

British Tennis Team Membership Email Template

Dear Member,

Have you heard the exciting news? British Tennis recently launched their brand NEW British Tennis Membership programme, which includes a range of benefits and offers, ready for you to explore and we don't think you will be disappointed! Even better, there is a Club incentive scheme which we would love for you to get involved with and show your support for the Club.

The new British Tennis Membership programme looks like this:

Lite Membership (FREE) – Available to any Junior or Adult of an LTA Registered Venue. The Membership includes access to Ratings, British Tennis Wimbledon Ballot and an exclusive discounted rate to upgrade to Team Membership.

Team Membership – Available for Lite Members to upgrade to for £20 (18+) and £10 for Juniors (11–17 years). The Membership includes exclusive benefits and access Money Can't Buy experiences and competitions, whilst having a say on where the profit from the membership fee is re-invested

When BTM launched on the 23rd May all Adult and Junior BTM's were automatically given Lite Membership but we would love for you to upgrade and join Team Membership to help raise funds for the club, while enjoying all the benefits of being a Team Member!

Child Membership is **FREE** for children (4-10 years) and includes a Mini Tennis Rating and tennis.net flash sales. Later this year a i new Child package will be introduced..

Upgrade to Team Membership and help the club

To support and incentivise clubs, the LTA are offering grant funding to clubs whose adult Lite Members upgrade to Team Membership. The grant is to be used to improve social areas so members benefit directly. The target is a 30% conversion, which means as a club we need (enter number) adult Lite Members to upgrade to Team Membership.

The club incentive works based on the size of the Club. As you can see from the table below we are categorised as a (enter size) Club and can therefore unlock a (enter amount) grant.

Lastly, grants are awarded on a first past the post basis, but chances are high with the amount of grants available to be won.

Number of courts	Size of club	Number of grants available	Amount
1-3	Small	150	£500
4-7	Medium	100	£1000
8+	Large	50	£2000

How to become a Team Member?

If you are an existing Lite Member:

- Go to www.lta.org.uk/member
- Log in to your Members' Area (if you have forgotten your username or password, follow the instructions)
- Once logged in select 'Upgrade'
- Don't forget to make sure the club is listed under by clicking on 'Your Venues' under the 'Personal Details' tab

If you are not an existing Lite Member

- Go to www.lta.org.uk/membership
- Click Join as a Team Member
- When asked if you belong to a LTA Registered Venue, select (enter club name) from the drop down menu
- Upon completing your application you will be sent an email to verify the email you have signed up with. Please do make sure you follow the instructions to activate your account

Show your Support

Once you have joined The Team, don't forget to show your support by putting your name on the sticker poster on the (enter location i..e notice board). It will also help us visually track how we are doing against the target. Stickers can be (delete/add as appropriate) found next to the sticker board, at the bar, collected from (enter name).

We look forward to having you on board.

(Club Name)

