

Media & Sponsorship | 2022

United States Tennis Association

Middle States Section



USTA Mission

As the governing body of tennis overseeing the sport in Pennsylvania, New Jersey, Delaware and West Virginia, USTA Middle States' mission is to promote and develop the growth of tennis.

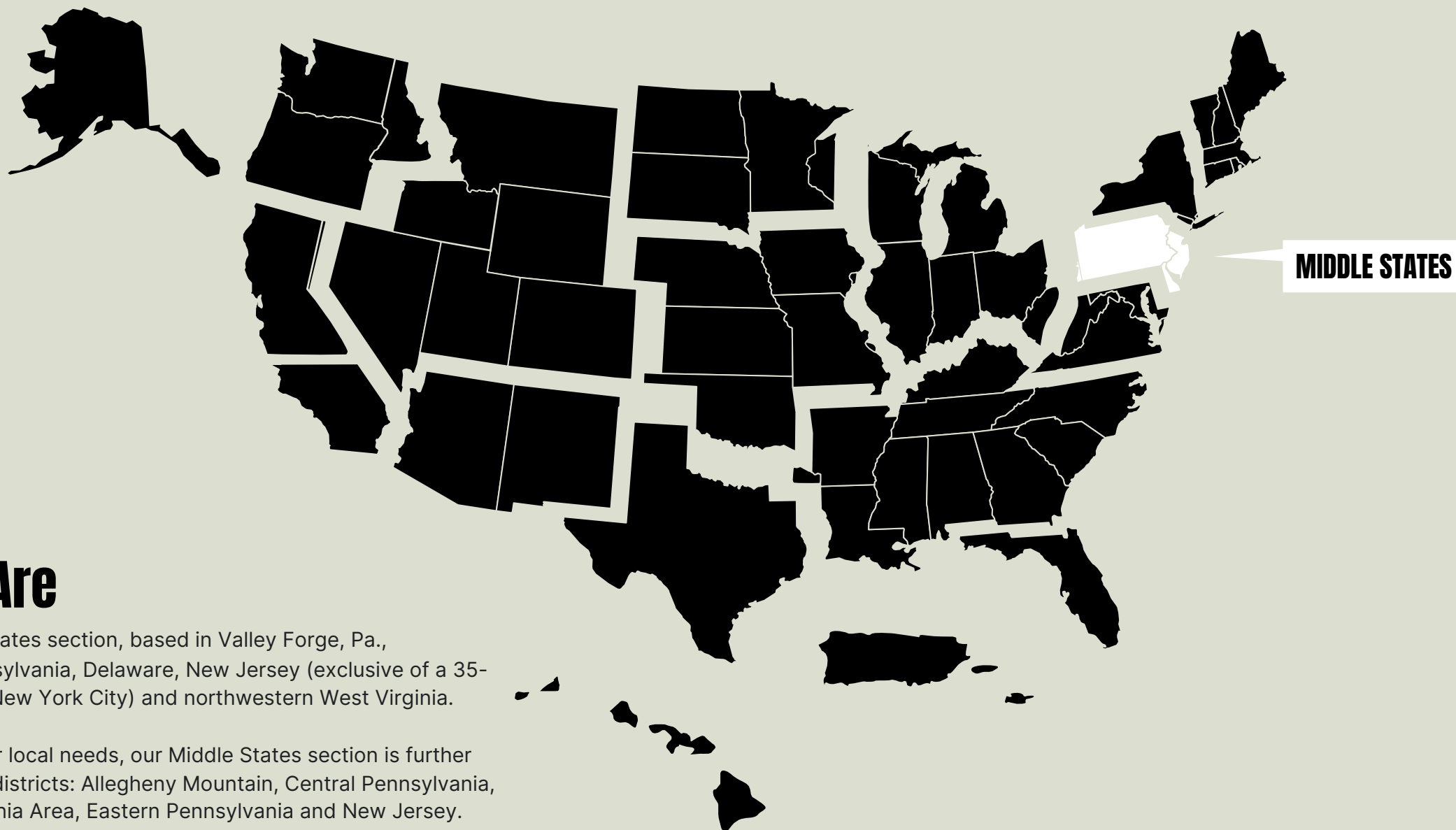


Tennis participation increased 28% in the last two years.

More than ever, people are
picking up tennis and connecting
with the sport.

Overall, 22.6 million people
played tennis in 2021.





Who We Are

The USTA Middle States section, based in Valley Forge, Pa., encompasses Pennsylvania, Delaware, New Jersey (exclusive of a 35-mile radius around New York City) and northwestern West Virginia.

To better serve your local needs, our Middle States section is further subdivided into six districts: Allegheny Mountain, Central Pennsylvania, Delaware, Philadelphia Area, Eastern Pennsylvania and New Jersey.



Connecting your **business** to our local audience

USTA Middle States has **21,000 members** across four states. Our organization has additional visibility with the hundreds of thousands of tennis players who engage with the sport in Pennsylvania, New Jersey, Delaware and West Virginia.

We have flexible sponsorship opportunities that include **digital marketing**, **direct mail**, and a presence at our many in-person and digital **events**.

Sponsorship helps support the tennis programming we run across the section. It also supports some of the nearly \$100,000 of grants distributed across our four states.

The background of the image is a composite of two elements. The top half shows a screenshot of the USTA website's 'Programmes overview' page, which includes a sidebar with navigation links like Home, Dashboard, Contacts, Memberships, Tournaments, and Events. The main content area displays 'Gross income' by month for the period of 28 August 2018 to 28 August 2019. The bottom half of the background is a map showing the location of 'My Local Tennis Club' at 'Court 3 (Hard, Floodlit)' on 'Thursday May 23'. The map also shows nearby streets like 'NE 26th St' and 'Wilton Manors'.

16,000+ ADULT MEMBERS

300+
ORG MEMBERS

40+
events with
sponsorship
opportunity

4,000+
JUNIOR MEMBERS

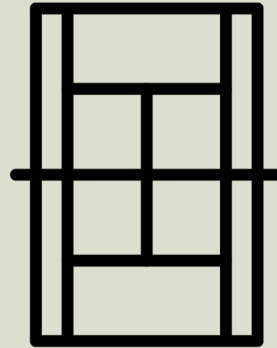
digital + in-person
trainings and conferences

10,000+
AVERAGE
SOCIAL MEDIA
REACH

community partnerships
with schools, park & recs, etc.

national
support

Interested in working together?



Contact Michael Gladysz

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