



TIA Affinity Partners Program Membership Benefits & Services

- **Merchant Card Services:** Credit card processing rates as low as **1.23% + \$.0.25 per transaction**. Preferred Card Services has saved retailers hundreds to thousands of dollars per year with one of the most competitive credit card programs in the country. With many Fortune 500 companies as customers, PCS will pass on these significant savings to your business too.

CapitalQ educates merchants so they can make better decisions regarding their credit card processing. Competitive **True Interchange Pass-Through Pricing** is provided to all merchants along with personal customer service. CapitalQ is your Concierge for payment solutions.
- **Travel Discounts:** offers hotel, air, car rental, event and other discounts. These savings are available to TIA members through the **TIA Membership Card** and access to the Active.com network.
- **Insurance Discounts:** **TIA TennisInsure program** is designed to meet the insurance needs of your Retail Tennis Business or Professional Tennis Facility. As a member of the TIA you have access to our custom insurance program created to respond to your Liability, Property, Auto, Umbrella and Work Comp requirements. As an added bonus, we negotiated a **5-10% package discount** for TIA members through a highly rated (A+) national insurance company.
- **Communications, PR and Media:** **Ace Publishing Group** has been involved in the tennis industry for years (including producing the award-winning RSI magazine), and we can help you with all your communications needs. Whether you want to stay in touch with members or clients; put together stories, press releases, newsletters or special sections; or need fresh content for your website, Ace Publishing Group's professional writers, editors and graphic designers will help your business stand out.

The Sherry Group - Raise awareness of your new or existing Tennis Center, League, Tournaments or Special Event through a local or regional PR campaign. Support ranges from basic press releases to full service program. Reach you key local, regional print and online press. On-Site Media Visits, Tips from the Pros, Press Conferences, Media Training, Competitive Tracking, and more. **50% discount to all TIA members**.

Branding, Integrated Marketing & Communications: **Adrenaline**, one of the nation's leading promotising® agencies, wants to help TIA members to drive their business with a FREE copy of one of their proprietary business and brand building tools: **1) BRAND SLAM®** (a Brand Development & Evaluation Worksheet); or **2) AD-IN®** (a promotion marketing & communications template).

TennisIndustryNews.org - Your one-stop search for tennis industry news and information.
- **RSI Magazine: FREE one-year subscription.** Also, receive **25% off** the published rate card for any advertisements placed in Racquet Sports Industry (other discounts/ agency fees excluded) RSI is published 10x per year and is the official industry publication for the Tennis Industry Association.

- **Bob Larson's Daily Tennis:** offering members of the TIA the opportunity to acquire a tennis news ticker for their web site **free**. The site includes headlines that are hyper linked to the news story behind the headline. **This service is offered on a complimentary basis to TIA members.** In addition, this offer includes the option of web site hosts being able to post their own headlines to the ticker. This additional service is offered free for the first three months. The headline ticker and hyperlink to the news stories continues to be complimentary to TIA members.
- **Tennis Channel Club Network:** Keep your members up-to-date with the latest tennis news and programming from Tennis Channel, all for FREE with The Tennis Channel's newsletter with information on monthly programming highlights and special promotional materials for you to share with your members. Go to www.tennischannel.com/clubs to sign up for FREE. Be one of the first 200 clubs to sign up and get a FREE Tennis Channel hat. Questions? Contact Cari Buck at 310-314-9492
- **Club and Resort Tennis Services:** Now you can access www.tennisteachingresources.com with a **15% discount!** Here's some of what you will find: Access to over 400 diagramed drills and video clips in easy to use categories with search capabilities and over 200 lesson plans for team practices, lessons, clinics and camps.
- **IN•TENN: FREE subscription to the Video/OnLine Tennis Magazine**
- **Cleantech Solutions** is an energy services company that specializes in designing, financing and installing *highly energy-efficient* tennis facility lighting and control systems. As a *current TIA member*, we would like to offer you:
 - A facility site evaluation to be used to determine your needs at no charge
 - A special TIA member price on the purchase and installation of a high-efficiency USTA-spec lighting and control system
 For more information: www.tennis@cleantechsolutions.com, (tennis) 617.899.0507 | (Corporate) 303.495.3442
- **#1 Research Source: TennisIndustry.org** Through our extensive research partnership with Sports Marketing Surveys, nearly 70 tennis-specific reports are available annually to TIA member companies, organizations and manufacturers depending on membership level and type of business. All members have secure online access through the TIA website. Printed versions are also available of the Executive Summaries of the Tennis Participation and Tennis Marketplace Reports.

**For more information, contact the TIA at 843-686-3036 www.TennisIndustry.org
email:info@TennisIndustry.org**