

# Linking to Organizations and Submitting Tournament Sanction Forms on Serve Tennis

For all 2021 USTA Tournaments they will now need to be submitted on Serve Tennis instead of Tennislink. In order to submit via Serve Tennis it is a 2-stage process for Tournament Director. First, they must complete Stage 1 which is the one-time process of linking to the organization/facility with whom the tournament is put on. A detailed step-by-step direction for this process is listed below here. Stage 2 which will be repeated for every tournament is the submitting of sanction applications. Again, below you will find step-by-step direction for completing sanction applications.

Additionally, you have further resources to support you located at [customer.uSTA.com](https://customer.uSTA.com) under Serve Tennis. If you still run into issues do not hesitate to reach out to [customer@uSTA.com](mailto:customer@uSTA.com) where a Serve Tennis team members are waiting to help you out.

## Stage 1: Linking to Organizations

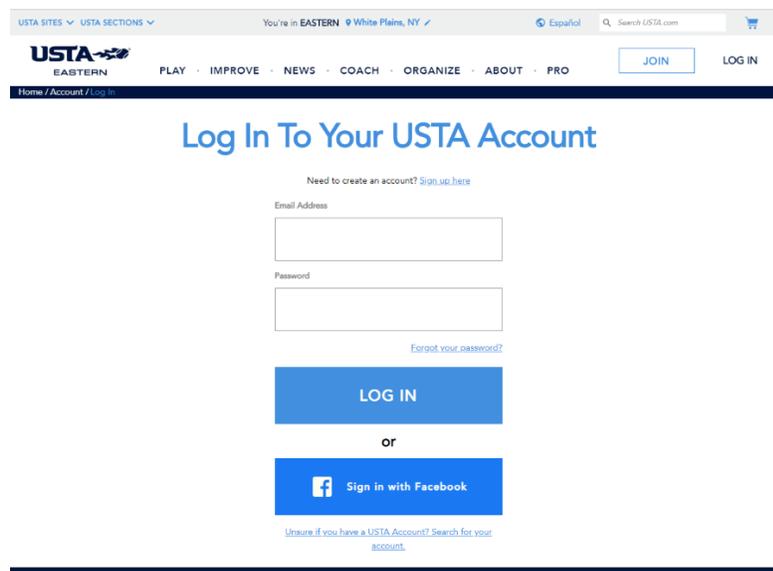
### Serve Tennis: Tournament director training on linking your account to an organization

Before you can connect to a USTA organization on Serve Tennis, you will need to confirm your USTA.com profile has admin rights for that organization. Follow the steps below to check.

**PLEASE NOTE:** If you are an independent contractor tournament director that is hired by other organizations to run tournaments (i.e. you won't be collecting the player registration fees in your bank account), please ignore these organization linking steps. You will receive an invite from USTA National or your USTA section/district to be added to the approved tournament director list, and then the organization admin can add you as the tournament director. Once added, you can then submit the application.

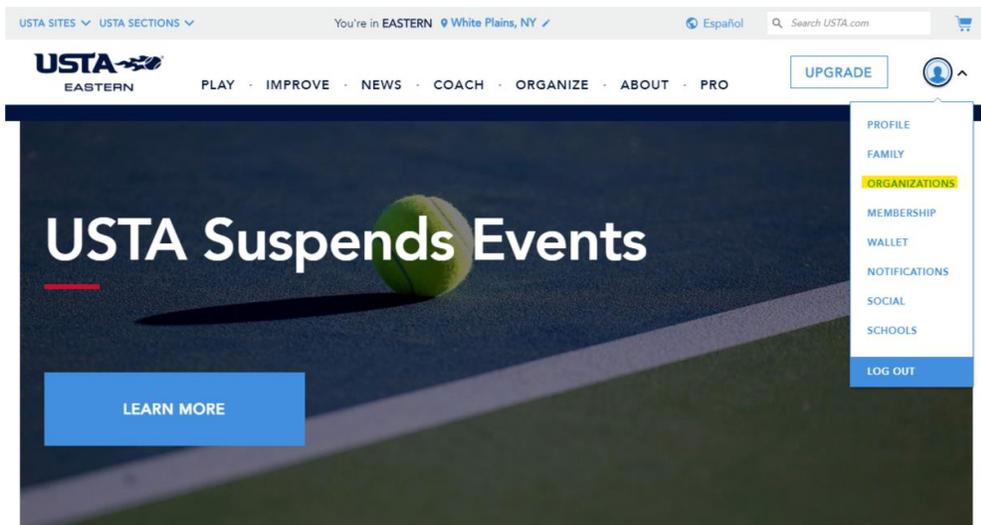
If you are a referee/official, you will be added to tournament applications later in the year via a referee invite where you can accept the invitation. Once you accept the invitation, you will be given admin rights to the tournament where you will have access to the players' tab (for player selection) and tournament desk (for draw creation, schedule creation, and event management).

### STEP 1: Log into [USTA.com](https://uSTA.com).



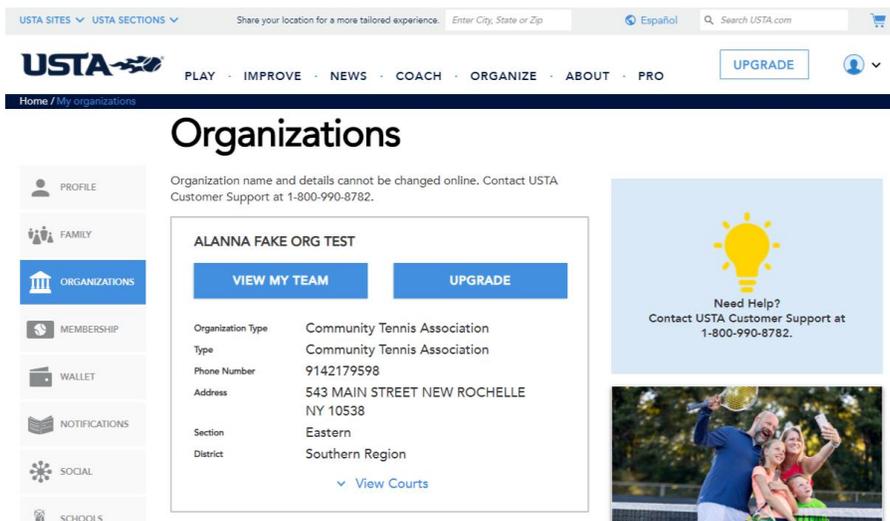
The screenshot shows the USTA Eastern website's login page. At the top, there is a navigation bar with "USTA SITES" and "USTA SECTIONS" dropdowns, a location indicator "You're in EASTERN White Plains, NY", a language selector "Español", a search bar "Search USTA.com", and a shopping cart icon. Below this is the USTA Eastern logo and a menu with "PLAY · IMPROVE · NEWS · COACH · ORGANIZE · ABOUT · PRO". There are "JOIN" and "LOG IN" buttons. The main heading is "Log In To Your USTA Account". Below the heading, there is a link "Need to create an account? Sign up here". The login form consists of two input fields: "Email Address" and "Password". Below the password field is a link "Forgot your password?". A blue "LOG IN" button is positioned below the form. Below the button is the word "or". At the bottom of the form is a blue button with the Facebook logo and the text "Sign in with Facebook". At the very bottom, there is a link "Unsure if you have a USTA Account? Search for your account".

**STEP 2:** Click on your profile icon in the top right corner and select ‘Organizations.’

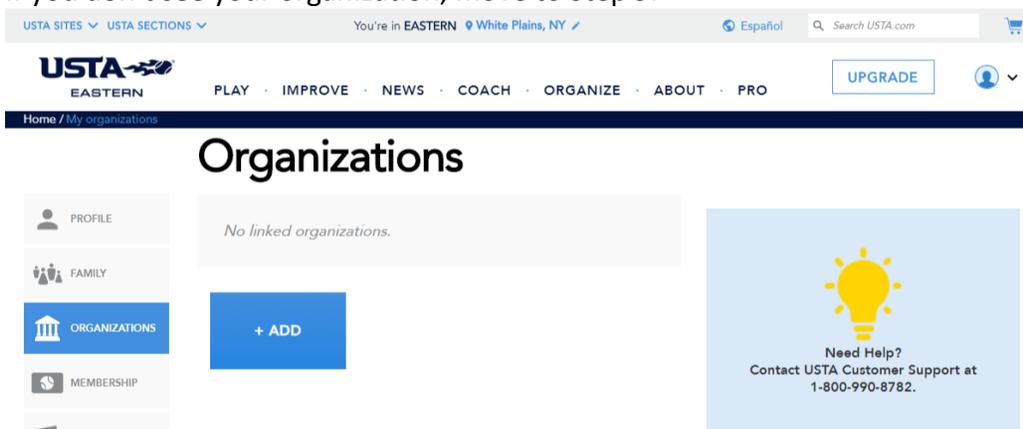


This page will guide you for your next steps.

**STEP 3:** If you see your organization listed, move to Step 4.



If you don't see your organization, move to Step 9.



STEP 4: Click on 'View My Team' for the organization.

USTA SITES ▾ USTA SECTIONS ▾ Share your location for a more tailored experience.  Español

**USTA** PLAY · IMPROVE · NEWS · COACH · ORGANIZE · ABOUT · PRO [UPGRADE](#)

Home / My organizations

# Organizations

Organization name and details cannot be changed online. Contact USTA Customer Support at 1-800-990-8782.

**ALANNA FAKE ORG TEST**

[VIEW MY TEAM](#) [UPGRADE](#)

Organization Type	Community Tennis Association
Type	Community Tennis Association
Phone Number	9142179598
Address	543 MAIN STREET NEW ROCHELLE NY 10538
Section	Eastern
District	Southern Region

[View Courts](#)

**Need Help?**  
Contact USTA Customer Support at 1-800-990-8782.

STEP 5: Click on "Get Started".

USTA SITES ▾ USTA SECTIONS ▾ Share your location for a more tailored experience.  Español

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Home / My organizations / Org-Admin

# My Organizations

[< BACK](#)

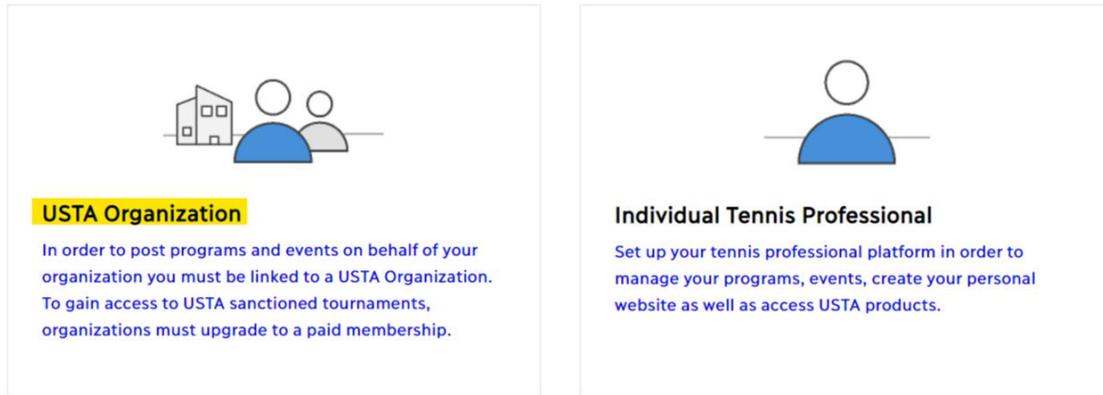
**ALANNA FAKE ORG TEST**

[My Serve Tennis Team](#) [My Affiliates](#) [My Tennislink Team](#)

Set up your organization on Serve Tennis.

[GET STARTED](#)

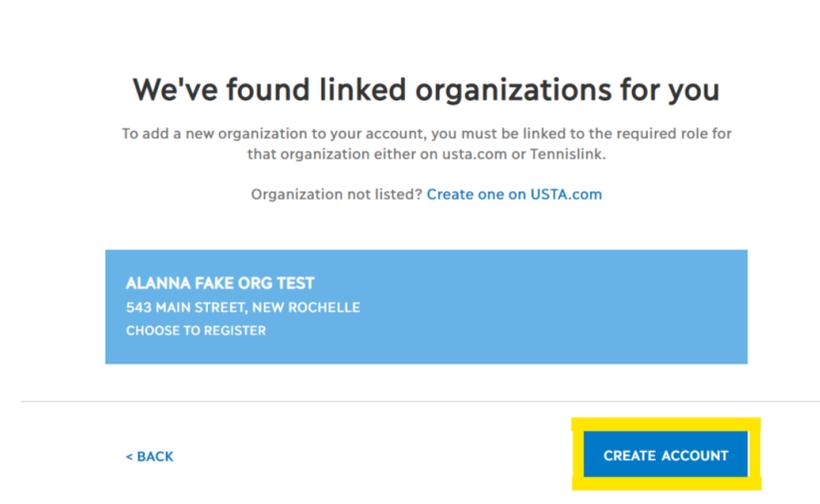
**STEP 6:** Choose “USTA Organization” on the Serve Tennis setup page.



**USTA Organization**  
In order to post programs and events on behalf of your organization you must be linked to a USTA Organization. To gain access to USTA sanctioned tournaments, organizations must upgrade to a paid membership.

**Individual Tennis Professional**  
Set up your tennis professional platform in order to manage your programs, events, create your personal website as well as access USTA products.

**STEP 7:** Select your organization and then “Create Account” at the bottom.



**We've found linked organizations for you**  
To add a new organization to your account, you must be linked to the required role for that organization either on usta.com or Tennislink.  
Organization not listed? [Create one on USTA.com](#)

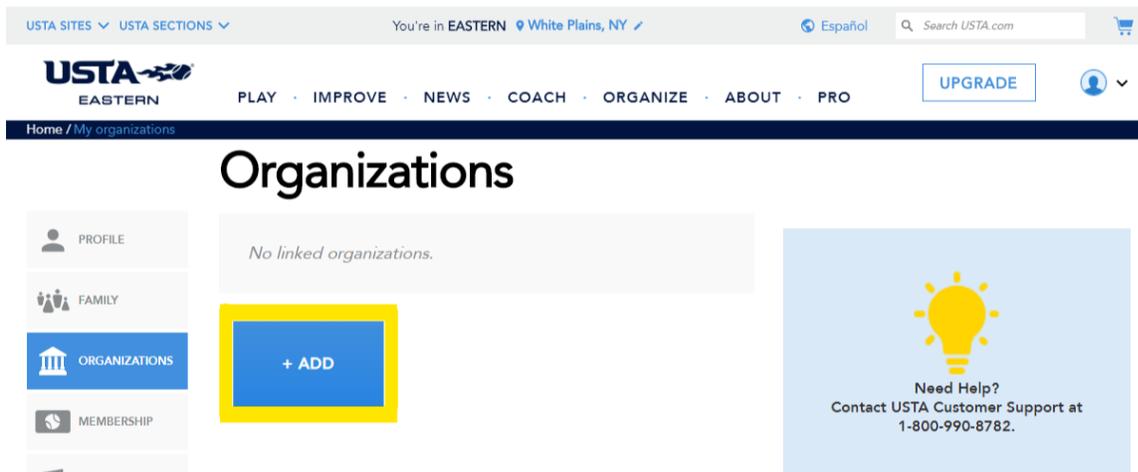
**ALANNA FAKE ORG TEST**  
543 MAIN STREET, NEW ROCHELLE  
CHOOSE TO REGISTER

< BACK      CREATE ACCOUNT

You have successfully connected to your organization on Serve Tennis!

**The following steps are if you don't see your organization listed on your USTA.com account.**

**STEP 9:** From the Organizations page click on “+ Add.”



USTA SITES ▾ USTA SECTIONS ▾    You're in EASTERN   White Plains, NY    Español   Search USTA.com  

**USTA**  
EASTERN    PLAY · IMPROVE · NEWS · COACH · ORGANIZE · ABOUT · PRO    UPGRADE   

Home / My organizations

# Organizations

PROFILE  
FAMILY  
**ORGANIZATIONS**  
MEMBERSHIP  
WALL FT

No linked organizations.

+ ADD

Need Help?  
Contact USTA Customer Support at  
1-800-990-8782.

## STEP 10: Select your organization type.

USTA SITES ▾ USTA SECTIONS ▾ You're in EASTERN White Plains, NY Español Search USTA.com

**USTA EASTERN** PLAY · IMPROVE · NEWS · COACH · ORGANIZE · ABOUT · PRO [UPGRADE](#)

Home / My organizations / Organization Type

## Organization Type

**Community Tennis Associations**  
Multi-purpose, Incorporated, not-for-profit, volunteer tennis support organization.  
[SELECT](#)

**Club/Facility**  
Private or public club, resort hotel, apartment complex or homeowner's association.  
[SELECT](#)

**Parks & Recreation**  
Municipal, county or other public entity.  
[SELECT](#)

**Other**  
Program delivery or service organization, individual businesses and other entities.  
[SELECT](#)

**School**  
Elementary or secondary school, college, university or other educational institution.  
[SELECT](#)

## STEP 11: Search for your organization and select it.

If you can select your organization, click on “Link” to proceed.

Select your organization

ALANNA FAKE ORG TEST  
543 MAIN STREET  
NEW ROCHELLE, NY, 10538  
914-217-9598 [Change](#)

[Can't find your organization? Add an organization here](#)

[LINK](#)

If you see a red error message, move to Step 17.

Select your organization

\* Organization Search

Search by zip code or name

This organization is unavailable for selection as it already has an active admin.  
If you would like to be added as an admin on USTA Serve (TMT) please contact the organization's current admin, **Alanna Feature**.  
If this is a mistake, please contact USTA Customer Support at 1-800-990-8782 where you will be asked to verify your authority over this organization.  
*If you are trying to renew your organization membership please contact USTA Customer Support at 1-800-990-8782.*

[Can't find your organization? Add an organization here](#)

[LINK](#)

**STEP 12:** If applicable, connect any tennis courts to your organization. Courts that have previously been connected will be listed. Click “Save & Continue” to proceed.

The screenshot shows the 'Organization Details' page on the USTA website. The left sidebar contains navigation options: PROFILE, FAMILY, ORGANIZATIONS (highlighted), MEMBERSHIP, WALLET, NOTIFICATIONS, SOCIAL, and SCHOOLS. The main content area includes:

- Organization Type:** Community Tennis Association
- Linked Organization:** ALANNA FAKE ORG TEST, 543 MAIN STREET, NEW ROCHELLE, NY, 10538, 914-217-9598
- What tennis courts are affiliated with your organization? (Optional)**: A search box for 'Facility Name' with the placeholder 'Search by zip code or name' and a magnifying glass icon. A link below reads 'Can't find a facility? Add a facility here'.

**STEP 13:** Click on “View My Team” for the organization.

The screenshot shows the 'Organizations' page. The left sidebar is the same as in the previous screenshot. The main content area displays:

- Organization name and details cannot be changed online. Contact USTA Customer Support at 1-800-990-8782.
- A card for 'ALANNA FAKE ORG TEST' with a yellow box around the 'VIEW MY TEAM' button and a blue 'UPGRADE' button.
- Organization details: Type: Community Tennis Association, Phone Number: 9142179598, Address: 543 MAIN STREET NEW ROCHELLE NY 10538, Section: Eastern, District: Southern Region. A 'View Courts' link is at the bottom.
- A 'Need Help?' section with a lightbulb icon and contact information: 'Contact USTA Customer Support at 1-800-990-8782.'
- A photo of a group of people celebrating on a tennis court.

**STEP 14:** Click on “Get Started”.

The screenshot shows the 'My Organizations' page. The left sidebar is the same as in the previous screenshots. The main content area displays:

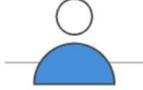
- < BACK
- ALANNA FAKE ORG TEST
- Navigation tabs: My Serve Tennis Team (underlined), My Affiliates, My Tennislink Team
- Text: Set up your organization on Serve Tennis.
- A yellow box around a blue 'GET STARTED' button.

**STEP 15:** Choose “USTA Organization” on the Serve Tennis setup page.



**USTA Organization**

In order to post programs and events on behalf of your organization you must be linked to a USTA Organization. To gain access to USTA sanctioned tournaments, organizations must upgrade to a paid membership.



**Individual Tennis Professional**

Set up your tennis professional platform in order to manage your programs, events, create your personal website as well as access USTA products.

**STEP 16:** Select your organization and then “Create Account” at the bottom.

**We've found linked organizations for you**

To add a new organization to your account, you must be linked to the required role for that organization either on usta.com or Tennislink.

Organization not listed? [Create one on USTA.com](#)

**ALANNA FAKE ORG TEST**  
543 MAIN STREET, NEW ROCHELLE  
CHOOSE TO REGISTER

[< BACK](#) **CREATE ACCOUNT**

You have successfully connected to your organization on Serve Tennis!

If you are unable to successfully onboard please contact our customer care agents at [customer care@usta.com](mailto:customer care@usta.com) for assistance.

**If someone else is already connected to the organization, please follow these steps.**

**STEP 17:** On the error message that you see, take note of who is listed as the current admin. For this example, it is Alanna Feature.

Select your organization

\* Organization Search

🔍

This organization is unavailable for selection as it already has an active admin.  
If you would like to be added as an admin on USTA Serve (TMT) please contact the organization's current admin, **Alanna Feature**  
If this is a mistake, please contact USTA Customer Support at 1-800-990-8782 where you will be asked to verify your authority over this organization.

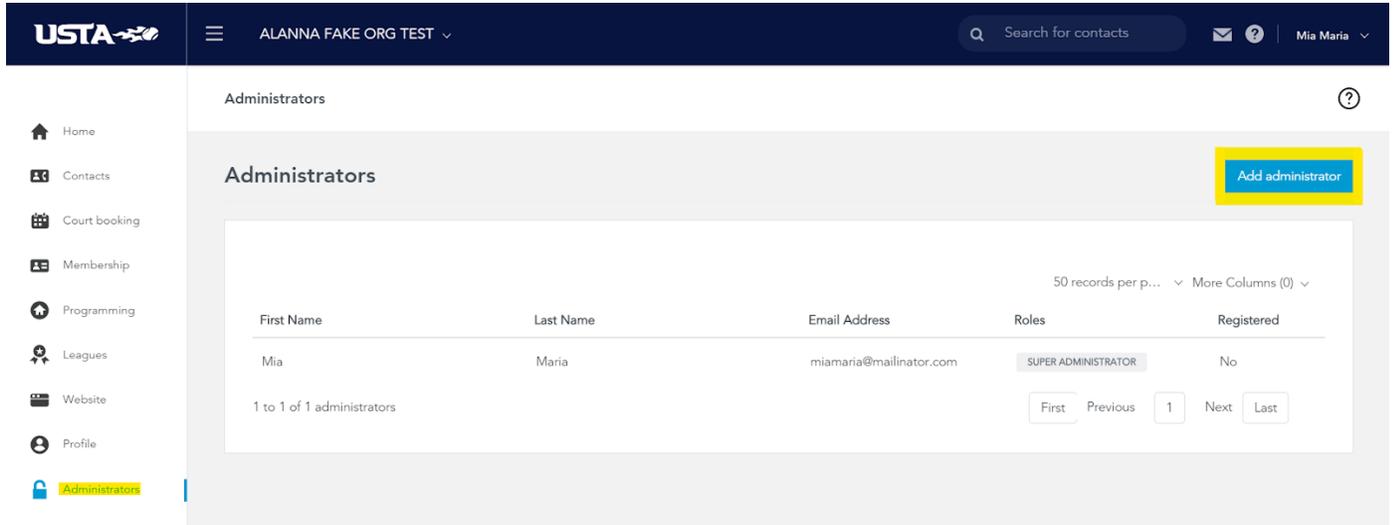
*If you are trying to renew your organization membership please contact USTA Customer Support at 1-800-990-8782.*

[Can't find your organization? Add an organization here](#)

LINK

**STEP 18:** You will want to contact the current admin (Alanna Feature in this example) and ask if they have already connected the organization to Serve Tennis. If they have not, they can use this document to help get connected. Once they have connected the organization, here are the steps for the current admin to add you as an administrator for the Serve Tennis platform.

**STEP 19: For the current admin** - Log in to the admin view of the organization’s site, navigate to the Administrator tab and click on “Add administrator.”



**STEP 20:** Fill in the form with the contact information and the type(s) of administrator role(s).

The screenshot shows the "Add administrator" form. It is divided into two main sections: "Contact details" and "Administrator roles".

**Contact details:**

- Contact type:  New contact,  Existing contact
- First name:
- Last name:
- Email address:
- Phone number:

**Administrator roles:**

Roles

- Super administrator ?
- Administrator ?
- Court booking administrator
- Contacts administrator
- Membership administrator
- Programming administrator
- Website administrator
- League administrator

A blue "Save" button is located at the bottom of the form.

The email address the current admin listed will receive an email invitation to be an admin for the site.

**STEP 21: New Admin being Invited** - Click on the link in the email. You will be brought to a screen to log in to the organization's site. Click on the sign-in link highlighted in yellow in the create account form. If you don't have a USTA account, use the form to create one.

ALANNA FAKE ORG TEST

SIGN IN

REGISTER

### NEW TO USTA? CREATE YOUR ACCOUNT

If you are the parent of a child please create your own USTA account first. Your child's information can be added later.  
Children 13 and over can create their own account.

Already have a USTA account? [Sign in](#) or [Search](#) for your account

\* Required fields

First name \*

Last name \*

Email address \*

Confirm email address \*

Zip code \*

You have successfully connected to your organization on Serve Tennis!

# Tournament Application

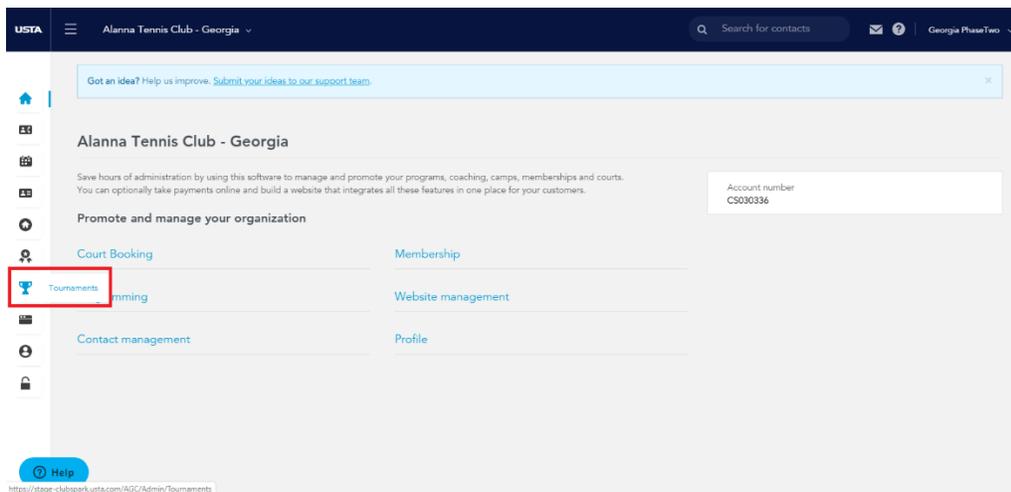
Serve Tennis: Tournament director training on submitting a tournament application

Step 1: Go to [www.usta.com/servetennis](http://www.usta.com/servetennis).

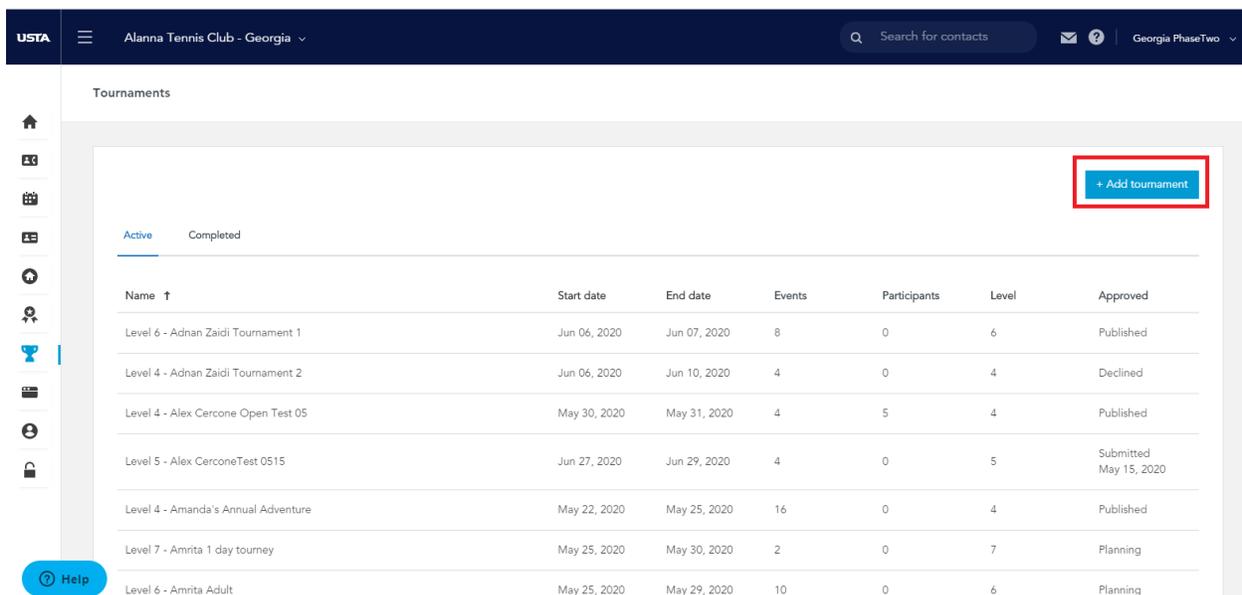
Step 2: Log in with your USTA account.

Step 3: Click the dropdown arrow next to the avatar/picture in the upper right-hand corner of the screen and select "Admin area."

Step 4: Click on "Tournaments" link (trophy icon).



Step 5: Click "Add Tournament" button.



**Step 6:** Enter the details of your tournament.

When you “Add Tournament director” — you must choose someone who is Safe Play approved.

The screenshot shows a web form for adding a tournament. The 'Tournament director' field is highlighted with a red box, showing a dropdown menu with the email 'phase2director@mailinator.com' selected. Other fields include 'Primary location\*' (Andrew and Walter Young Family YMCA: Atlanta GA, ATL), 'Start date and time\*' (6/6/2020), 'End date and time\*' (6/7/2020), and 'Time zone\*' (EDT). A '2 Registration Date/Time' step indicator is visible at the bottom.

**Step 6:** Review your tournament details.

**Step 7:** Click “Create tournament” button.

**Step 8:** Click “Add events” (link or button).

**Step 9:** Complete [1] Divisions section.

- Choose any combination of gender, ages, and singles/doubles.
- Click “Add divisions” button.
- Click “Next” button.

The screenshot shows the 'Add events' form with the '1 Divisions' section highlighted. The 'Level 6: Junior' section has 'Boys' and 'Girls' buttons selected, along with 'Age ranges (2)', 'Singles', and 'Doubles' options. The 'Add divisions' button is also highlighted. Below, there are sections for 'Boys' divisions' and 'Girls' divisions', each with '14 & under singles' and '16 & under singles' options and 'Remove' buttons. A 'Next' button is highlighted at the bottom.

**Step 10:** Complete [2] Details section.

- Click “Next” button.

**Step 11:** Complete [3] Draws section.

- Click “Save” button.

**Step 12:** Review your event details

**Step 13:** Click “Add events” button

The screenshot displays a tournament setup interface with a sidebar on the left containing icons for home, user, tournament, calendar, refresh, and lock. The main content area is divided into several sections:

- Boys' divisions:** 14 & under singles, 16 & under singles
- Girls' divisions:** 14 & under singles, 16 & under singles
- 2 Details:** Includes fields for Start Date And Time\* (6/6/2020 - 12:00 PM EDT), End Date And Time\* (6/7/2020 - 12:00 PM EDT), Location (Andrew And Walter Young Family YMCA: Atlanta GA, Atlanta, GA, 30311), and Event Check In: No. Indoor/Outdoor: Outdoor. Price\*: \$23. An "Edit" button is in the top right.
- 3 Draws:** Includes fields for Draw Type: Round Robin, Player Selection: Top Down By Ranking, Ball Color: Yellow, and Main Draw Size: 32. An "Edit" button is in the top right.

At the bottom, there is a blue "Add events" button (highlighted with a red box) and a grey "Cancel" button. A blue "Help" button is also visible in the bottom left corner.

**Step 14:** Click “Submit tournament” button in the top right-hand corner.

- Click “Submit tournament” button once window pops up
- Click “Close” button from Thank you page

Thank you for your interest in hosting a USTA tournament! Your tournament application will be reviewed by a USTA section or district association.

**Step 15: If your Tournament Application is approved then you will receive an email notification to take the last step of paying your Application fees.**

- The first screenshot below shows the email notification
- Click the link in the email notification and you will be taken to your Tournaments module where you will click the green Publish & Pay button at the upper right. Upon credit card authorization your tournament will then be Published and Live online.

**Email Notification**

## AMRITA DISTRICT TEST

### USTA Tournament Application Approval

Dear Amrita,

Thank you for submitting an application to host a USTA Tournament [Level 7 Amrita district test](#).

This email confirms your application has been approved! If you need to make changes to your tournament, please contact your USTA Region 4 administrator.

#### Tournament details

Name: Amrita district test

Start Date: Tuesday, January 12, 2021 at 12:00:00 AM Eastern Standard Time

End Date: Friday, January 15, 2021 at 11:59:00 PM Eastern Standard Time

Main Site: Avalon - South Village Community Center

4 events have been approved and 0 events have been rejected. Go to your tournament page for details. [View your tournament](#)

If you have any questions about your application status contact your section administrator.

Amrita Bhayana

Tel: 5656333333

Email: [amrita.bhayana@clubspark.com](mailto:amrita.bhayana@clubspark.com)

You are receiving this message as a registered tennis player.

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POWERED BY  
**USTA**  
Serve Tennis

## Publish & pay

The screenshot shows the USTA 'Publish & pay' interface for a tournament named 'Karens Checklist Demo'. The top navigation bar includes the USTA logo, a menu icon, 'Demo Club', a search bar for contacts, and the user's name 'Nikola Andelic'. The main content area is titled 'Karens Checklist Demo' and has tabs for 'Checklist', 'Events', 'Players', 'Rules & pricing', and 'Web info'. A 'Launch Tournament Desk' button is also present.

A notification box at the top states: 'Approved - pending payment. Your tournament application has been approved. Please complete the payment of your application fee of \$10.08 in order to publish your USTA Tournament.' It includes 'Preview' and 'Publish & pay' buttons.

The tournament details are as follows:

Level 4 Closed - Karens Checklist Demo			
Aina Haina Community Park, Honolulu, HI, 96821			
Date	Tournament director	Registrations close	Registrations open
January 1, 2021 - January 3, 2021	Andrew Four	November 2, 2020 at 11:59am (HST)	When published

Below the details is a table for 'Events (1)':

Division	Price	Draw types	Score formats	Entries limit	Entries	Status	Actions
Boys' 12 & under singles	\$45.00	Curtis consolation	Best of 3 tiebreak sets	32	0	Approved	...

A 'Help' button is located at the bottom left of the interface.

Congratulations your tournament is now completed!

If you have experienced any issues with finishing either of these stages please reach out directly to [customercare@usta.com](mailto:customercare@usta.com). We look forward to seeing your bids and thank you for patience in making the move to Serve Tennis which will help us as we move forward.