



# TIA Affinity Partners Program

Membership Benefits & Services as of 11/1/09

## Member Card Services

### • 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.

### • Infinity Business Group, Inc.

is a payment processing, risk management and fraud prevention company. Some of the benefits offered include:

- A free analysis of your current processing statement to identify possible savings and upgrades.
- Free check recovery through FARS Electronic Check Recovery Service.
- Free Equipment upgrades to assure you are compliant with the new Federal Regulations on security (PCI/DSS).
- 24/7 customer support, with a call center located in North America, for fast resolution of any issue that might arise.
- Competitive, customized processing solutions created for each Association member.

### • 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. **Credit-card processing rates are as low as 1.23% + \$.0.25 per transaction.** With many Fortune 500 companies as customers, Preferred Card Services will pass on these significant savings to your business, too.

Call us for a review and more info on your member benefits options  
contact the TIA at  
843-686-3036x223

www.TennisIndustry.org  
or email to set up a time:  
membership@TennisIndustry.org

## New Benefits Coming Soon ...

**SHUTTERFLY** - will offer members and potential members a low-cost, high-quality digital printing solution for the creation of customized marketing materials via the internet.

**INVODO** – will offer you your choice of a pop-up or embedded video player for your website. Typically when an Embedded Video Player is present, the user will click on the video up to 80% of the time they land on your web page.

**SHIPPING DISCOUNT OPPORTUNITIES** – working through our industry partners, we will offer you the best possible shipping rates to meet your needs.

**AND MORE** ... we are constantly looking for ways to help you save money & time and help your business grow. **If there are other areas you would like to see offered or developed, please contact us at Membership@TennisIndustry.org.**

## Insurance Benefits

**TIA TennisInsure™** program is designed to meet the insurance needs of your Business or Facility. As a member of the TIA you have access to our custom insurance program created to respond to your Health, Liability, Property, Auto, Umbrella and Work Comp requirements. Our health insurance program is available through **eHealth.com** and supplemental programs are covered by **Aflac**. You can access these programs through **www.TennisInsure.com**.

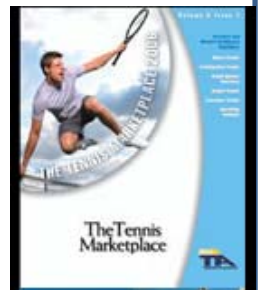
## Green Solutions

**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 COMPLIMENTARY FACILITY SITE EVALUATION TO BE USED TO DETERMINE YOUR NEEDS**, and a special TIA member price on the purchase and installation of a high-efficiency, USTA-spec lighting and control system. For more information: [www.cleantechsolutions.com](http://www.cleantechsolutions.com), [tennis@cleantechsolutions.com](mailto:tennis@cleantechsolutions.com), (tennis) 617-899-0507 | (Corporate) 303-495-3442

## Research Benefits

Through our extensive research partnership with Sports Marketing Surveys, nearly **80 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 also are available of the Executive Summaries of the Tennis Participation, Tennis Health Index and Tennis Marketplace Reports.



## Communication Offers

### 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 [tennischannel.com/clubs](http://tennischannel.com/clubs) to sign up for FREE. Be one of the first 50 clubs to sign up and get a FREE Tennis Channel clock. Questions? Contact Cari Buck at 310-314-9492

### Bob Larson's Daily Tennis

Members of the TIA have the opportunity to acquire a tennis news ticker for their website **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 website 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.

## Media & PR Discounts

### Racquet Sports Industry 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 10 times per year and is the official industry publication for the Tennis Industry Association.

### 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 introductory press release development to full service programs. Reach your key local and regional print and online press through a cost-effective customized PR plan. On-Site Media Visits, Tips from the Pros, Press Conferences, Media Training, Competitive Tracking, and more.

**50% discount to all TIA members.**

## Marketing & Communication Services

### Adrenaline

One of the nation's leading promoting® agencies, Adrenaline 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).

### Club and Resort Tennis Services

Now you can access [tennisteachingresources.com](http://tennisteachingresources.com) with a **15% discount!** Some of the things you'll find include: Access to more than 400 diagrammed drills and video clips in easy to use categories with search capabilities and over 200 lesson plans for team practices, lessons, clinics and camps.

## Technology Benefits

### TennisIndustry.org

Online secure access for research downloads, latest news and links. **Supporting Members get additional 10% off membership renewal before Dec. 15<sup>th</sup>.**

### TennisConnect.com

TennisConnect Retailer software—which allows authorized tennis retailers to take their operation online with their own branded website, all with manufacturer-approved images and content—is offering a special deal to retailers. Sign-up or upgrade to TennisConnect Retailer before the end of the year, go live to members and customers, and receive **three months of the service for free.**

### GrowingTennis.com

In 2009, there were 40 million consumer queries to the informational postcards populated by the data posted at [growingtennis.com](http://growingtennis.com). Tennis facilities and retailers can **place up to 8 listings for free** that are searchable on consumer sites.