



TIA PARTICIPATING PARTNER MEMBERSHIP ASSESSMENT PROGRAM

TIA is a trade association, a principal purpose of which is to promote the growth and economic vitality of tennis. TIA Participating Partners support TIA's efforts to increase tennis participation and desires that TIA is able to rely on its financial support through an assessment program. TIA has approved the following assessment program based on the tennis related sales revenue of each participating member company. Funds are used to pay for industry research and to fund TIA's grassroots initiatives.

The annual assessment for each member is to be determined under the following schedule:

Tennis Related Product	Assessment as Percentage of U.S. Net Sales
Tennis Racquets	1.00% (minimum \$20,000)
Tennis String	1.00% (minimum \$2,000)
Tennis Accessories	1.00% (minimum \$1,000)
Tennis Footwear*	0.50% (minimum \$10,000)
Tennis Balls	0.25% (minimum \$2,000)
Tennis Apparel*	0.25% (minimum \$5,000)
Court Products	0.15% (minimum \$1,200)

* (sales to pro/specialty only)

As a Participating Partner you will provide your confidential sales data to **W & W Services, Inc.** on a quarterly basis to be tabulated for our reports. Assessments are to be paid quarterly to an independent third party (**W & W Services, Inc.**) within 45 days following each calendar quarter. TIA has made arrangements to provide that all assessments and all information concerning, its members' tennis related sales revenue be paid and provided to an independent third party (**W & W Services, Inc.**) charged with the responsibility of maintaining the confidentiality of such information.

Company Name: _____

Contact Name: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Fax: _____

Email: _____

Company Web: _____



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Benefits & Services included:

1. Newsmaker Status on TennisIndustry.org
2. Census and research reports on ball shipments
3. Full report - Tennis Participation:
Description: executive summary of the full report conducted annually on Tennis Participation trends by the USTA & TIA along with player profiles and demographics – over 25,000 interviews
4. Tennis Marketplace Reports (1x year)
Description: executive summary of all TIA research and market intelligence reports. Each report includes an overview from our tennis participation studies, consumer report, specialty retail audit, dealer trends and census reports.
5. Cost of Doing Business Reports
Comprehensive study of operational data for different groups including type, range of revenue expectations, expenditure and business ratios.
6. TennisConnect Retailer software – including website builder, contact manager, group email features, Online Calendar, Demo Racquet Program, String Center and more
7. Access to TIA databases through TIA mailing house
8. Access to Tennis Welcome Center and Cardio Tennis Sites with promotional sponsor offers
9. Online secure research through TennisIndustry.org
10. 25% off advertising discount on RSI Magazine
11. Advertising and Marketing discounts through TIA Partner, ADrenaline
12. Merchant Card discounts through TIA Partners, Preferred Card Services & Capital Q
13. TennisInsure™ Business & Health Insurance program

Additionally TIA Participating Partners receive TIA Affinity Member Benefits and Services including shipping, travel, merchant card discounts, industry newsletters, listings and communication.

The TIA puts your membership dollars to work - more than 80% of income goes to Grow the Game activities and the advance of research development

**For More Information, contact Jolyn de Boer at the TIA – 843-686-3036 / Jolyn@TennisIndustry.org or Hugh Wallace at W & W Services, 630-378-9695x24 / HWallace@WandWServicesinc.com
Mail or fax this form: TIA • P.O. Box 7845 • Hilton Head Island, SC 29938 FAX 843-686-3078
to join the TIA as a Participating Partner and be set up on quarterly assessment billing program.**



www.TennisIndustry.org

1 Corpus Christie, #117 Hilton Head Island, SC 29928
Tel: 843.686.3036 Fax: 843.686.3078

info@TennisIndustry.org

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**
- **#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**