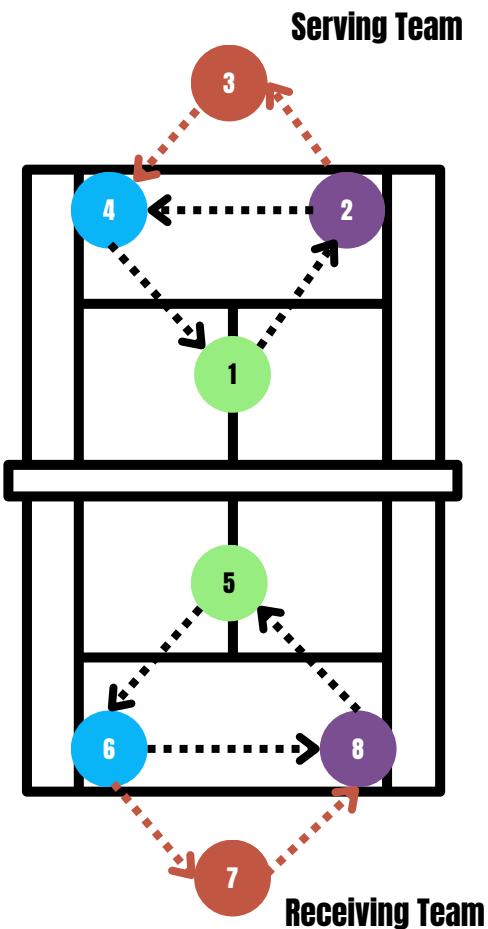
## Guidelines:

- Allow 6–8 players per court (one can be coach).
- 3 players on each side of the court (Triples format).
- If you have 4 or 5 players per side, extra players stand behind the baseline and rotate after every point.
- 1 player at the net.
- 2 players at the baseline (Deuce side + Ad side).
- Either coach feeds the ball to begin the point or players feed the ball with a bounce hit/underhand serve.
- You may choose:
  - One-bounce rule **[Recommended]**
  - Two-bounce rule to keep rallies going **[Alternative]**
- Rotate (Counterclockwise) after every point
- When 3 players are on a side, they stay in and rotate
  - Deuce baseline → Net
  - Net → Ad baseline
  - Ad baseline → Deuce baseline
- When 4 or more players are on a side:
  - Waiting player → Deuce baseline
  - Deuce baseline → Net
  - Net → Ad baseline
  - Ad baseline → Out
- Repeat every point.
- Play games to 15 points (or adjust to your preferred length).
- Switch sides or mix teams between rounds.
- Emphasis on movement, fun, cardio, and social play.
- Encourage communication and constant activity.



## Pro Tip

- Keep a list of player emails so that each time you set up a Triples program you have people to email with new program details.
- Based on coach availability, consider setting up weekly and several times per week.
- Keeping the program light and fun is key and be flexible to the level of your players.
- This is a great way for beginners or people coming back to tennis to hit a lot of balls and meet new people.



# COMMUNITY TENNIS PLAYBOOK

## To Request More Info

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### State Partnerships & Strategy Project Team Leads

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**Ready to Scale Community Tennis?** We are looking for early adopters and feedback partners to help refine these tools. If you have questions about the Program Menu or want to learn how your local organization can prepare for the rollout, please connect with us.