



25 Reasons Why Varsity Coaches Should Get Involved

- 1)** Use of the campus tennis facility is a good thing for everything T-E-N-N-I-S
- 2)** Positive varsity/recreational tennis relationships lead to a large fan base and advocate group
- 3)** Greater job security for the varsity tennis coach
- 4)** Varsity coach can utilize recreational tennis players in addition to varsity tennis players to dramatically expand summer camps – increase revenue\$
- 5)** Tennis is a great college/community relationship tool
- 6)** Proactive engagement and involvement is more effective than being reactive (to budget cuts, etc.)
- 7)** Club tennis team can function like a JV tennis program – when varsity cuts are made students still have a tennis outlet, varsity coach can recruit from the club tennis team, can use club as recruiting tool
- 8)** Potential increased revenue generation at a busy facility through court fees
- 9)** College and varsity coach/team will receive national exposure through USTA and other organizations
- 10)** Club tennis programs are run by students, so there is little/no staff support needed day-to-day
- 11)** More tennis participation and tennis awareness on the campus and in the community
- 12)** Increased play and demand can lead to expansion/improvement of tennis facility
- 13)** A busy facility can generate increased revenue through sponsorship
- 14)** Creates a “rock star” atmosphere for the varsity tennis players
- 15)** Coach can more easily ask for increased funding and other resources with a busy facility
- 16)** Potential to underwrite some of the costs of the varsity program
- 17)** Increased recognition and visibility of the varsity tennis program
- 18)** Coach becomes “Big Man on Campus” and within the athletic department
- 19)** Immediate action places coach/school at the forefront, delaying leads to catching up to other campuses
- 20)** Potential increased revenue through events brought to campus by recreational tennis (court time, utilize other campus facilities like dorms, etc.)
- 21)** Opens campus to more than just students – community members tell others of positive experience
- 22)** Increases student opportunities for health, wellness, and professional development
- 23)** Garner political support on campus and in the community for T-E-N-N-I-S
- 24)** Alumni of recreational tennis programs will give back to T-E-N-N-I-S on campus
- 25)** Creates a true tennis community in which the college campus is central