

SANCTIONED SUCCESS:

GROWING YOUR COMMUNITY THROUGH
TOURNAMENTS

WHY DID WE WANT TO HOST THIS SESSION?

MANY OF YOU ALREADY HOST SUCCESSFUL TOURNAMENTS, HOW CAN WE HELP MORE OF YOU TO DO THE SAME.

TALKING POINTS

- WHY SHOULD A CTA HOST SANCTIONED EVENTS
- WHAT ARE THE BENEFITS TO THE LOCAL COMMUNITY
- HOW DO SANCTIONED EVENTS DIFFER FROM OTHER PROGRAMMING
- COSTS/FORMATS
- NEXT STEPS & RESOURCES

WHY HOST A SANCTIONED TOURNAMENT?

TESTAMONIALS

- Western Wake Tennis Association
 - Some players prefer doing tournaments over league play
 - Generate revenue
 - Great way for a CTA to be present
- High School Coach
 - Fundraising for their high school tennis program
 - To promote and grow tennis in the community

HOW CAN HOSTING SANCTIONED EVENTS MAKE AN IMPACT ON YOUR LOCAL COMMUNITY?

TESTAMONIALS

- Western Wake Tennis Association
 - Can be a great way to partner with providers and help them meet their goals/needs
 - Great way to program courts
- High School Coach
 - Having corporate sponsors and players in the area can help increase visibility and bring outside players into the community
 - Helped involve locals as volunteers so they can reach out in the future
- RTA/RRC and Seven Oaks collaboration
- Allows for an opportunity for locals to volunteer and give back

HOW DO SANCTIONED EVENTS DIFFER FROM OTHER PROGRAMMING YOU MIGHT RUN?

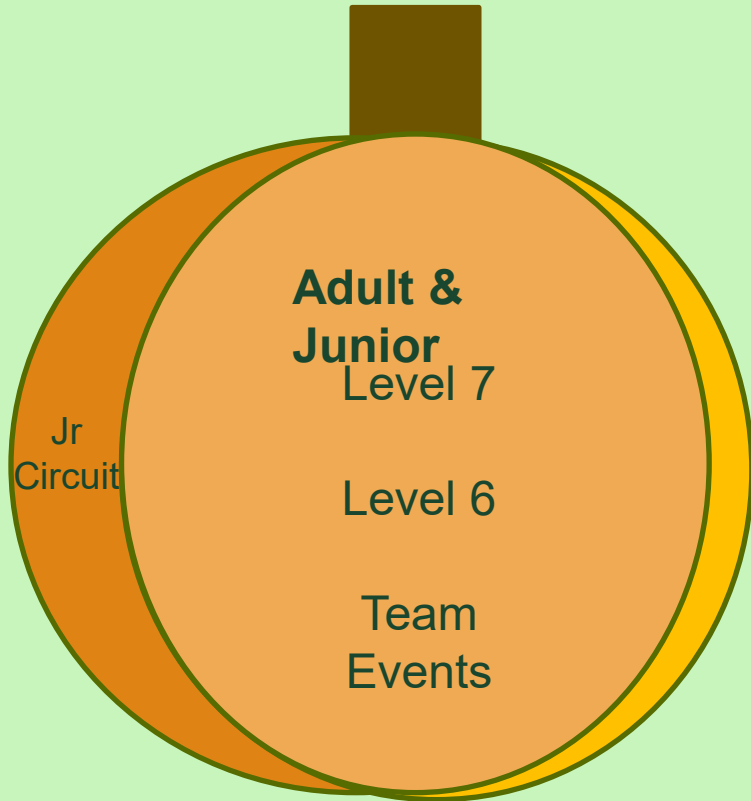
TESTAMONIALS

- Western Wake Tennis Association
 - Can be a great way to partner with providers and help them meet their goals/needs
 - Great way to program courts
- Face to face time in front of people in your community to build relationships
- Can involve corporate sponsors
- Reach a different audience

WHAT ARE THE MAIN COSTS & HOW TO LOWER THEM

- **Sanction Fees**
 - depends on level, but are relatively low
- **Court Fees**
 - depends what type of tournament
 - partnerships with local clubs or Parks and Rec
- **Balls**
 - buy in bulk, add to local provider order
- **Awards**
 - buy in bulk, add to local provider order
- **Snacks/Drinks**
 - local businesses, sponsorships
- **Referee/Official**
 - consider hosting tournaments that do not require a Referee
 - Juniors - Level 7s and Junior Circuits
 - Adults - Level 7s and some L6s
- **Grants/Incentives** (USTA North Carolina, USTA Southern and USTA National)

WHAT FORMATS SHOULD BE CONSIDERED?



- **Level 7 (Adult & Junior)**
 - One day, short scoring, non-elimination format
 - Great option for limited time and players (and you) don't have to commit a full weekend
- **Level 6 (Adult & Junior)**
 - Traditional 2–3-day weekend tournament
- **Team Events (Adult & Junior)**
 - You can decide the specific team format
 - Great option to maximize word of mouth marketing
 - Easy to schedule
- **Junior Circuits (Junior)**
 - 2-4 hours, half-day event, short scoring, non-elimination format

STEPS & RESOURCES

- In order to host any tournament, you must submit a tournament application on Serve Tennis
 - [Click here to be taken to a step by step](#)
- TD Resources Page
 - Tons of information on rules and other resources to help you.
 - www.nctennis.com/tdresources
- If you do not own your own courts start reaching out to local clubs or parks and rec departments on where you may be able to host
- Decide what format and divisions you'd like to host
 - You may not be able to host all skill levels or age groups at once depending on the format/courts available to you
- What can I host given the number of courts I have access to?
 - [Click here to get an idea of what you may be able to do](#)

- SUPPORT THOSE WHO ARE ALREADY HOSTING
 - TO PREVENT A MONOPOLY BY ONE CLUB/LOCATION
 - TO BE ABLE TO FILL IN THE GAP
 - TO HELP CONTINUE SUPPORT OF USTA PROGRAMMING SO OTHERS DON'T FILL A VOID
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- USE TABLEAU TO SEE WHO YOUR TARGET AUDIENCE SHOULD BE
 - ASK YOUR LOCAL MIDDLE SCHOOL & HIGH SCHOOL COACHES, ASK TENNIS CLUBS, P&R
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- COULD YOU RECEIVE FUNDING
 - FUNDRAISERS ARE HUGEY SUCCESSFUL
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- BENEFITS OF TENNIS
 - FOR YOUTH, SCHOOL PROGRAMS, INTERCLUB PLAY, TEAM PRACTICE, SUPER-VISED PLAY
 - THERE IS A NEED IN YOUTH PROGRAMMING WHY NOT LET IT BE FILLED BY YOU