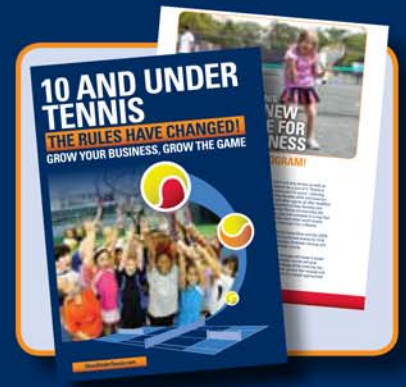


The USTA is investing significantly in media, advertising, PR and events to support these exciting changes and encourage more kids to play tennis.

PROVIDER DIRECT MAILER – JAN-MARCH

- This packet includes everything tennis providers need to develop impactful 10 and Under Tennis programming at their facilities and register their programs on 10andundertennis.com
- This packet will be sent out to certified teaching pros, tennis facilities, elementary schools and after-school programs across the country. 100,000 in all!



TENNIS NIGHT IN AMERICA/YOUTH REGISTRATION – FEB 28-APRIL

- The USTA will leverage the BNP Paribas Showdown (Agassi vs. Sampras) to generate awareness for 10 and Under Tennis and deliver key message points through:
 - TV Advertising targeting providers and tennis parents to air on ESPN, Tennis Channel and other targeted media including print and online that will leverage Tennis Night in America and Youth registration through March
 - TV spot(s) and commentary on 10 and Under Tennis during broadcasts
 - 10 and Under on-court demos with equipment giveaways.



TV ADVERTISING BUY DURING KEY TOURNAMENTS – MARCH-APRIL

- BNP Paribas Open at Indian Wells
- Sony Ericsson Open



HIGH-IMPACT, PARENT AND PROVIDER TARGETED PRINT – MAY

- Print ads and informative advertorials featuring top coaches (i.e., Nick Bollettieri, etc.) endorsing 10 and Under Tennis in top industry publications
- Engaging 12-page tennis insert in 9 leading consumer magazines reaching over 6 million qualified consumers in top markets nationwide
 - Redbook
 - Family Fun
 - Tennis Magazine
 - Affluent suburban local publications
- Full page/4 color ads in top tennis and consumer publications promoting 10 and Under Tennis



YOUTH MOBILE TOUR – JUNE-SEPT

- To build awareness for 10 and Under Tennis, this summer, a mobile SmashZone tour will visit key market events/festivals, retail locations and top US tournaments allowing kids and families to experience new ways to learn and play tennis



LEVERAGE THE POWER OF THE US OPEN AND OLYMPUS US OPEN SERIES – JUNE-SEPT

- Create traction and broad reach awareness of 10 and Under Tennis around major tennis events throughout the year with:
 - On-site Activation
 - TV spots targeting parents and providers
 - Print
 - On-line
 - Public Relations



ONGOING PUBLIC RELATIONS – YEAR ROUND

- Drive additional interest for 10 and Under Tennis initiatives through national and local media attention

Join the revolution – support 10 and Under Tennis!