



Scholarship Grant Application

Who are we?

Advanta World TeamTennis Professional League is a unique tennis league that showcases world-class tennis in a co-ed team environment. Teams consist of three generations of tennis standouts, including legends, current tour players and up-and-coming tennis pros. Co-founded by **Billie Jean King**, the League has featured many of the greatest players in tennis history, and is widely viewed as incredible entertainment for families, business clients, general sports fans, and tennis fanatics. There are ten Pro League franchises based around the United States, and 73 team matches take place in July, culminating in the Advanta WTT Finals.

The **Advanta Corporation** is the title sponsor of World TeamTennis (WTT). Advanta assists small businesses to receive the funding and resources they need to grow and be successful. In addition, it is a priority of Advanta to make sure the communities in which their employees and clients work are successful; hence their involvement and sponsorship of numerous community-based activities and projects.

World TeamTennis has partnered with the **United States Tennis Association (USTA)**, the national governing body for tennis in America, and will leverage the assets of WTT franchises to help to promote and develop the growth of tennis in not only the WTT franchise markets, but also around the country as well.

The Opportunity:

World TeamTennis will **grant \$5,000 to two young entrepreneurs** (one \$2,500 grant for a man and another \$2,500 grant for a woman) who submit a business proposal that can be effectively used to help expand WTT profitability. Specifically, the proposal should focus on non-traditional marketing techniques that could be used to increase awareness of WTT and WTT events, thereby expanding the fan-base and ultimately increasing revenue.

Goals of this Opportunity:

For WTT:

WTT is looking to implement modern, original, and cost effective methods of advertising and promotion. WTT expects to generate revenues in ways that did not exist in, even, the recent past. How would you best propose that WTT do this?

For example, in today's age of global-internet-media, event coverage and advertising is attainable at a relatively low cost. How would you design a website, or what type of system would you create (and how would you create that system) that would most efficiently drive revenues for, as well as promote and cover, our events? (*Please note that you do not have to answer this specific question; we are interested in hearing original proposals which relate to innovative marketing techniques.)

For applicants:

Two proposals will receive grant money of **\$2,500** issued by **World TeamTennis** (based on a minimum of ten entries per gender). Funding possibilities include, but are not limited to, college tuition; on campus tennis clubs; personal research; personal educational endeavors; etc. A certificate of accomplishment will be awarded in your name by WTT, and an **internship for the academic year** will be considered upon your request.

Grant Details and Application Process:

Who should apply?

All students currently enrolled in college are eligible to submit a proposal, but the challenge is specifically targeted at business majors and/or young entrepreneurs. One male and one female will each be awarded a \$2,500 grant.

What should be included in the application?

We are looking for one of the two following formats as way of a proposal:

1. A traditional business proposal of approximately 3000 words which would take the following format:
 - a. Cover Letter
 - b. Summary of Proposal
 - c. Narrative that includes
 - Project description
 - Brief statement of area being addressed
 - Goals and objectives
 - Target population
 - HOW will this project be implemented
 - Plan for measuring project results
 - Estimated costs
 - Conclusion (include benefits for WTT, and why your idea specifically will be successful)
2. A non-traditional proposal of your choice. This can include an explanatory DVD, a link to a sample website, or anything else you think would be appropriate.

Submitting your application:

The proposal is due by noon on **July 1st, 2009**. You can submit your proposal via email to nchu@wtt.com. If you have any questions please contact mountford@wtt.com.

You may submit an application on behalf of a group, or even as a pair (perhaps a study partner from a business course, for example). If a group wins this award, the scholarship will be divided evenly among the students and/or organization that they represent (including for an on-campus recreational tennis club, as a strong example). There should be a “captain” for each group submission however.

The applicants will be reviewed by World TeamTennis staff.

Winners will be notified by **August 1st, 2009**.

***Some more useful background information about WTT:**

World TeamTennis currently organizes leagues at both the professional and recreational levels. WTT engages in promotional and charitable events as well, including the annual Advanta WTT Smash Hits, which benefits the Elton John AIDS Foundation.

For more information about **World TeamTennis** please visit the website at www.WTT.com, and for information regarding the Advanta Foundation, please go to www.advanta.com.

Some industry partners of **World TeamTennis** include the USTA www.usta.com, the ATP World Tour www.atpworldtour.com, the WTA Sony Ericsson Tour www.sonyericssonwtatour.com, the Tennis Channel www.TennisChannel.com, Tennis Magazine www.Tennis.com, the Tennis Industry Association www.tennisindustry.org, the Intercollegiate Tennis Association www.ITAtennis.com, the United States Professional Tennis Association www.uspta.com, and the Professional Tennis Registry www.ptrtennis.org.

World TeamTennis sponsors and business partners include Advanta, USTA, FirmGreen, Geico, Turfer, and Wilson.

If you have any questions please feel free to contact Bill Mountford via email at mountford@wtt.com.