

VERIFIED UTR MATCH PLAY IN LOCAL COMMUNITY

# INTRODUCING LEVEL-BASED PLAY

Menlo Park, CA



## Overview

- All ages, genders, skill levels (1.96 - 11.38 UTR Rating)
- 3 match guarantee in 3 hours
- 2 out of 3 FAST4 Sets; 3rd set match tiebreaker

## Outcome

- Verified UTR for all players, including 14 unrated
- Adult vs. kid, boy vs. girl matches
- 58 matches in 9 hours
- Over \$1K in net revenue

### Player Benefits

#### More Fun & Better Competition

- Players said matches were more competitive in Universal Tennis tournaments vs. other events, making the experience enjoyable. It was a stress-free environment, more focused on competing and development.

#### More Matches in Less Time

- Players appreciated the guaranteed 3 matches in 3 hours and that they were placed in a draw based on their level. They loved playing people they normally wouldn't see.

#### UTR Rating = Equalizer

- Many coaches and parents noted that Universal Tennis events are all about skill level, regardless of age or gender.

#### New Players Rated

- At the conclusion of the event, 14 players acquired a rating for the first time.

“Our son just played a girl 5 years younger than him, and she gave him a run for his money. To see people able to play based on their ability and not their classification is pretty inspiring.”  
- Player Parent

### Organizer Benefits

#### Easy to Run

- It was easy to create the desired tournament, based on the number of courts and players. The Universal Tennis platform is very flexible, and it provided everything necessary to run the tournament.

#### Ability to Enjoy the Event

- The day went very smoothly, since the draws were pre-set. So, less time was spent managing and more time with the players/parents.

#### Easy Incremental Revenue

- Courts were used that otherwise would have been empty. Running a Universal Tennis tournament brought in extra revenue.

#### Potential New Members

- Event participants are great candidates to become members of the club/academy tournament location. And, players wanted to know when the next tournament was happening because it was such a good experience.

“You've got 40 year olds out here and young kids. It's cool seeing everyone able to play together and have a great time!”  
- Ryan Fischbach, Former Menlo Tennis Player



Doesn't matter which gender you are, your age, what style of tennis you play. The UTR Rating reflects your tennis ability at the present time.

- Tom Sorenson, Menlo-Atherton High School Coach

## Event Format

### Event Structure

- 7 Flights - combination of match play, round robin and compass draw play.
- Used 6 courts

### Time

- 1 day event; 9am - 7pm
  - Each player was placed in a 3-hour slot
  - 9am - 12pm
  - 12:30 - 3:30pm
  - 4 - 7pm

### Draw Format

- All players were placed into the draw based on level
- Unrated players were placed into the draw based on estimated skill level



“It was my first Universal Tennis event, and it's really fun playing people your skill level at all ages. Lots of different types of players and styles, it's just great.

- Kirk Abe (UTR 5.35), Event Athlete

## Best Practices

### Setting Up Your Event

- Visit [universaltennis.com](https://universaltennis.com) to create your event
- Use Universal Tennis' flexible system to design the event you want based on number of courts and types of players
- Set up draws in a range of up to UTR 2 for more competitive matches

### After Registration Closes

- Communicate number of flights, time, draw format, and scoring rules at least 24 hours before the event.

### Day of Event

- Begin with a welcome message
  - Explain scoring rules and draw format
  - Let players know who the designated officials are
  - Detail withdrawal issues and back-up plan
  - Discuss access to bathroom, water, snacks
- Submit scores to Universal Tennis after each round
- Social Media
  - Take photos/videos: post on all of your channels and tag @universaltennis
  - Interview players/parents about their experience at the event

### Post Event

- After the event, include a follow-up survey and market next tournament