



Guidelines

Introduction

The 1st Annual "Get Match Tough" Youth Tennis Challenge is a first of its kind fundraiser. The "Get Match Tough" Challenge will not only impact First Serve Memphis in a direct and profound way but, it will also impact each participant that signs up and plays.

Over the 5 months of the Challenge, each participant will be actively engaged in pursuit of his or her match and fundraising goals. Unlike a tennis tournament or league, the emphasis here is on playing and competing, not on winning and losing. It's not even about who's the best player or wins the most matches.

IT'S ABOUT YOUNG PEOPLE SETTING A GOAL AND ACHIEVING IT.

As players set goals, collect pledges, play matches and win prizes, parents, pros and coaches have a role to play, too. Whether it is transportation, helping set up the fundraising webpage, assisting with registration and sponsorships, offering words of encouragement or scheduling matches, having you in their corner will be important to their success in the Challenge. Sportsmanship and integrity as it relates to reporting of scores as well as meeting and playing against new players are fundamental to the challenge. Parents, pros and coaches will need to hold each player accountable.

We are excited to bring this unique opportunity to the youth of our community. to set and achieve goals, to help kids less fortunate, and to do it all through the great sport of tennis! In this first year of the Challenge, there may be situations that come up that are unforeseen and not covered by the rules or guidelines. We have a dedicated staff to assist you in such instances throughout the Challenge.

CAN TENNIS REALLY MAKE A DIFFERENCE IN OUR COMMUNITY?

YES IT CAN!

Good luck to all the participants. Have lots of fun playing your matches!

We appreciate **YOU** playing!!!

Details

The Challenge: 15,000 tennis matches, 500 participants, 5 months.

Participants: Set Goals. Collect Pledges. Play Matches. Win Prizes. Fund a Great Cause.

Dates: January 9 to May 23, 2009

Registration Deadline: No deadline. Registration is on-going starting Dec. 29, 2008.

Registration Fee: No fee is required. All participants receive a complimentary t-shirt.

Event Website: www.getmatchtough.com

Player Packet: Pick up guidelines & t-shirt at Leftwich or Eldon Roark Tennis Center prior to first match.

Register Online: Go to www.active.com and enter %Get Match Tough+ as your search term.

Entry: Open to all tennis players ages 18 & under and any skill level.

Location: Play matches on any tennis court anywhere.

Schedule: Players schedule their own matches. Check website for special events.

Format: Singles & doubles, practices matches, USTA tournaments, high school and middle school team matches, Quick Start format may be used for 10 & under.

Point System: Participants will accumulate points for matches played as follows:

<u>Match Type</u>	<u>Singles</u>	<u>Doubles</u>
8 game pro set	30 pts	15 pts
USTA tournament match	60 pts	30 pts
2 out of 3 set practice match	120 pts	60 pts

~ Participants will receive one (1) additional point for each set won.

Scores & Results: Winning player or team enters match results and scores online.

Standings: Individual and team rankings are posted online.

Awards: Presented for most matches played, most points and most money raised.

"Match Tough" Player Award: Players must play a minimum 100 matches to be eligible.

Fundraising Incentives: Players win prizes in appreciation of their fundraising efforts.

Proceeds: To benefit First Serve Memphis.

First Serve Memphis: First Serve Memphis provides academic, life skills and tennis programming that challenges and inspires underserved young people who are dedicated to succeed in life.

Donations: Donations are Tax-Deductible.

Fundraising: You can collect pledges online (the preferred method) by setting up an Active.com personal fundraising webpage. For offline donations use a pledge form to collect donations, by check only, made payable to Tennis Memphis. Download pledge form from event website.

Fundraising Goal: \$200,000

Tennis Memphis: Tennis Memphis, an official 501 (c)(3) not-for-profit organization operates First Serve Memphis and manages the Memphis public tennis centers.

Player & Parent Check-List

- _____ Visit the Challenge website **www.getmatchtough.com**
- _____ Register on-line or mail in registration form and attach player waiver
- _____ Pick- up player information packet and participant t-shirt
- _____ Set match goal & play matches
- _____ Review rules, point system, report scores
- _____ Win prizes
- _____ Set fundraising goal & collect pledges
- _____ Create personal online fundraising webpage and /or download pledge form
- _____ Review information and guidelines

Website

www.getmatchtough.com Visit this website on a regular basis for all the %Get Match Tough+ information, news, updates, announcements and much more.

Registration

Option 1- Register Online

Register on line at **www.getmatchtough.com** and click



Option 2- Drop off or Mail-In

Step 1- Pick up registration form at your local tennis center

Step 2- Go to **www.getmatchtough.com** and download player waiver

Step 3- Parents complete registration form and sign waiver

Step 4- Drop off or Mail in both forms to: %Get Match Tough+ Youth Tennis Challenge

Eldon Roark Tennis Center

1500 Finley Rd.

Memphis, TN 38116

Set Match Goals & Play Matches

Tournament matches, practice matches, school matches, regular or pro sets, even a family doubles match with mom, dad and little brother count! Every time you hit the court to play, you can be making a difference by raising money for kids in our community.

Rules

The following are a list of rules for the Match Challenge. The list of rules will govern play. As a first year event, situations may arise that are not covered by the rules. In these instances the rules may be amended in the best interest of the participants and in the integrity of the challenge.

- ~ Open to all players 18 & under at any skill level
- ~ All players must be registered to participate in the Challenge to be eligible to win prizes
- ~ Players can register at any point during the Challenge
- ~ Matches can be played on any tennis court anywhere against any opponent
- ~ USTA rules apply wherever applicable
- ~ Regular scoring or no-ad scoring may be used
- ~ Participants are responsible for scheduling their own matches
- ~ Singles and doubles matches count (see point system)
- ~ Singles and doubles match opponents and doubles partners can be junior, adult or senior players
- ~ Match formats include practice matches with juniors or adults, USTA tournaments, high school and middle school matches, match plays and Quick Start Tennis format for 10 & under. (See Point System)
- ~ Matches played against and with non-registered participants are allowed
- ~ All USTA sanctioned tournaments and high school and middle school matches count
- ~ Participants can play the same player in a practice singles match a maximum of 3 times per month
- ~ A doubles team can play the same team in practice a maximum of 3 times per month
- ~ Winning team or player is responsible for reporting the score; (exception) only in the case a registered player or team loses to a non registered player or team, it is the responsibility of the registered player to report the score
- ~ All match results are reported online; if you do not have internet access contact Jackie Wright, match administrator at 901.301.4429
- ~ All match scores must be reported as soon as possible following the match and within a maximum of 48 hours. If there is a problem reporting the score contact Jackie Wright, match administrator at 901.301.4429 within the 48 hour period
- ~ If scores are not reported by the responsible player or team during the allotted time according to the rules, their points will be forfeited but not their match toward that player(s) totals

- ~ A third set match tie-breaker may be played in lieu of a full third set
- ~ An honor system will be in effect. However, if anyone is caught or is suspected of cheating or being dishonest (i.e. falsely reporting matches played, scores, opponents) they may be disqualified
- ~ Parents, pros and coaches may be asked to verify match results
- ~ All players are responsible for sharing court costs wherever applicable

Point System

- ~ Participants will accumulate points for matches played as follows:

<u>Match Type</u>	<u>Singles</u>	<u>Doubles</u>
8 game pro-set	30 pts	15 pts
USTA tournament match	60 pts	30 pts
2 out of 3 set practice match	120 pts	60 pts

- ~ Participants will receive one (1) additional point for each set won
- ~ Participants will be individually ranked overall in the following 3 categories: points, matches and money raised
- ~ Participants will be individually ranked by age division in the following 3 categories: points, matches & money raised
- ~ Participating high school and middle school teams will be ranked in the following 3 categories: points, matches and money raised based on the accumulated points of their team members
- ~ Participating tennis facilities will be ranked in the following 3 categories: points, matches and money raised based on the accumulated points of the facility's participants
- ~ Teams and facilities must submit rosters of registered participants. Only players on team rosters will be counted for team totals

Report Scores

Specific instructions for how to report scores and view rankings and will be made available online on or before January 9th.

Win Prizes

Each participant, teams and tennis facilities have an opportunity to earn/win prizes and awards during the Challenge and at the end the Challenge. In addition, players will be eligible for drawing for prizes.

Challenge Rewards

Presented during the Challenge

Individuals

- Up to four (4) uniquely colorful event tennis bag tags for every 25 matches played: 25, 50, 75, 100 matches played

Presented at the end of the Challenge

Individuals

- One (1) uniquely colorful t-shirt for the the total number of matches played: 25-49, 50-74, 75-99, 100 or more

Challenge Awards & Prizes

Presented at the end of the Challenge

Individuals

- ~ Match Tough+Player Award (min. 100 matches)
- ~ Top 25 Boys & Girls Most Matches
- ~ Top Boy & Girl in (3) categories: Matches, Points, Fundraising
- ~ Age Division Winners: Boys & Girls 8, 10, 12, 14, 16, 18 in (3) categories: Matches, Points, Fundraising

Teams

- ~ Top High School Team in (3) categories: Matches, Points, Fundraising
- ~ Top Middle School Team in 3) categories: Matches, Points, Fundraising

Tennis Facility

- ~ Top Tennis Facility in (3) categories: Matches, Points, Fundraising

Fundraising

A registration fee is NOT required for an individual, high school or middle school team or tennis facility to participate in the "Get match Tough" Youth Tennis Challenge.

Instead, participants are encouraged to raise funds by asking friends, family, neighbors, parent co-workers and others to sponsor them. Donations are tax-deductible and proceeds benefit First Serve Memphis.

Get Match Tough "GMT" Fundraising Incentives

<u>Raise</u>	<u>Prize</u>
\$50 and up	GMT Wristband
\$100 and up	GMT Hat
\$250 and up	GMT Towel
\$500 and up	GMT 6-Pack Bag
\$1,000 and up	GMT Shirt
\$2,500 and up	GMT Warm-Up

Note: Prizes are cumulative

Online Donation System

The 1st Annual "Get Match Tough" Youth Tennis Challenge has partnered with Active.com to broaden its fundraising efforts and simplify the process. It's easy, secure and an excellent way to watch the results of your efforts.

Online donations can be the easiest method to raise money. There is no bookkeeping required. Participants create their own **Personal Online Fundraising Webpage**. In order to maximize our resources, we strongly encourage participants to solicit online donations.

- ~ Contributors sponsor a player(s) and by making pledges online using a credit card they automatically receive email confirmation and receipt
- ~ The online system tallies all online contributions and reports all contributions
- ~ Participants can easily enter and track all of the donations you receive by check
- ~ Donors and friends watch fundraising and match progress on your web page

How to Create Your Personal Online Fundraising Webpage

Quick Guide- It's simple and takes less than 5 minutes!

1. Go to <http://www.active.com/donate/getmatchtoughytc>
2. Click Become a Fundraiser at the top of the page
3. Register with Active.com and create your user name and password
4. Once you are logged into your "Active Giving HQ", click on **Customize My Webpage**
5. Enter in the information for your fundraising page.

Sponsor a Player

After setting up their personal fundraising webpage, players can send a mass email to friends and family through their website or handout to potential sponsors the enclosed % Sponsor a Player+ business card which has listed on the card the player's name, match goal, fundraising goal and the address to their webpage.

As an example, players may ask a potential sponsor to donate \$.20 cents per match and that amount multiplied by a match goal of 50 equals a \$10.00 donation. The sponsor can then take the % Sponsor a Player+ card, go online at their leisure and make a contribution by credit card.

Offline Donations – Pledge Form

Download a Pledge Form, which will only be used for funds that are not collected by credit cards online. Collect and list all donations separately on the pledge form. **Make checks payable to Tennis Memphis.** Drop off or mail checks along with completed pledge form (No Cash Accepted) to the address below:

"Get Match Tough" Youth Tennis Challenge
Eldon Roark Tennis Center
1500 Finley Road
Memphis, TN 38116

We appreciate your questions and comments about the "Get Match Tough" Youth Tennis Challenge.

For more information please do not hesitate to contact us at:

"Get Match Tough" Youth Tennis Challenge
Eldon Roark Tennis Center
1500 Finley Rd.
Memphis, TN 38116

Phone: 901.398.8797
Fax: 901.396.1190
Email: info@getmatchtough.com



Fundraising Campaign Administration & Registration:
Tammy Corripio, tcorripio@getmatchtough.com or 901.398.8797

Match Challenge Administrator:
Jackie Wright, jwright@getmatchtough.com or 901.301.4429

Sponsorships & First Serve Memphis:
Stephen Lang, Executive Director, slang@getmatchtough.com or 901.398.8797