

Vision of the Asian Tennis Federation

Building a Thriving Tennis Ecosystem.

We at the ATF, understand and appreciate the huge contribution being made by each and every institution, who with their involvement, financial commitment and passion for tennis development are contributing towards building of a strong Tennis Ecosystem for Asia. We are taking this opportunity to help open wider horizons for each, help create a wider recognition as well. Each of us are important and much needed strings in the Asian Tennis Performance Racquet. We are now increasing our reach and helping connect with each of the institutions, to help activate the tennis community in various member countries of Asia. Through this initiative, we are looking to share an International Recognition with the Institution, on 3 varying levels, on basis of qualifications and will be reflecting this on the large database on our **Asian Tennis Federation Website**.

We are looking to create a standardised platform of recognition, acting as a step in the ladder towards the next level of niche recognition by the ITF as well. The Asian Recognition will help elevate the standards at national level, encourage sponsor support for the institution and create more mileage for them not just in their region but also for players and teams from across other nations.

We are offering through this program to be a part of Global Network, Enhanced and increased Visibility to help unlock more opportunities. For more information, kindly login to <https://www.asiantennis.com/>

Benefits for Clubs/Academics/Tennis Centres

- Global credibility – Official ATF recognition
- Increased visibility – Recognition on ATF website and social media
- Preferred host for ATF events – Exclusive partnership opportunities
- Increased trainee attraction – Draw more trainees and coaches
- Recognition plaque & certificate for recognised Clubs, Academies and Centres.

Three tier recognition system

- ATF Recognition Gold – Tier
- ATF Recognition Silver – Tier
- ATF Recognition Bronze – Tier

Tier Investments –

- **Gold** – 5000 USD / Year (Elite recognition)
- **Silver** – 3500 USD / Year (Enhanced recognition)
- **Bronze** – 2000 USD / Year (Basic recognition)

Benefits of ATF recognition - Gold Tier

The Gold Tier is the highest level of recognition in the ATF Club/Academy/Centre recognition system. It is meant for clubs/academies/centres that want to be seen among the leading tennis institutions in Asia and enjoy the wide range of benefits, opportunities and support available through ATF recognition. This tier is not only about benefits, but also about prestige, access and long-term value for institutions.

Access to iconic global tennis events

Gold Tier clubs/academies/centres receive ticket opportunities for some of the prestigious events in world tennis, including **The Wimbledon (Two tickets), The Australian Open (Two tickets), and the other ATP events (Two tickets)**. These are not just tickets, but experiences that connect institutions to the highest level of the sport. Such access adds value, inspires players and coaches, and strengthens the image of the club.

Two complimentary spots at the Asian Coaches Conference

Recognized clubs/academies/centres receive two complimentary spots at the Asian Coaches Conference, allowing them to send any two coaches from their coaching team. It gives coaches a good opportunity to learn, connect with others and exchange ideas. They can interact with leading experts, understand modern coaching methods and bring back useful knowledge that can help improve coaching standards within their clubs or academies.

Premium ATF promotion

Gold Tier members receive premium promotional support from ATF, helping their clubs gain stronger visibility across official ATF official website and social media channels. Since ATF's platforms are followed by players, coaches, officials, parents and federations across the region, this can give a big boost to a club's recognition and marketing. It also helps the club reach a much wider tennis community through ATF.

Administrative workshop access

They are also invited to ATF Administration Workshops, which can help tennis clubs / academies or centres improve their management systems, administrative understanding and day to day operations. It gives them a chance to learn how to run things in a more organised and effective way. This can be very useful for building a stronger system within the club or academy. One person from the club, academy or centre will be allowed to attend.



75% waiver on ATF admin fees and sanction fees

Gold Tier clubs/academies/centres will have the opportunity to host ATF Junior Tour tournaments at their own venues, in coordination with the respective National tennis bodies, including events in the Under-16, Under-14 and Under-12 categories. One of the biggest financial benefits of the Gold Tier is the 75 percent waiver on ATF administrative and sanction fees. This means that when a Gold Tier club / academy or centres hosts an ATF event at its venue, it gets a 75 percent reduction in the fees payable to ATF. It helps bring down the cost of hosting and makes it much easier for clubs and academies to organise ATF events. In addition to that, the sanction fee will be fully waived, making the benefit even more valuable for Gold Tier clubs and academies.

Entry for two teams in the ATF Inter-Club Tournament

The ATF Inter-Club Tournament will be a platform for recognized clubs/academies/centres to compete against each other under the ATF banner, helping create more match play and stronger club level competition across the region. Once the tournament is introduced, Gold Tier institutions will be allowed to enter two teams, giving more players the chance to take part and represent their club or academy. This will be helpful for the clubs and academies, as it will allow their players to have more competitive exposure under the ATF system.

Overall, the Gold Tier is a mark of quality, ambition and leadership. It is meant for clubs and academies that want to be at the top of the recognition system and make full use of the opportunities offered by the Asian Tennis Federation.

Benefits of ATF recognition - Silver Tier

The Silver Tier offers a balanced set of benefits for clubs/academies/centres that are growing and want to build a stronger presence in Asian tennis. It is a good option for clubs/academies/centres looking for development opportunities and support. Silver Tier recognition is an important step for clubs and academies that want to be more involved with ATF.

Access to major tennis events

Silver Tier clubs/academies/centres receive ticket opportunities for important events such as the **Australian Open (Two tickets)** and the **Almaty Open (Four free tickets)**. This helps them feel more connected to the international tennis world and adds real value for their players. It also brings inspiration and added value for players, coaches and everyone connected to the club or academy.

One complimentary spot at the Asian Coaches Conference

Silver Tier recognition includes one complimentary spot at the Asian Coaches Conference. The club or academy can decide whom they want to send, and that place is given free of cost. This is a valuable benefit, as participation in the conference is normally chargeable, and it helps improving coaching knowledge and keeps club connected with the latest ideas and standards in tennis coaching and development.

Promotion through ATF website and social media

Silver Tier members receive promotion through ATF's official website and social media platforms, helping the club or academy gain better visibility and stronger recognition. Since ATF's platforms are followed by players, coaches, officials and parents across the region, this works as a form of free PR and can attract more players, coaches and overall interest of the community.

50% waiver on ATF Admin fees

Silver Tier clubs and academies will have the opportunity to host ATF Junior Tour tournaments at their own venues, including events in the Under-16, Under-14 and Under-12 categories. One of the key financial benefits of the Silver Tier is the 50 percent waiver on ATF admin fees. This means that if a Silver Tier club or academy hosts an ATF event at its venue, it gets a 50% percent reduction in the fees payable to ATF. It helps reduce the cost of hosting and makes it easier for clubs and academies to organise ATF events.

Entry for one team in the ATF Inter-Club Tournament

Once the ATF starts the Inter-Club Tournament, Silver Tier clubs and academies will be able to enter one team. This will give players the chance to compete, represent their club or

academy, and gain valuable match experience. It will also help build team spirit, and overall strengthen the club's image.

Overall, the Silver Tier is a good recognition level for clubs and academies that want more visibility, support and growth. It is a useful step for institutions that are trying to build and improve in a proper way.

Benefits of ATF recognition – Bronze Tier

The Bronze Tier is the starting level of the ATF Club/Academy/Centre Recognition System, but it still comes with important benefits. It is a good option for clubs and academies that want to begin their journey with the Asian Tennis Federation. This is especially suitable for developing institutions that are looking for recognition, and an opportunity that can help them grow in the future. Bronze Tier gives clubs and academies a strong link to begin their journey with the Asian tennis system.

Almaty Open tickets and ATF promotion

Bronze Tier clubs and academies receive free **Almaty Open tickets (Two tickets)** along with promotional support from ATF through the official website and social media handles. This gives them an early chance to gain popularity in tennis world. Even at the starting level, this recognition can help improve the club's image and build more trust among players, parents and local supporters.

Tickets on demand for ATP Next Gen events in Hongkong/Singapore

Bronze Tier members may also receive tickets on demand for events such as the ATP Next Gen Finals and selected ATF events in Hong Kong, Singapore or in other cities. This adds more value, recognition and helps clubs / academies stay connected with the global events.

One free spot at the Asian Coaches Conference

Recognized Bronze Tier clubs receive one free spot at the Asian Coaches Conference. This gives a coach or representative a chance to learn new things, gain exposure and bring back helpful ideas. For growing clubs and academies, even one such opportunity can support their development in a positive way.

25% waiver on ATF Admin fees

Gold Tier clubs and academies will have the opportunity to host ATF Junior Tour tournaments at their own venues, including events in the Under-16, Under-14 and Under-12 categories. One of the important financial benefits of the Bronze Tier is the 25 percent waiver on ATF administrative fees. If a Bronze Tier club or academy hosts an ATF event at its venue, it receives a 25 percent reduction in the fees payable to ATF. This helps lower the cost of hosting and makes it easier for developing institutions to organise ATF events.

Entry for one team in the ATF Inter-Club Tournament



Once the ATF starts the Inter-Club Tournament, Bronze Tier clubs and academies will be able to enter one team. This will give players a chance to compete in a recognized event with lots of other exposure. It will also encourage participation, build team culture, strengthen club's image in the community, and help the institution become part of the ATF events.

Overall, the Bronze Tier is an excellent starting point for clubs and academies that want to grow their presence, improve their visibility and become part of the Asian tennis community. It offers a credible first step towards bigger growth and future progress within the ATF recognition structure.