

ATTENTION: TENNIS PROS - ENTREPRENEURS!

\$\$\$ DOLLARS AVAILABLE TO HELP YOU GROW YOUR BUSINESS

GROWING TENNIS 50/50 Co-op Funding Program

INFORMATION

WHAT IS THIS PROGRAM? The Growing Tennis 50/50 program offers matching advertising/promotional dollars from the Tennis Industry Association (TIA) & United States Tennis Association (USTA) to entrepreneurs who want to attract **new or former junior and adult players** into the game.

WHO SHOULD APPLY FOR FUNDS? Entrepreneurs/facilities serious about building their business by supporting, promoting and offering **specific USTA/TIA industry initiatives** and are willing to invest some of their own money to do so.

Note: If you are a facility or CTA who is already receiving funding through the USTA you are ineligible to receive 50/50 funding. You are eligible to receive funding for up to three years.

HOW MUCH CO-OP FUNDS ARE AVAILABLE? Co-op advertising/promotional dollars between \$250 and \$2,500 are available for a 50/50 match with each participating facility. **Please note:** *Funds should go directly toward marketing/advertising expenses such as newspaper, radio or TV advertising; printing of flyers, inserts or coupons; direct mail campaigns, billboard advertising, etc. Funds cannot be used to purchase equipment, pay pro fees, purchase prizes or incentives or to pay for services such as agency fees, telemarketing, web development, etc. Funds also cannot be used in conjunction with any USTA grant you or your facility is receiving.*

HOW DOES IT WORK? The TIA, in cooperation with each funded entrepreneur/facility, can help coordinate and implement the program from its inception to its completion. The coordination and implementation will include the development of a marketing plan, the creation of ads or promotional pieces, negotiation of ad buys for the campaign and the tracking of program participants. Each entrepreneur/facility must pay for 50% of the total promotional spending. The TIA/USTA will pay for the other half. **All marketing and payment options for this program will be determined and mutually agreed upon in advance of any dollars spent.**

WHAT ARE THE PROGRAM REQUIREMENTS?

- Program(s)/Promotional events must be for **Tennis Welcome Center, new or former junior and adult entry level players and chosen from one of the following industry initiatives: QuickStart Tennis, Cardio Tennis, Cardio Tennis for Kids, and Tennis Night in America events** with an emphasis on retention by offering follow up programs.
- All applicants must be a qualified **Tennis Welcome Center**
- **An Official Site – Tennis Welcome Center logo should appear in ads used in your promotional campaign.**
- Program rosters for your entry-level program and your retention/follow-up program must be supplied to the TIA office at the completion of each program. These rosters serve two very important roles:
 1. To gauge the success of your marketing and programming efforts
 2. To serve as one criterion in determining future funding to you and your facility.This roster must include participant's first and last name and either a phone number or an e-mail address.
- All applicants must be a **TIA Member** (minimum level of \$100).
 - *The \$100 for the TIA membership should come from a source other than the dollars you and your facility contribute for the co-op program.*
 - *Minimum level, **Individual Membership (\$100)** includes the Tennis Health Index, Annual Participation Study, and The Tennis Marketplace Executive Summary (Bi-annual report)*

HOW DO I GET STARTED? Simply complete the online application by going to www.growingtennis.com/coop . There is no need to include any other documentation to the application however you can e-mail supporting material to brian@tennisindustry.org. The DEADLINE for all applications is March 1st. We suggest completing your application as soon as possible as money can get allocated quickly. Applications will be considered on a first-come, first-serve basis. **First year applicants will receive precedence.**

Still have questions?

For more information, contact Brian O'Donnell at 843-686-3036 x223 – Brian@TennisIndustry.org
TIA Headquarters – P.O. Box 7845, Hilton Head Island, SC 29938

RULES AND GUIDELINES

USE OF FUNDS:

- Funds must be used in attracting **new** or **former adult** and **junior** entry level players through the following tennis industry initiatives: **QuickStart Tennis, Cardio Tennis, Cardio Tennis for Kids, and Tennis Night in America events.**
- **Marketing Plan** must be submitted and approved in advance of any release of funds.
- Funds **can not** be used to purchase equipment, pay pro fees, purchase prizes or incentives.
- Funds should go directly toward marketing/advertising expenses such as newspaper, radio or TV advertising; printing of flyers, inserts or coupons; direct mail campaigns, billboard advertising, etc.
- Funds can not be used to pay for services (e.g.: ad agencies, web development, telemarketing, etc.)
- **Funds used in conjunction with USTA Grants are not allowed.** Facilities must use their own marketing dollars for advertising and promotion.

USE OF LOGOS:

- An **Official Site - Tennis Welcome Center** logo must appear in ads used in your campaign to promote your program(s). You may also use your club/facility logo as well as a program logo. No tennis-related sponsor logos may be used. *Funding for this program is part of a cooperative effort among the TIA manufacturing member companies.*

MARKETING MATERIALS:

- Approved facilities can design their own ad/flyers, etc. or use ad/flyer slicks provided in your Approval Package or online at www.TennisIndustry.org, www.GrowingTennis.com or Partners.TennisWelcomeCenter.com. You can also contact us for an ad slick kit. **Please remember, all ad materials must be submitted to TIA for approval prior to placing ads or printing.**
- If you need assistance in negotiating and placing your ad buys, please contact the TIA.

ACCOUNTING & TRACKING PROCEDURES:

- **Roster forms** must be kept for program participants and returned to the TIA office upon the completion of your program. This is necessary in order to gauge the success of your program. These rosters will also be used as one criterion to determine future funding of your facility. Please use the roster form enclosed or similar form of your own design. The roster form should only include the first and last name of the adult or junior participant and either a phone number or an email address.

PAYMENT:

- Each pro/facility will pay for advertising costs up front; reimbursement will be made when all appropriate invoices and/or receipts are attached to the enclosed **Check Request Form**. Be certain to itemize your expenses on the form. Please make copies of the form in the event you have additional expenses during the year. You can submit invoices to the TIA office as you receive them from your vendors.

USA TENNIS INCENTIVES:

- If the pro/facility chooses to name and promote their adult entry level program as USA Team Tennis and returns the appropriate forms to their USTA Section office, they are eligible to receive USA Team Tennis incentives.

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