



# MAYWOOD TENNIS CLUB

Bergen County NJ | 7 Court Indoor Club

Adopted UTR as Club's official rating system and engagement platform.

## Objectives

- Introduce level-based play
- Get players rated

## Action

Ran 2 Verified UTR events to get players rated.

## Outcome

**BETTER COMPETITION:** Players noted matches were much more competitive in UTR tournaments versus other types of events.

**MORE TIME ON COURT:** Players appreciated they were guaranteed more than one match & were set in the draw based on their level.

**BETTER EXPERIENCE:** Players liked knowing they could play in a competitive match close to home with UTR.

**MORE DEMAND:** Players were ready to sign up for the next UTR event.

**NEW PLAYERS RATED:** 31 players were rated for the first time.

## Tools Used

UTR TMS/EMS: TMS/EMS simplified registration, draw creation, scoring & event management from end to end.

UTR MARKETING SUPPORT: Email marketing & signage templates helped support registration and signups.

## Events

**BEAT THE CLOCK JUNIORS&ADULTS:** Weekend-long UTR Tournament for 33 players, ages 16-60. Players guaranteed two matches.

**SINGLES MATCHPLAY:** Two-hour mixed age & gender evening event for 16 players.

“We integrated UTR to offer our players something new, set goals to work towards and enjoy tennis as it was meant to be.”

- JJ Gramatica, Assistant Director

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**Love the UTR player messaging feature to streamline communication.**

- JJ Gramatica, Assistant Director

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## First Event: Beat the Clock Juniors & Adults

### Overview

**All Skill Levels**  
**33 Player Draw**

Saturday & Sunday, 10 AM-3 PM

### Format

- Day 1: Juniors
- Day 2: Juniors & Adults
- 2 out of 3 sets; no ad scoring; 3rd set super 10-point tie-breaker
- 2 match guarantee

### Marketing

- 3 emails to MTC Members
- UTR event email
- UTR Marketing Flyer
- Message Players feature

$$10 \text{ Hours} + 33 \text{ Players} \times \$40 \text{ Event Fee} = \$1320 \text{ Revenue} \text{ \& } 28 \text{ Rated}$$

**"UTR creates level based play for all to enjoy."**

- Tom C., Player

## Second Event: Singles Matchplay

### Overview

**UTR 1.38-UTR 6.22**  
**16 Player Draw**  
**11 already rated on UTR**

Sunday, 9 PM-11 PM

### Format

- All ages, genders and skill levels in the same division
- 2 out of 3 sets, no ad scoring, 3rd set 10 point super tiebreaker

### Marketing

- 1 MTC social media post
- 3 emails to MTC Members
- UTR Marketing Flyer
- Message Players feature

$$2 \text{ Hours} + 16 \text{ Players} \times \$45 \text{ Event Fee} = \$720 \text{ Revenue} \text{ \& } 3 \text{ Rated}$$

**"UTR is a great way to get back into competitive play!"**

- Elmer C., Adult Player

# IMPACT

$$2 \text{ Events} + 49 \text{ Players} + 17 \text{ Hours} = \$2040 \text{ Revenue} \text{ \& } 31 \text{ Rated}$$