

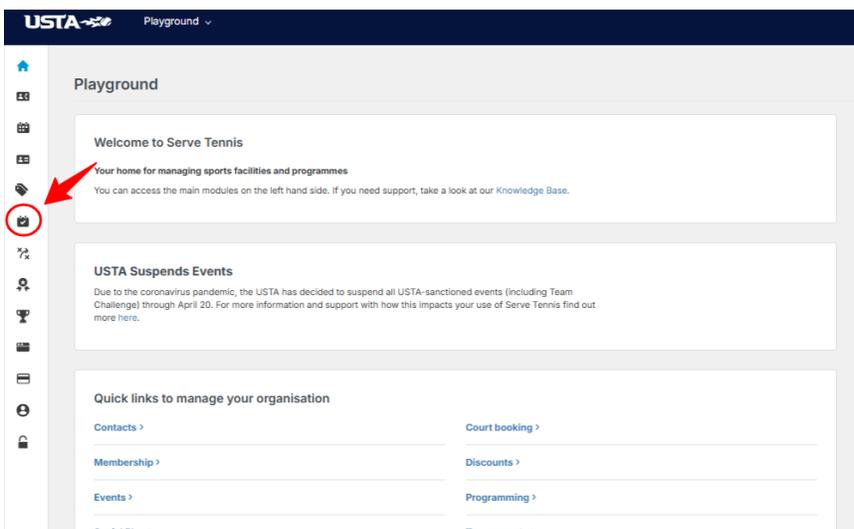
# Participation Guide

## USTA Wheelchair Tennis • 50th Anniversary

### How to Create Your 50th Anniversary Event

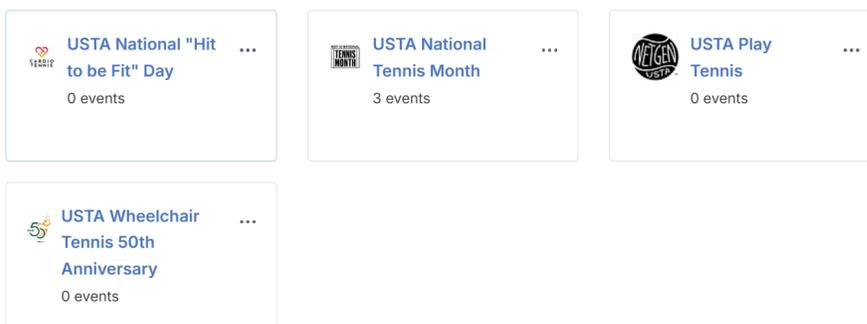
Follow these steps to list your event on ServeTennis and ensure it is counted toward our national celebrations and incentives.

- Log In: Access your account at [playtennis.usta.com](http://playtennis.usta.com). If you are new to the platform, you will need to create a provider account first.
- Navigate to Events: On your homepage, click the "Events" tab located in the left-hand navigation menu.



- Select the Category: Under "USTA Event Categories," locate and select "USTA Wheelchair Tennis 50th Anniversary."

#### USTA event categories



- Create Your Event: Click the blue "Create a new Event" button to begin.

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- Enter Details: Complete the required fields based on the specific type of program or celebration you are hosting.
- Publish: Click "Save Event" at the bottom of the page to go live.
- Spread the Word: Share your event link with your local community and with our national staff at [wheelchairtennis@usta.com](mailto:wheelchairtennis@usta.com).

### Timelines & Incentives for Participation

Thank you for hosting an event to honor the 50th Anniversary of Wheelchair Tennis! This is a tremendous milestone for our sport, and your involvement helps bring this celebration to life in communities across the country.

To show our appreciation, we are offering a \$100 gift card to Midwest Sports to the organizers of the first 50 unique programs that list an event in the month of July under the "USTA Wheelchair Tennis 50th Anniversary" category on ServeTennis.

*Please note that your organization can list multiple events, but only 1 gift card will be awarded per unique organization.*

KEY DATE	MILESTONE
March 28	Official Launch: The 50th Anniversary event category is now live on ServeTennis (debuted at the USTA National Annual Meeting).
July	Incentive Month: The first 50 unique events registered to occur this month qualify for a \$100 Midwest Sports gift card.
August	If 50 unique organizations participate, a random drawing of 5 organizations will receive a grand prize.  National Wheelchair Tennis Staff will send an event survey with an address confirmation for shipment of gift card and prizes (if selected)

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## Event Hosting: Best Practices

To ensure your event aligns with our national celebration, consider the following best practices:

- **Strategic Timing for Incentives:** Plan your main celebration for the month of July to take advantage of the national incentive program. The first 50 unique events registered in July qualify for a \$100 Midwest Sports gift card.
- **Categorizing Your Event:** When setting up your event on ServeTennis, double-check that you have selected the “USTA Wheelchair Tennis 50th Anniversary” event category. This ensures your event is properly tracked toward our national milestones and qualifies for the July incentive.
- **Maximize Visibility:** Once your event is published, use the unique event link generated by ServeTennis to promote your celebration through social media and newsletters.
- **Focus on the Milestone:** Use your event to highlight the 50-year legacy of wheelchair tennis. Whether you are hosting a clinic, a social gathering, or a tournament, emphasize the significance of this anniversary.