

USTA Southern California

EVENT & PROGRAM

PARTNERSHIP & SPONSORSHIP OPPORTUNITIES

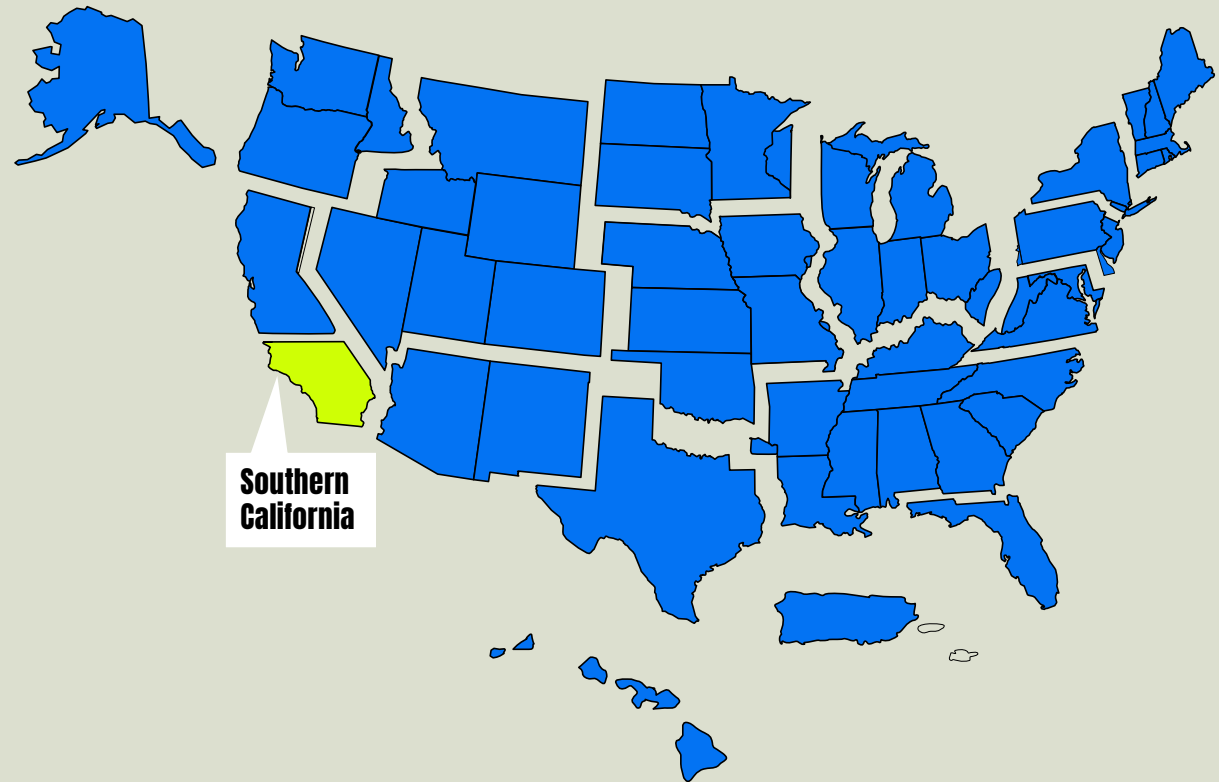
As a 501c3, we give back to the community to grow the sport at the grassroots level

We are SoCal Tennis

The United States Tennis Association (USTA) is the national governing body for the sport of tennis and the recognized leader in promoting and developing the sport's growth on every level in the U.S. Diversity and Inclusion are at the forefront of the organization's mission.

USTA Southern California is one of 17 sections in the **United States Tennis Association**. It serves all of our constituencies by providing resources, programming and celebrating the tennis lifestyle that is uniquely part of Southern California culture.

The SoCal Section stretches from the Central Coast, Los Angeles, San Diego, to the Inland Empire and Coachella Valley.



We are SoCal Tennis

SoCal tennis has produced many of the greatest American players of all time.

- Billie Jean King
- Bobby Riggs
- Pete Sampras
- Pancho Gonzales
- Maureen "Little Mo" Connolly
- Stan Smith
- Bob & Mike Bryan
- Tracy Austin
- Serena Williams
- Venus Williams
- Lindsay Davenport
- Steve Johnson
- Taylor Fritz
- Brandon Nakashima
- Ena Shibahara



Meet the team



TREVOR KRONEMANN

Executive Director

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NANCY ABRAMS

Director of Engagement & Industry Relations

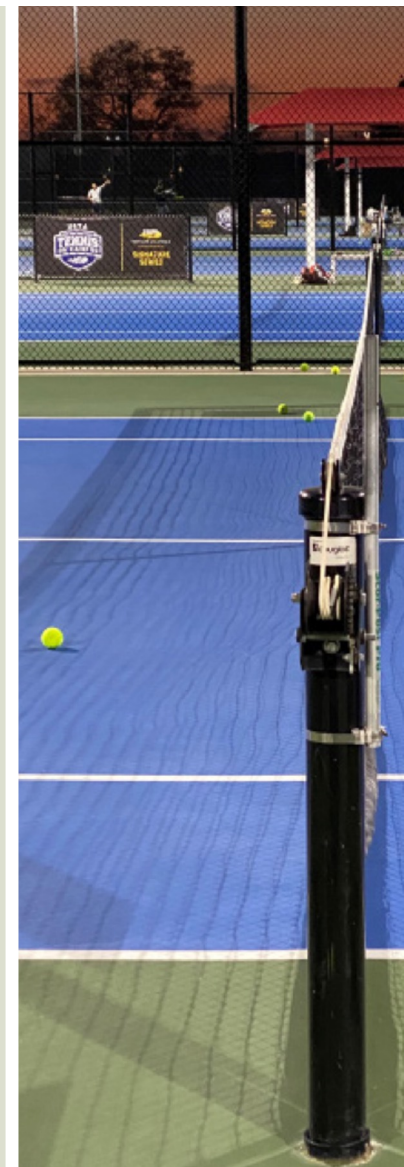
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GAILOR LARGE

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Junior Events & Programs

JUNIOR TEAM TENNIS

Brings kids together for level-based team matches at local parks, public and private clubs, and community organizations. Teams compete weekly in local area leagues throughout Southern California during the Spring, Summer and Fall seasons. Each season culminates in a two-day Section Championship with over 500 players. The Gar Glenney State Cup between SoCal and NorCal is a summer tradition and these top teams move on to Junior Team Tennis National Championships.

JUNIOR TOURNAMENTS

Entry level to advanced events for players 8-18 provide the competitive junior with an exciting pathway that includes sectional, regional, and national tournaments. Rankings are tracked across the nation through each of the age divisions.

NET GENERATION PATHWAY

Entry level programming for our youngest and newest players includes Net Generation, aimed at youngsters 10 & under, which introduces tennis competition through low-pressure team and individual events such as Team Challenges and Junior Circuit Tournaments. This non-ranking space brings players to the court, by providing countless opportunities to learn, grow, and excel not just in tennis, but in everyday life.

TEAM SOCAL PLAYER DEVELOPMENT

USTA SoCal Player Development provides opportunities for high-level junior players to train under the supervision of some of SoCal's most established professionals.

CIF HIGH SCHOOL TENNIS REGIONAL CHAMPIONSHIPS

Annual Girls' and Boys' events played throughout Southern California, featuring our best High School Teams.

Adult Events & Programs

ADULT LEAGUE TENNIS

The largest recreational tennis program in the country, Southern California's Adult Leagues range from seasonal doubles to our energetic 18-39 League and popular 40+ divisions. Leagues are fun and competitive, as teams have the opportunity to advance to Sectional and National Championships.

ADULT TOURNAMENTS

Provide a showcase for players age 18+ in singles, doubles, mixed, wheelchair, family doubles and team formats for all skill levels. USTA SoCal hosts key section tournament championships throughout the year.

SOCAL SOCIAL SERIES

Themed events for those looking for some extra fun on the court. Events include the Sip N' Serve series, Grand Slam-themed events (i.e. French Open event on clay!), and more throughout the region.

COLLEGIATE EVENTS

USTA Tennis On Campus student managed recreational club tennis section championships and alumni events. The Southern California Intercollegiate Championships for top ranked national Women's and Men's teams.

ADDITIONAL NON-COMPETITIVE ADULT PROGRAMMING

Cardio Tennis, Tennis 101, Corporate Leagues, and Corporate Health & Wellness events.





Community Events & Programs

COMMUNITY PARTNERSHIPS

USTA Southern California has partnered with several world class organizations which strengthen our resolve to improve communities by using tennis as a vehicle to support health and wellness. Through tennis play and friendly competition, we promote character-building traits like sportsmanship, resilience, confidence, self-esteem and positive habits. Partners include the City of Los Angeles, LA84 Foundation, Westcoast Sports Associates and Beyond the Bell.

NET GENERATION SCHOOLS PROGRAMMING

Thousands of children have been introduced to tennis during and after school on campuses with the help of various community partners and equipment grants. Fitness and fun are the name of the game!

COMMUNITY TENNIS ORGANIZATIONS (CTA)

USTA Community Tennis Associations (CTAs) are not-for-profit, volunteer-based organizations supporting programs that grow the game of tennis. They are located in cities and towns across the region and are ideal entry points for those looking to get started in the game, to play more often, or to give back to our lifetime sport. USTA SoCal supports forty-two established CTAs.

NATIONAL JUNIOR TENNIS AND LEARNING (NJTL)

The NJTL initiative, originally spearheaded by Arthur Ashe, is supported by the USTA Foundation. The work done by its member chapters includes after-school tutoring that focuses on academic enrichment, a life-skills curriculum and, of course, tennis. USTA SoCal supports sixteen NJTL chapters - which collectively serves over 1,000 diverse students annually.

YOUTH LEADERSHIP COUNCIL (YLC)

The mission of the Youth Leadership Council is to empower junior tennis players to take on leadership roles and amplify their impact on issues about which they are passionate. The Council enlists thirty High School students annually from diverse cultural and socio-economic backgrounds.

SoCal Pro Series

THE FUTURE OF TENNIS

The future of United States Tennis is bright! The **SoCal Pro Series** returns in 2023 with two **ITF/USTA Pro Circuit \$25,000** and fourteen **ITF/USTA Pro Circuit \$15,000** events, each showcasing the most talented up and coming men's and women's players based in and around Southern California. From junior phenoms to the cream of the crop in college tennis, SoCal Pro Series competitors will vie for valuable **ATP and WTA ranking points**.

But more importantly, the SoCal Pro Series will prepare these future stars for a career in professional tennis, ready to take on the world as touring professionals with the ATP, WTA, and Team USA!

January 2-8, 2023 | Malibu

May 29-June 4, 2023 | Rancho Santa Fe

June 5-11, 2023 | San Diego USD

June 12-18, 2023 | San Diego Barnes

June 19-25, 2023 | Los Angeles

June 26-July 2, 2023 | Irvine

July 3-9, 2023 | Lakewood

July 10-16, 2023 | Lakewood



Tennis Provider Education & Recognition

In SoCal, there are 2,000+ Tournament Directors, USTA Program Facilitators, Certified Professionals, Club and Facility Directors.

TENNIS INDUSTRY UNITED EVENTS (TIU)

USTA SoCal and our tennis industry partner organizations come together throughout the year in local communities to host appreciation events and free on court community coaching and professional development training. Tennis directors, teaching professionals, tournament directors, league captains, high school and community coaches, club staff, and community leaders are recognized for all they are doing to grow and support tennis in SoCal.

SOCAL LEADERSHIP SERIES

These "lunch-and-learn" style events bring together Racquet Sports Directors and Tennis Teaching Professionals for industry updates and professional business skills sessions. Experts and panels from throughout the SoCal sports and business scene cover such topics as Hiring, Onboarding and Training Your Team and Facility Management.

USTA PREMIER FACILITY - PILOTS

The Premier Facility program focuses on delivering valuable benefits and rewards to tennis facilities that meet or exceed qualifications in these areas:

- Participation
- Certification & Continuing Coach Education
- Programming
- Facility Operations
- Customer Service
- Community Partnerships

USTA Southern California is home to two Premier Facility Providers in the nationwide pilot programs:

- The Claremont Club
- Westlake Athletic Club





Women and Girls Who Ace

EMPOWERMENT THROUGH SPORT

USTA SoCal's initiative to promote healthy success on and off the court

- Annual summit and awards at the University of San Diego, August 6-8, 2023. The multi day event celebrates the contributions of female sports leaders in Southern California and provides unique learning opportunities for coaches and athletes
- Women's Tennis Coaching Cohort
- Community and school tennis activations



EMPOWERMENT THROUGH SPORT

**Tennis is booming.
Tennis is good for you.**



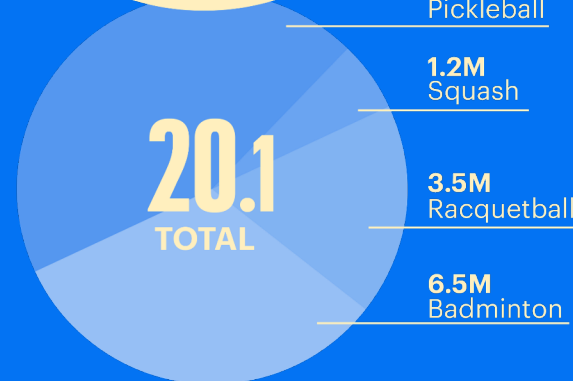
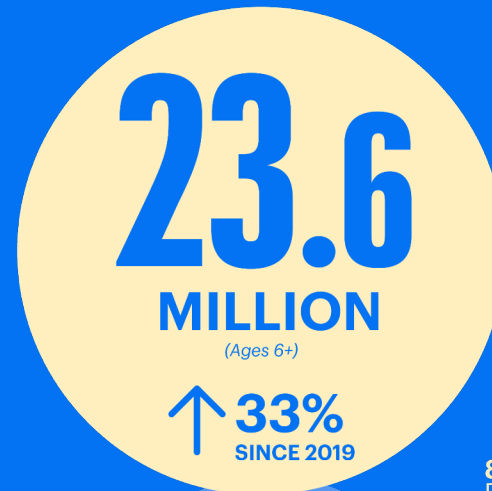
Let's keep rallying!

Tennis is booooooming.

Tennis has enjoyed three consecutive years of significant growth. Those who do play are playing more often.

The number of people playing tennis is more than the combined number of people playing pickleball, badminton, racquetball and squash.*

U.S. TENNIS PLAYERS



NEARLY
50%
OF TENNIS PLAYERS
ARE CORE PLAYERS



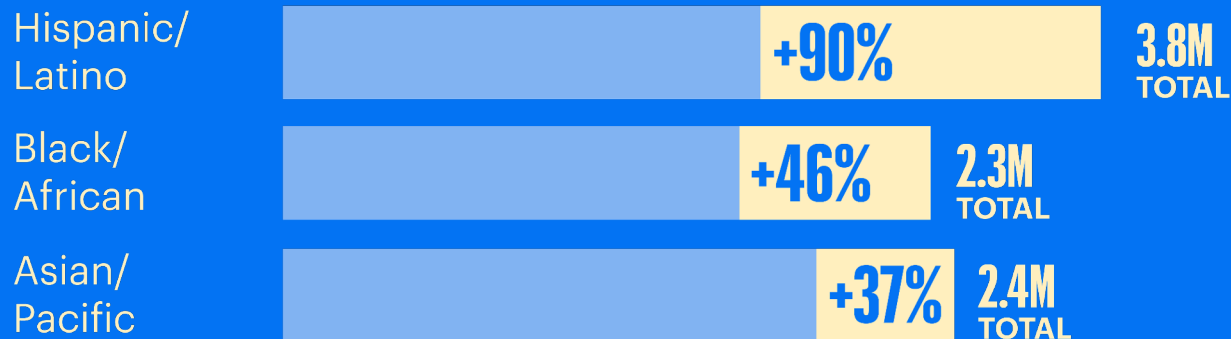
519M
TENNIS PLAY
OCCASSIONS
↑ **34% SINCE 2019**

*Source: Physical Activity Council Study on Sports and Physical Activity (PAC) administered by Sports Marketing Surveys USA and the Tennis Industry Association Participation and Engagement Study (PES).

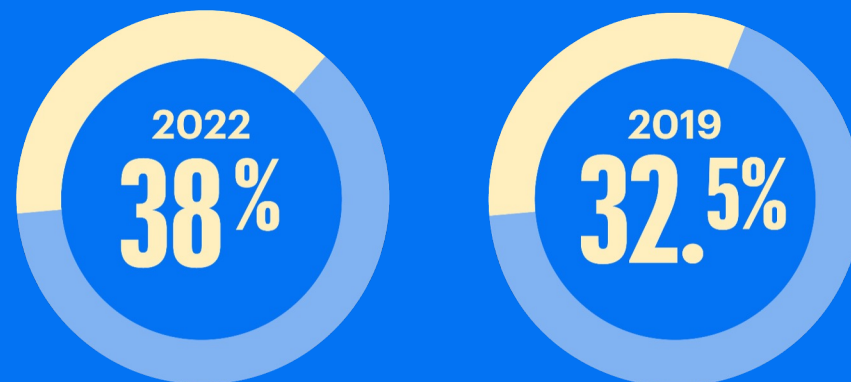
All In For Inclusion.

Tennis participation has seen dramatic growth among diverse populations.*

GROWTH OVER THE LAST THREE YEARS



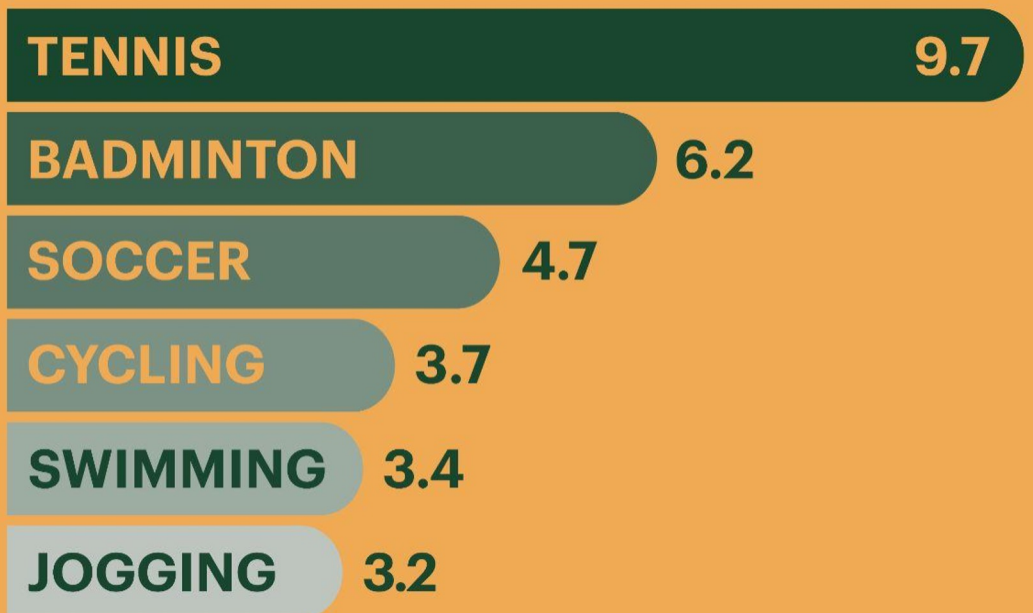
Percent of diverse U.S. tennis players



*Source: Physical Activity Council Study on Sports and Physical Activity (PAC) administered by Sports Marketing Surveys USA and the Tennis Industry Association Participation and Engagement Study (PES).

Play tennis, live longer... 10 years longer.

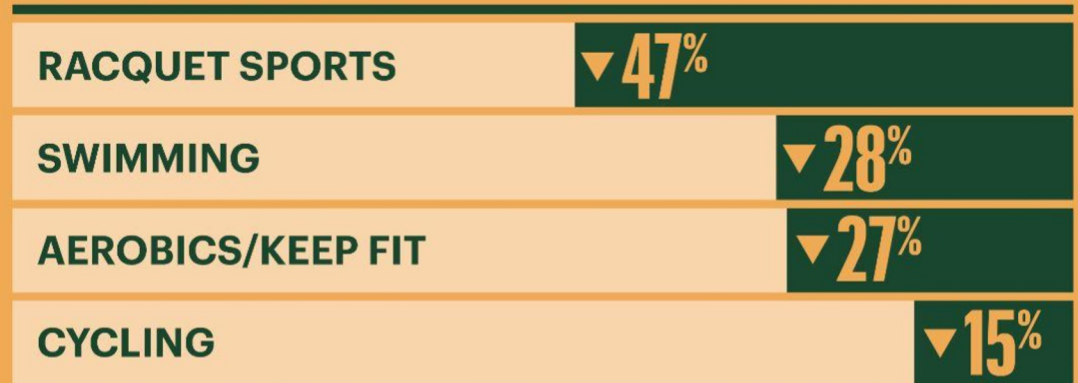
Tennis adds nearly 10 years to your life, more than any other sport or activity.



Rally your way to better health.

Participating in sports is an effective way to enhance your overall health and well-being.

REDUCING THE RISK OF DEATH FROM ALL CAUSES



REDUCING THE RISK OF DEATH FROM HEART DISEASE/STROKE



Long live tennis, for those who tennis live longer.



Get Fit

Lose Weight, Burn Calories.
An hour of singles play can burn 580–870 calories.*

**Oja, et al, British Journal of Sports Medicine, 2016*



Strengthen Heart, Muscles and Bones

Tennis improves heart health. Compared to other sports, tennis players have the lowest incidence of cardiovascular disease.*

**40-year study conducted by Johns Hopkins University*



Develop Hand-Eye Coordination

Playing tennis involved several skills that contribute to good hand-eye coordination. You can improve your agility, balance, coordination, reaction time and more.



Live Longer

Playing just 3 hours per week will reduce your risk of heart disease 56%.

**Harvard University, 2016*



Reduce Stress

Tennis helps you deal with physical, mental, social, and emotional challenges, and increases your capacity to deal with stress.



Learn to Solve Problems

Tennis is a sport that is based on evaluating angles, geometry and physics to get the best result, which translates into better problem-solving off the court.



Increase brain power

From alertness to tactical thinking, tennis enhances the neural connections in your brain. Kids who play tennis regularly get better grades.



Healthy Pals

Tennis outperforms all other sports in developing positive personality characteristics.* Tennis helps build and keep friendships. Tennis raises self-confidence and lowers tension.

**Concordia University Study, Dr. Jim Gavin*

Tennis Player Participation in Southern California

2023 Tennis Industry Association (TIA)
Participation Report Indicates*:



2.2M+ Players

An estimated **9.9 percent**, or roughly **2.2 million** SoCal residents age 6+ played tennis at **least 1x** during 2022.



1.2M Core Players

An estimated **54 percent**, or roughly **1.2 million** players played 10+ days in 2022.



The Tennis Boom

The number of tennis players in SoCal has increased from **1.5 million** to **2.2 million** since 2017, representing a **47%** increase.



992K Casual Players

An estimated **49 percent**, or roughly **992 thousand** players played 1-9 days in 2022.



1 in 10 SoCal Residents

1 in 10 SoCal residents played tennis in 2022, and of those, hit the courts **24x** on average. By comparison, approximately 1 in every 13 Americans played tennis in 2022.



23.5 Average Total Days

Frequency of play in the Southern California section is slightly higher than the national average. Looking at the ratio of Core-to-Casual players and the average number of play occasions for all tennis players in the section. The average in SoCal is **24 days**, compared to a national average of 22.

*Full 2023 TIA Participation Report available upon request



Tennis Player Demographics

USTA Membership & Program Participation

- 42,000** Unique Members
- 45%** Female | **55%** Male
- 42%** Underrepresented Ethnicities
- 40%** Bachelor Degree or higher
- 45%** Income of \$100K+

Adult USTA Program Participation

- 65,600** total tournament/league registrations
- 52** average age
- 31,600** unique competitors
- 40%** Female | **60%** Male

Junior USTA Program Participation

- 35,000** total tournament/league registrations
- 14** average age
- 14,000** unique competitors
- 45%** Female | **55%** Male



Our Digital Footprint



Website

- 270,000 visits a year from Southern Californians to ustasocal.com
- Creative content and ad opportunities



Social Media



- 3.3M+ impressions in 2022
- 18,000+ followers across Instagram, Facebook, Twitter, LinkedIn, and YouTube
- Instagram: 8,200+ followers with high engagement, especially with junior players



Emails

- 48,200+ contacts
- 64% average open rate

Annual Program & Exclusive Event Sponsor

ANNUAL IN KIND VALUE OR PAYMENT

(SUBJECT TO SPECIFIC EVENT, SERIES, & PROGRAM PARTICIPATION)



On-site Brand Presence

Sponsor branded collateral and designated event signage.



Email Newsletter Banner

Sponsor exposure on post event surveys and/or email newsletter banners.



Website + Tournament Website

Your logo on each USTA.com unique tournament registration landing page (consumer facing, national search) and/or event homepage on USTASoCal.com. Website banners are also potential advertising options.



Meet Consumers

On-site product activations and engagement.



Staff Ambassadors

Sponsor products featured in USTA SoCal employee benefit program.



Social Media

Sponsor exposure on official USTA SoCal social media channels.



USTA SoCal “Company Play Day”

Interactive tennis event for company’s staff and family members.

Partners & Sponsors

