



**BENEFITS**  
SERVING OUR MEMBERS



# Ontario Tennis Association

## MISSION STATEMENT

*As the recognized leader of tennis in Ontario, the Ontario Tennis Association encourages participation in tennis, as part of a healthy lifestyle, and promotes the pursuit of excellence for all players.*

## History



- The Ontario Tennis Association (OTA) was founded in 1918.
- The OTA is the *largest* provincial association within Tennis Canada (TC), the national governing body for the sport of tennis.
- The OTA is among the 5 largest regional organizations in North America.
- The OTA operates through a network of more than *210 member clubs* including community, private and commercial clubs, municipal parks and recreation departments and resorts.
- The OTA serves approximately *55,000 members* through a wide variety of programs designed to assist in the development of players, coaches, volunteers and facilities.



# OT MAGAZINE



- The full colour magazine is published four times a year and reports on grassroots tennis throughout the province as well as national and international tennis news of provincial interest. Ontario Tennis provides trade news, features on junior development, tournaments, tennis tips, equipment news, health/lifestyle and regional news from every corner of the province.
- OT magazine has a \$3 value per issue (\$12value/year).
- OT magazine will be direct-mailed to individual members of clubs who join the OTA AND provide the proper electronic membership information (and bulk-mailed to those clubs who do not provide the membership information).
- The OTA also produces a weekly e-mail News Release as well as a monthly E-Magazine for tennis enthusiasts.
- For more information (or to receive the News Release and/or E-magazine), contact Flora Karsai, *Marketing Manager*, (ext. 1102/ [fkarsai@tennisontario.com](mailto:fkarsai@tennisontario.com)).

Rate card available on site.



# OTA MEMBER CLUB DISCOUNT PROGRAMS

**Dunlop Sports Group-** Official tennis ball of the OTA. Preferred pricing and incentive program on regular tennis balls, Speedballs, etc.

**Wilson Racquet Sports-** Official tennis racquet of the OTA. Preferred pricing on 'starter' junior and adult tennis racquets.

**RCS Racquet Sports-** Official court equipment supplier of the OTA. OTA member club discount program on court equipment.

**OTA Members' Day (at Merchant of Tennis Toronto and Oakville locations)** This is one of the OTA's most popular benefits! OTA members go to Merchant of Tennis and receive a gift package containing qualifying tickets to the Rogers Cup- Toronto, a buy one can/get one free can of Dunlop tennis balls and more. The value of the gift package to each member is more than \$20!



# COMPETITIVE STRUCTURE



The OTA sanctions over 200 tournaments each year accommodating players in age categories from under 10 to over 80.

By hosting OTA tournaments, member clubs have an opportunity to benefit by:

- **Generating additional revenue for club activities/projects through entry fees, food/beverage sales, etc.**
- **Raising club profile to attract new members**
- **Providing an added service to current members**

For more information, contact Kartik Vyas, *Provincial Coach*, (ext. 1104/ [kartikvyas@tennisonario.com](mailto:kartikvyas@tennisonario.com)).

***“Tennis tournaments provide many opportunities for a club such as:***

- ***allowing your club to give something back to the community***
- ***providing competitive players the opportunity to reach their competitive goals which is good for the sport***
- ***providing an event for your members to participate in***
- ***exposing your club to potential new members***

***“Tournaments create a positive atmosphere at the club. There is a sense of ‘something happening..., a buzz’ during the event.”***

Irwin Tobias, Mayfair Racquet & Fitness Clubs, Toronto

# OTA TENNIS FAIR



- This program travels each outdoor season to tennis clubs throughout every region of Ontario.
- Clubs get an opportunity to provide members with 2 fun-filled hours of unique tennis programming, play test the latest in Wilson racquet technology, receive a HOT t-shirt and more. COOL prizes and surprises for all!
- Your club can choose from 5 different types of fairs from Try, Learn, Play to Tour Doubles and Cardio Tennis.

For more information, contact David Lea, *Community Tennis Manager*, (ext.1121/ [dlea@tennisontario.com](mailto:dlea@tennisontario.com)) and/or visit [www.tennisontario.com](http://www.tennisontario.com) and see the M & RD/Events/Tennis Fair page.

***“Both the adults and kids enjoyed the 2 tennis fairs you put on. The adults commented they enjoyed the ‘Doubles Plus’ drills that you ran. Thanks also for the various ‘giveaways’. We look forward to doing this again next year.”***

Willie Grove, President, Caledon T C



# COACHING AND INSTRUCTOR DEVELOPMENT

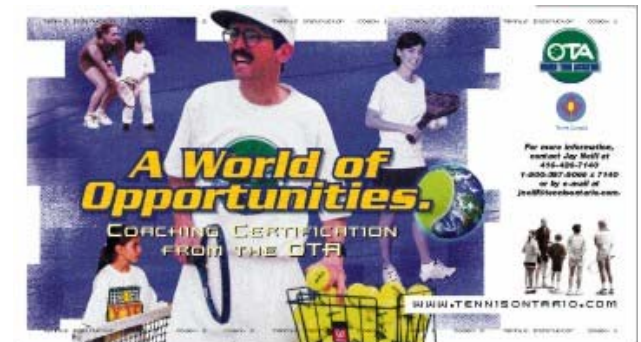


- Recognizing that the tennis professional is one of the keys to club success, the OTA delivers certification clinics as part of a national program to develop properly trained instructors and coaches for your club.
- In 2008, the OTA will offer eleven Tennis Instructor and two Club Pro 1 courses.
- This number of opportunities each year makes it much easier for OTA clubs to hire properly qualified instructors/coaches.

For more information, contact Jay Neill, *Club Membership Manager*, (ext. 1103/ [jneill@tennisontario.com](mailto:jneill@tennisontario.com)).

***“The OTA’s coaching certification program is on the leading edge when you compare it to others. The program is well respected throughout the world.”***

Ari Novick, Director, Coaching Development, Tennis Canada



# CLUB INSURANCE



## Premiums For Commercial General Liability Insurance

Liability Limit –	(10 Courts & Pro's or Less)	Premium
1:	\$2,000,000	\$315
2:	\$5,000,000	\$420

Liability Limit –	(11 Courts & Pro's or More)	Premium
1:	\$2,000,000	\$600
2:	\$5,000,000	\$725

**Example: Total # of courts & contract Pro's combined i.e. 6 courts & 4 Pro's: \$315 (\$2 million) or \$420 (\$5 million)**

- **All premiums are subject to 8% Ontario Retail Sales Tax, admin fee, etc.**
- **Above figures based on '08-'09 program rates**

- Member clubs are able to secure Liability/Property as well as Directors'/Officers' Liability insurance coverage through the OTA's insurance broker, *Pottruff & Smith Insurance Brokers Inc.*
- By pooling the risks and needs of over 150 clubs, the OTA is able to **SIGNIFICANTLY** reduce insurance premiums for our member clubs. When you compare our rates to those on the open market, the savings found in our program can in many cases be greater than the actual cost of OTA club membership.
- The OTA also offers the members of OTA clubs low cost home and auto insurance through Pottruff & Smith.
- For more information, contact Jay Neill, *Club Membership Manager*, (ext. 1103/ [jneill@tennisontario.com](mailto:jneill@tennisontario.com)).

# INFORMATION RESOURCE CENTRE

OTA member clubs have access to a wide range of information **FREE OF CHARGE** that addresses key areas of club management such as:

- Programming (e.g. delivering club tournaments).
- Marketing (e.g. promoting special events).
- Facilities (e.g. tennis court maintenance).
- Administration (e.g. hiring a club pro).

This information will help your club function more effectively.

OTA staff or volunteers are always liaising with member clubs providing guidance in all areas of club management.

- For more information, contact Jay Neill, *Club Membership Manager*, (ext. 1103/ [jneill@tennisontario.com](mailto:jneill@tennisontario.com)).



# OFFICIAL RACQUET PROGRAM

## Information On Wilson Racquet Program For 2008

Wilson is the official racquet of the OTA and OTA member clubs are entitled to preferred pricing.

- 'Starter' junior (25") and adult (27") tennis racquets are available.
- All orders must be in multiples of 12.
- All orders must come from the club, not from individuals.
- Orders must be sent to the OTA with payment.

For more information, contact [ota@tennisontario.com](mailto:ota@tennisontario.com).

## *Wilson Racquet Order Form*



# OTA OFFICE



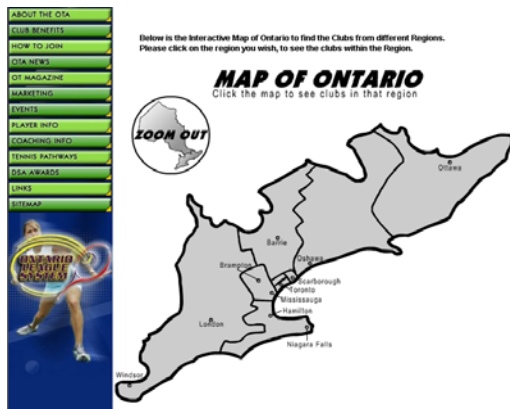
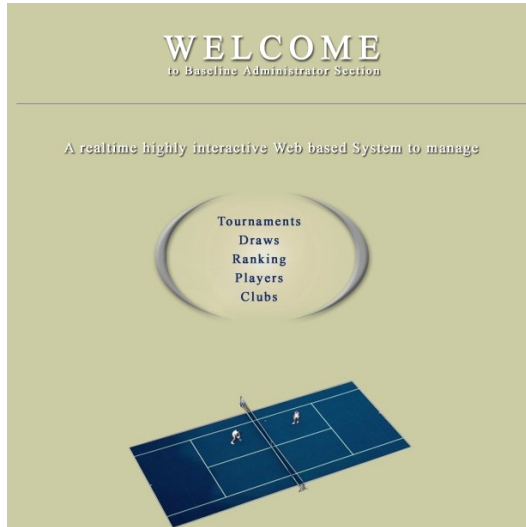
**The OTA maintains a permanent office at the Rexall Centre on the campus of York University.**

- The office is open Monday to Friday from 9:00 a.m. to 4:30 p.m.
- There is staff available at all times to answer any questions regarding tennis in Ontario.
- If you require further information on any of the OTA's membership benefits, please contact:

*Ontario Tennis Association  
1 Shoreham Dr., Suite #200  
Toronto, ON, M3N 3A7  
Call (416) 514-1100 or 1-800-387-5066  
Fax: (416) 514-1112  
E-mail: [ota@tennisontario.com](mailto:ota@tennisontario.com)  
Website: [www.tennisontario.com](http://www.tennisontario.com)*



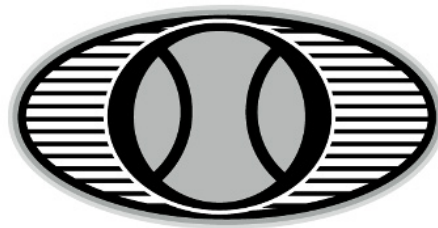
# Tennisontario.com



- First provincial website in Canada.
- Over 55 million hits in 2007.
- Club information/location through 'Baseline' program.
- Links available to member clubs' websites.
- On-line registration for competitive players.
- Advertising banner ads available.
- Year round tournament schedule.
- Ranking information.
- Updated daily/weekly.
- Jobline for Club Professionals.
- OTA benefits details/resource material available.



# TEAM ONTARIO



**TEAM ONTARIO**

- High Performance program for Ontario Juniors
- Over 90 team members each year
- Managed by OTA office
- Regroupings for top players
- OTA provides Team Ontario Touring Coaches

## **EVENTS:**

- U12 Inter-provincials
- Coupe de Quebec
- U12 Open de Benjamins (France)
- Futures Cup
- Canada Summer Games
- U14 Orange Bowl
- ACE Cup
- U12/14/16/18 Nationals (indoor/Outdoor)

