



# INCREASE YOUR CLUB MEMBERSHIP AND GET MORE KIDS ON YOUR COURTS

Create frequent players and fill your empty court time –  
USTA Eastern will help you get started!

## What is it?

- Affordable tennis program including 6 or 8, 2-hour sessions that combine learning with match play
- Hour #1 (lesson)
- Hour #2 (match play with pro supervision)

## What you need to do:

- Start small! You can organize a league with a minimum of 2 courts; 12 kids or 4 courts; 24 kids
- Work with the Eastern Section to set the price for the program (price can be set for your program needs)
- Work with the Eastern Section to promote the program to children

## What's in it for you?

- Overhead costs assumed by USTA Eastern
- Provider tool kits with lesson plans that make it easy to run
- Opportunity to attract new kids to your facility and grow your business
- Free and easy online registration system
- Free marketing support
- Dedicated Eastern staff person at program initiation to help coordinate all logistics on the ground and communication with players

