**MENLO-ATHERTON HIGH SCHOOL**
Menlo Park, CA

**CASE STUDY: High School Fundraiser**

**Player Benefits**

**More Fun & Better Competition**
Players said matches were more competitive in UTR 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 = Equalizer**
Many coaches and parents noted that UTR 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.

**Organizer Benefits**

**Easy Incremental Revenue**
Courts were used that otherwise would have been empty. Running a UTR tournament brought in extra revenue, relatively easily.

**Easy to Set Up and Run**
It was easy to create the desired tournament, based on the number of courts and players. The UTR 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 managing and more time with the players/parents.

**Repeatable Event**
Event participants wanted to know when the next tournament would be. After seeing the format, parents were interested in playing in the next event.

**OVERVIEW**
- All ages, genders, skill levels (1.96 - 11.38 UTR)
- 1 day event: all players had 3 matches in 3 hours
- 2 out of 3 FAST4 Sets; 3rd set match tiebreaker

**OUTCOME**
- Raised $1050 = $25 Entry Fee x 42 players
- Verified UTR for all players, including 14 unrated
- Adult vs. kid, boy vs. girl matches
- 58 matches in 9 hours

“**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**

“**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 Team Player
**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.

**UTR Event Best Practices**

**Setting Up Your Event**
- Visit MyUTR.com to create your event
- Use UTR's 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 day 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 UTR after each round.
- Social media
  - Take photos/videos: post on all your socials and tag @MyUTR.
  - Interview players/parents about their experience at the event.

**Post Event**
- After the event, include a follow-up survey and market next tournament.

*“It was my first UTR 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), UTR Event Athlete

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*“Doesn’t matter which gender you are, your age, what style of tennis you play. UTR reflects your tennis ability at the present time.”* - Tom Sorenson, Menlo-Atherton High School coach