

USTA COACHING

WWW.USTACOACHING.COM

35 Million Players By 2035.

To achieve this, the USTA is taking a broader, deeper, and more direct role in coaching by creating a new sub-brand: **USTA Coaching.**

Mission & Vision

Mission

To educate and serve coaches to create inspiring tennis experiences for players of all levels.

Vision

To be the premier global leader in tennis education, empowering a diverse and inclusive community of all coaches and facilities to inspire lifelong participation, well-being, and excellence in the sport.





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Coaching Philosophy

Coach and Athlete-centered focus inspired by the American Development Model to create playful, inclusive learning environments where coaches and players can thrive, grow and achieve their fullest potential on and off the court.

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Highest Order Objectives



Improve career viability for tennis teaching professionals by making it more rewarding, viable, and profitable for both coaches and facilities



Engage coaches across all segments, with a focus on parents, teachers, and volunteers, both digitally and in-person



Recruit and retain more diverse coaches



Increase player retention in the sport to help achieve 35M players by 2035



Provide a holistic education and benefit offering with a much greater outreach



Establish a coach ecosystem to connect coaches both locally and nationally

USTA Coaching Product

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EACH PACKAGE IS TAILORED TO A SPECIFIC TARGET SEGMENT*

BASELINE | Free

Tennis Parents,
School Teachers,
Community
Volunteers

RALLY | \$49

Part Time Teaching
Professionals,
Introductory
Coaches

PRO | \$149

Full-Time Teaching
Professionals **not**
requiring insurance

PRO PLUS | \$249

Full-Time Teaching
Professionals
requiring insurance

Launch Offer of 20% of all packages from August 13th - December 31st, 2025

*Note: These are the recommended package segments; however, individuals are free to select any package they prefer.

Full suite of products, services, & experiences available to members

Digital offerings



**USTA Coaching
Social Channels**



**Insurance
Offerings**



**Digital Media &
Events**



**Personalized
Direct-to-Inbox
Resources**



**Exclusive Partner
Discounts**



Newsletters

In-person offerings



**On-court Coach
Education**



**Local Coach
Developers &
Champions**

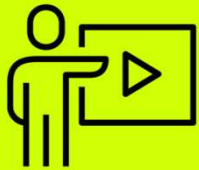


**USTA Coaching
Annual Summit**



Exclusive Events

Coming Soon: Learning Management System, Job Board, and eComm Store



**Learning Management
System (LMS)**

Launching Winter 2025



Job Board



**USTA Coaching
Ecommerce Store**

Education & Certification

Badges & certifications are designed to track progress and validate expertise

BADGES

Getting Started, Focused Learning

- A great entry point—quick, practical, and role-specific.
 - They're designed for all kinds of coaches: parents, PE teachers, high school coaches, or those starting out.
 - You'll learn through **short, flexible modules** you can do at your own pace.
 - Badges help you learn what you need **right now** based on where and who you coach.
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Simple. Practical. A great place to begin and develop your skills

CERTIFICATION

Professional Recognition & Career Growth

- The word "**Certification**" indicates you've taken a deeper dive into coaching education.
 - They reflect your experience, leadership, and commitment to high standards.
 - They're **nationally recognized** and can help with hiring, promotions, and credibility.
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Rigorous. Respected. Career-advancing.

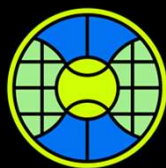
BADGES



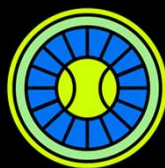
Intro to Coaching



Athlete Centered Coaching



Delivering Competition



Coaching Wheelchair Tennis



Safety Coach



Cardio Tennis



Athletic Development



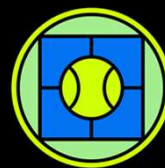
Events and Social Play



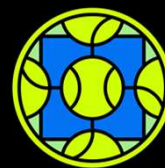
Developing Junior and Adult Players



Player Motivation and Engagement



Applied Coaching Skills (Private)



Applied Coaching Skills (Group)



Padel



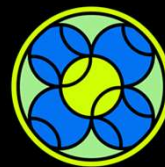
Pickleball



Empowering Girls



Coach Well-Being



Inclusive Coaching

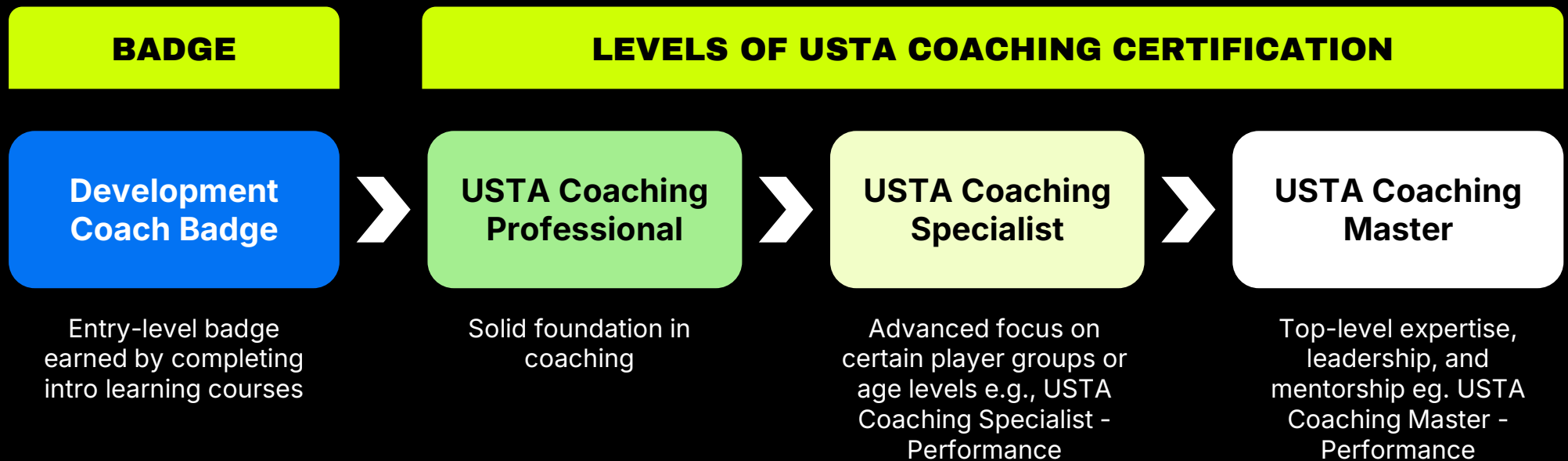


Coaching High School Tennis



Intro to Tennis Coaching Business

Badges help you start strong.
Certifications help you stand out.



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Third-party Equivalency

USTA / PTR / RSPA WORKSHOP OR LEVEL

USTA COACHING BADGE OR CERTIFICATION EQUIVALENCY

Rec Coaches Workshop (PTR only)	Development Coach Badge			
Play Facilitator Workshop (USTA only)	Development Coach Badge			
Coaching Fundamentals Workshop (USTA only)	Development Coach Badge	Developing Junior & Adult Players Badge		
Level 1	Development Coach Badge	Developing Junior & Adult Players Badge		
Level 2	Development Coach Badge	Professional Coach Certification		
Level 3	Development Coach Badge	Professional Coach Certification	Specialist Coach Certification	
Level 4	Development Coach Badge	Professional Coach Certification	Specialist Coach Certification	Master Coach Certification

Note: Equivalency eligibility is not tied to package level. However, you must have a Rally-level package to earn a Development badge and all certification levels.

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