



RACQUETBALL - The sport of a new generation

Local Market Program

The objective of this is to first develop a complete and high-level program and then to take it down to **every person** across the community/market. In so doing, we will make our **NuVoWay Racquetball Professionals** (NWRP) the centre of the racquetball community for their area.

A. Club-specific activities

Programming

- **Shootouts/Tournaments** - regularly scheduled events for all skill levels.
- **Leagues** - operation of several weekly leagues for different skill levels.
- **Challenge Ladders** - operation of a free Challenge Ladder and solicitation of all racquetball players to get involved.
- **Challenge Courts** - establishment of Challenge Courts aimed at helping people of all levels to find partners as well as having better players give the less skilled players pointers.

B. Instruction.

The NuVoWay Racquetball Professional will develop a complete instructional program for all levels of players. As the need grows, they will contract out to other instructors in the area.

- Private, semi-private and group lessons
- Clinics
- Racquetball Camps

C. Junior Development

Our NuVoWay Racquetball Professionals will serve as conduits between Middle and High School gym teachers and clubs, getting the students in first for clinics and instruction and ultimately in regularly for league play. In addition, the NWRP's will structure programs for juniors at the clubs, ensuring a good mix of instruction and semi competitive play. For those who want to continue on to play competitively, opportunities will be made for them. At the club level, our NWRP's will offer a full complement of lessons, clinics, camps, leagues and shootouts/tournaments for the youngsters.

D. Membership

The NuVoWay Racquetball Professional will serve as the direct link between these new facilities and the entire local community. As such they will be tied in to the profitability of the court complex through an advantageous commission-based ongoing structure.