

## *How to run Jr. Team Tennis League*

**Running an organized Jr. Team Tennis League can be both profitable and rewarding. Follow the steps below to start a league in your area!**

### **1. Evaluate Your Community**

#### **Court Availability**

Based on the time of the year and day of the week, court availability will vary. We recommend selecting times that give parents an opportunity to participate and help coach a team.

#### **Season**

Your team tennis season can be in the fall, winter, or spring/summer season

#### **Age Divisions**

It is important to determine what age groups you are targeting. Fair and competitive team play is easily achieved by using the following age division for players: 8 & Under, 10 & Under, 12 & Under, 14 & Under, and 18 & under

### **2. Establish Rules and Play Format**

#### **Rules**

Beyond the basic rules of tennis, local leagues can establish their own league regulations. It is best to keep regulations to a minimum, while making certain that you include any ground rules that are necessary and clearly spell them out.

#### **Recommended Format**

By playing tennis using the QuickStart Tennis format for players aged 10 and under, kids will progress with their friends from smaller, age-appropriate size courts and equipment to the full-size courts and equipment. As kids improve through competition, they may explore competitive play, such as USTA Jr. Team Tennis which consists of players aged 12 -18.

### **3. Organize Your Local League**

All tennis leagues require some type of organizational structure to manage or administer its operation. This can be accomplished by one person or a group of participants who make up a governing body to administer the league.

To run an effective league, you need to address the following areas: Administration (covers everything from court selection to setting the schedule), budgets and finance, league fee structure, sponsorships and liability.

### **4. Local Promotion**

There are many ways to reach kids in your community, and all have been proven successful. Here are just a few options to explore:

**Local Schools** - Ask the principle and PTA leaders to disseminate information to kids.

**Youth Service Organizations** - Partner with the local boys and girls club or other YSO's in your community.

**Current Tennis Players** - Many of your current customers may have kids in your target audience.

**Advertising** - Newspaper ads, postcards and online promotion all can be effective tools in the recruiting process.

For more information please visit <http://jrteamtennis.usta.com/index.php>

OR

Contact Caroline Downs, USTA/Virginia Community Tennis Representative, at [caroline@virginiatennis.com](mailto:caroline@virginiatennis.com) or 540-982-5524