

Opportunities For Tennis Retailers

- Good News in Tennis
- 10 and Under Tennis (USTA commitment)
- Industry Call to Action



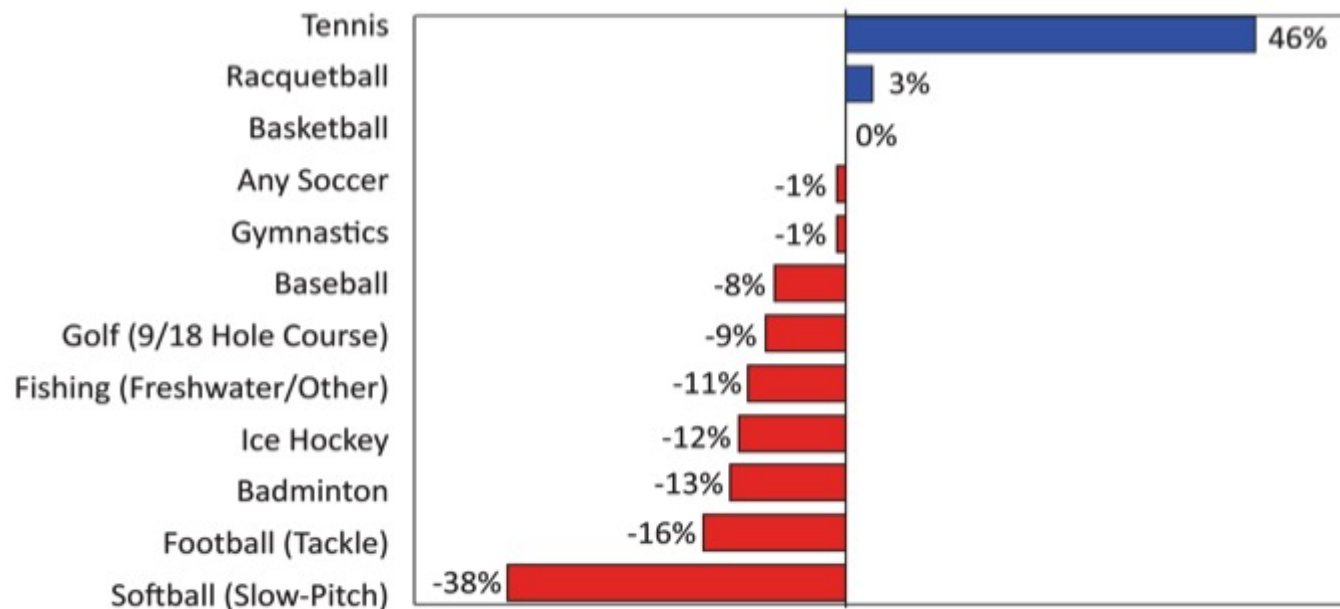


Good News In Tennis



- Tennis is the fastest growing traditional sport – **up 46%** since 2000
(2010 Physical Activity Council Research: 119 Sports)

Traditional Sports Change from 2000 to 2010



Source: 2010 Physical Activity Council (SGMA, SIA, OF, IHRSA, NGF, USTA, TIA)

- Tennis participation surpassed 30M players in 2009
(2010 Annual USTA/TIA Tennis Participation Study)



Good News in Tennis



- Tennis is a sport for a lifetime with great health & fitness benefits
 - Tennis is affordable and easily accessible – low investment & high reward
 - Tennis helps develop life skills that build self-confidence and focus
 - Tennis is the perfect game for the entire family
 - Tennis is one of the most popular sports in the US and around the world
 - Tennis continues to grow in its popularity and social network of play partners
- **10 and Under Tennis = more players = more customers**
 - With 10 and Under Tennis kids will be able to rally right from the start, have more fun, learn faster and learn the skills for a lifetime sport**

The Rules of Tennis Are Changing in 2012

ITF & USTA passed new rules for 10 and Under tournament play. Kids can now play with age-appropriate equipment including right-sized racquets, slower paced balls and shorter courts.



- Tournaments for those 8 and under will be played on 36-foot courts using red foam balls and nets at a height of 2 feet, 9 inches.
- Ages 9-10 will play on 60-foot courts using orange low-compression tennis balls and regulation nets (3 feet at the center).
- All tournaments for more experienced and more skilled players, will be played on 78-foot courts with green lower-compression balls.





Opportunities for Growth



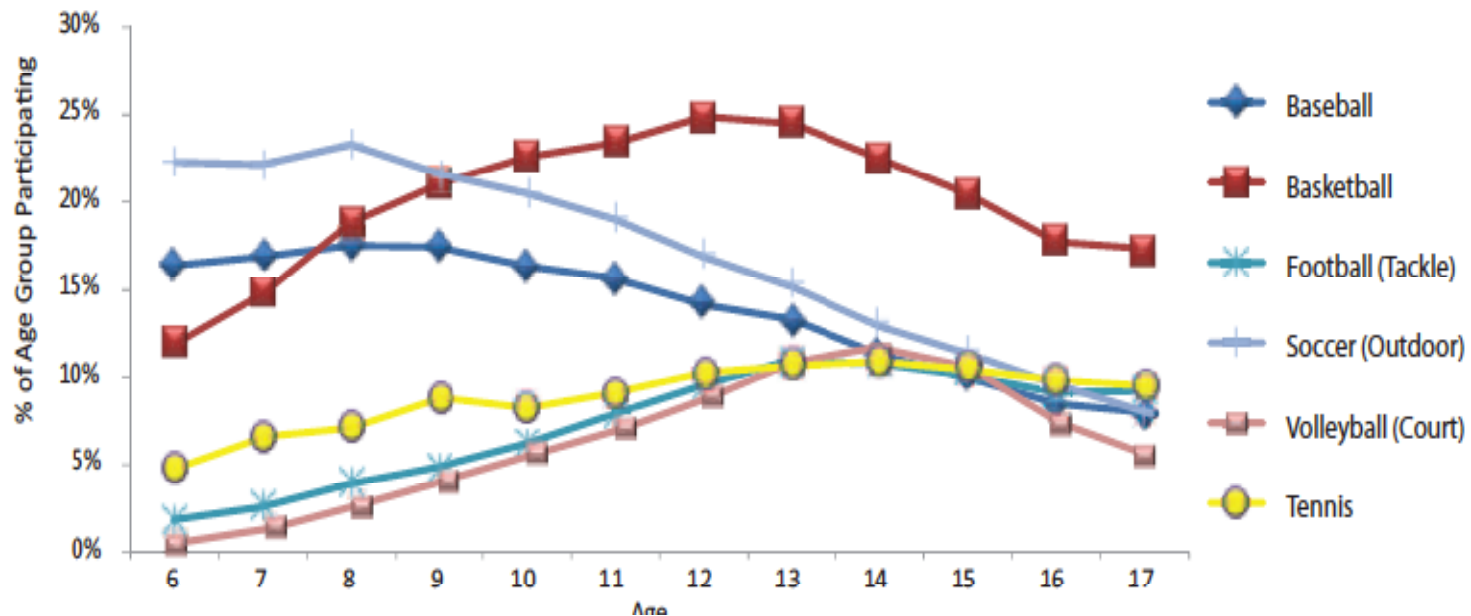
There Are 20 Million Kids Ages 6-10

- *Currently only 3.2 million kids play tennis and only 11,000 play USTA Tournaments*

The chart below demonstrates the huge potential of 10 and Under Tennis.

Tennis finally has the same playing opportunities for youth as soccer and baseball.

Total Participation by Age



Tennis participation rates for the under 10s is considerably lower than the major team sports such as soccer and baseball. However, unlike soccer and baseball where participation rates decline with increasing age, tennis participation rates increase to a peak at age 14 and remains fairly level.



The USTA is changing youth tennis forever and investing millions to support this revolution by:

- **Developing** the Infrastructure
 - Building/lining thousands of shorter courts
- **Training** the Delivery System
 - Workshops and materials provided to 100,000+ providers, parents and schools
- **Promoting** 10 and Under Tennis
 - To parents through PR, marketing & events including a SmashZone Mobile Tour in key markets throughout the U.S.



Marketing & PR

- Partnering with the White House's "Let's Move" campaign featuring commercials and PSAs with First Lady Michelle Obama along with 10 and Under Tennis spokespersons Andre Agassi and Stefanie Graf
- Major public relations push with major stories in Wall Street Journal, New York Times, USA Today - More than 125 million media impressions on TV, print, and radio
- Olympus US Open Series and the US Open – world's largest attended sporting event - will serve as promotional platforms for 10 and Under Tennis

Consumer Awareness



6 Million Targeted Readership:
"Parents' Guide to Tennis" in major consumer and trade publications



"It's always best anytime kids can get a true feel for the game. 10 and Under Tennis gives kids the opportunity to experience authentic court movement, swing patterns and game strategy. It's real tennis."
-Andre Agassi
Stefanie Graf



Website: 10andUnderTennis.com



How Retailers Can Take Advantage of this Opportunity

1. Have the Equipment
2. Merchandise It Properly
3. Become the Retail Expert

It's About the Equipment (Stages)



Ball Stages



Red Stage: For 8 and under – Red foam or Red low-compression

Orange Stage: For 9 to 10 – Orange low-compression

Green Stage: For 11+ – slower Green can be used on full-size courts

Carry the full line of product

Racquet Size

Proportionate in length and weight with a grip that fits smaller hands

Red Stage: For 8 and under 19" to 23"

Orange Stage: For 9 to 10 23" to 25"

Green Stage: For 11+ 25"-27"



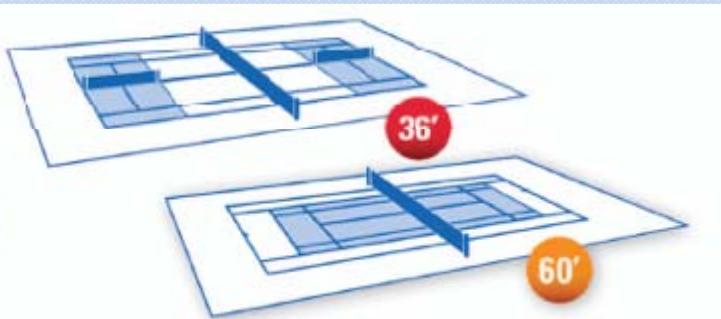
Tennis Courts (and lower nets)

Courts with temporary or permanent lines, new construction and also kits for driveways and gyms

Red Stage: For 8 and under 36 ft. court

Orange Stage: For 9 to 10 60 ft. court

Green Stage: For 11+ full 78 ft. court



It's About the Display

 10 AND UNDER TENNIS



Create a 10 and Under Tennis equipment area, showcasing kids' racquets, balls, portable nets and lines—anything parents may need to get their kids playing tennis.



- Merchandise it properly and don't forget kids' apparel, accessories and shoes.
- Include promotional materials and posters so customers see what you carry for kids. Display signage on shelves or at your counter.
- Use e-mail blasts to current customers to tell family and friends that you have 10 and Under Tennis equipment and can help direct kids (and their parents) into the game.

It's About the Opportunity



Take advantage of this opportunity at retail. Be an Advocate – get involved with your local tennis community. Get Informed – find out more at 10andUnderTennis.com.



- **Become the local expert on 10 and Under Tennis**
Local tennis facilities that may have a small tennis shop can't stock all the inventory a standalone store can; develop relationships so tennis facilities refer customers to your shop.
- **Become involved in the local tennis community.**
Help out at tournaments and events, let parks or other tennis facilities know that you're willing to help them. Partner with youth organizations. Let them know you have the equipment needed to get kids into a healthy, lifetime sport.
- **Find out more about the initiative that will change the future of our sport at 10andUnderTennis.com**

The Revolution of Youth Tennis has the potential to attract millions of new players (and their parents) to our sport!



Be Part of this New Opportunity at Retail Be Ready to Grow the Game and Your Business!



**Get a FREE Tennis Retail kit
at TennisIndustry.org/Retail**

Tennis Retail Kit Includes:

- Parents' Guide to Tennis
- Retail tips on marketing 10 and Under Tennis
- 10 and Under Tennis Wall Chart
- Monthly e-news on 10 and Under Tennis updates
- Access to Retail Webinar Series
- Business cards, web banners and customizable flier access



Click to Watch the 10 and Under Tennis Videos:

- [Let's Move with First Lady Michelle Obama](#)
- [The Rules of Tennis Have Changed](#)
- [It's a Whole New Ball Game - Watch Kids in Action](#)

The Official Channel of the United States Tennis Association
tennis's Channel

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