

THANKS FOR YOUR SUPPORT! In a major initiative to create one central information gateway to attract more players and build future frequent players, tennis industry partners re-launched PlayTennis.com in the spring of 2013.

PlayTennis.com is designed as the “hub” of information and opportunities for consumers to easily get on the pathway to becoming a frequent player. A simple, call to action for everything tennis – PlayTennis.com – is a brand agnostic site and messaging tool that everyone should use in their own marketing and advertising support.

We will be distributing additional details, logo creative and usage guidelines and web banners in the coming weeks.

Please take a few moments to let us know how you will help support this industry-wide initiative so we can effectively plan and communicate the efforts behind the promotion of PlayTennis.com.

Jolyn de Boer
Tennis Industry Association

PlayTennis.com Support Form

PLEASE REPLY BEFORE July 30th, 2013 - email Jolyn@tennisindustry.org or fax – 843-686-3078

Name: _____ Company: _____

Email: _____ Phone: _____ Today's Date: _____

Please check all that apply where you will include PlayTennis.com logo or promotion:

Racquet Hang-Tags Approx. quantity: _____ Approx. Start Date: _____

Apparel Hang-tags Approx. quantity: _____ Approx. Start Date: _____

Shoe Box Inserts Approx. quantity: _____ Approx. Start Date: _____

Ball Cans Models: _____

Approx. quantity: _____ Approx. Start Date: _____

Logo & PlayTennis.com link included on Company Website

Social Media Company Contact Name: _____ Email: _____

Email blasts/ Messaging to Consumers Please describe: _____

Articles/Ads Publication: _____

Other: _____

Additional Comments: _____

CONSUMER PRIZE GIVEAWAYS! To encourage consumers to go to PlayTennis.com and register to find games, and others to play with – we will give them an incentive with weekly (monthly) prize drawings including the grand prize of trip to 2014 US Open for two.

1. Please send us your logo and prize description which will be displayed on the landing page of PlayTennis.com to enter the drawing.

Prize Description (Max 250 Characters):
