**UTR IMPACT**

- $200K annual revenue increase using 10-15 courts
- 218% increase in participation
- 56% of weekend players are new
- 6 UTR Events per weekend with 200 players

**Club Benefits**

**Increased revenue:**
Programs generate $4K per weekend & over 200% from previous year.

**Guaranteed revenue:**
Courts that were empty now generate revenue.

**More new players:**
56% of weekend players are new.

**Potential new members:**
More members in the Centercourt UTR Digital Club than actual club members.

**Additional revenue for coaches:**
Coaches get extra hours & revenue.

**Increased member engagement:**
Juniors are playing more: 218% increase in participation.

“UTR gives us an easy way to fill empty courts while adding value to performance players.”

**Member Benefits**

**Time and money savings:**
No need to travel long distances to play.

**More opportunities to play:**
Players have more options to play several times a week.

**More people to play with:**
New players of all levels are joining.

**Know level and track growth:**
Can set goals & quantify progress from level-based play.

**Increased engagement:**
Players are constantly checking their ratings & interacting with their peers.

**Introduction to competitive tennis:**
20% of juniors who had not played competitive matches & tournaments are getting rated & enjoying level-based play.

“Our players love the different event options/formats, flexibility and that it’s close to home.”
CASE STUDY: Full Adoption of UTR

The entire organizational process is streamlined and organized by UTR which saves us a lot of time.

Ari Zuckerman, Centercourt

Integration with UTR

Centercourt has integrated UTR over the past 2 years in:

- Daily performance programs
- Weekend events, including matchplay and shootouts
- Camps

Benefits of UTR Player Power Subscription

Saves money:
More cost-effective for active players. If they play more than once per month, it’s a better deal.

Increases participation:
Members on Power are playing more, now 2-4 times per month.

“Power just sold itself.”

UTR has huge value for kids who participate in clinics and lessons but have never competed before.