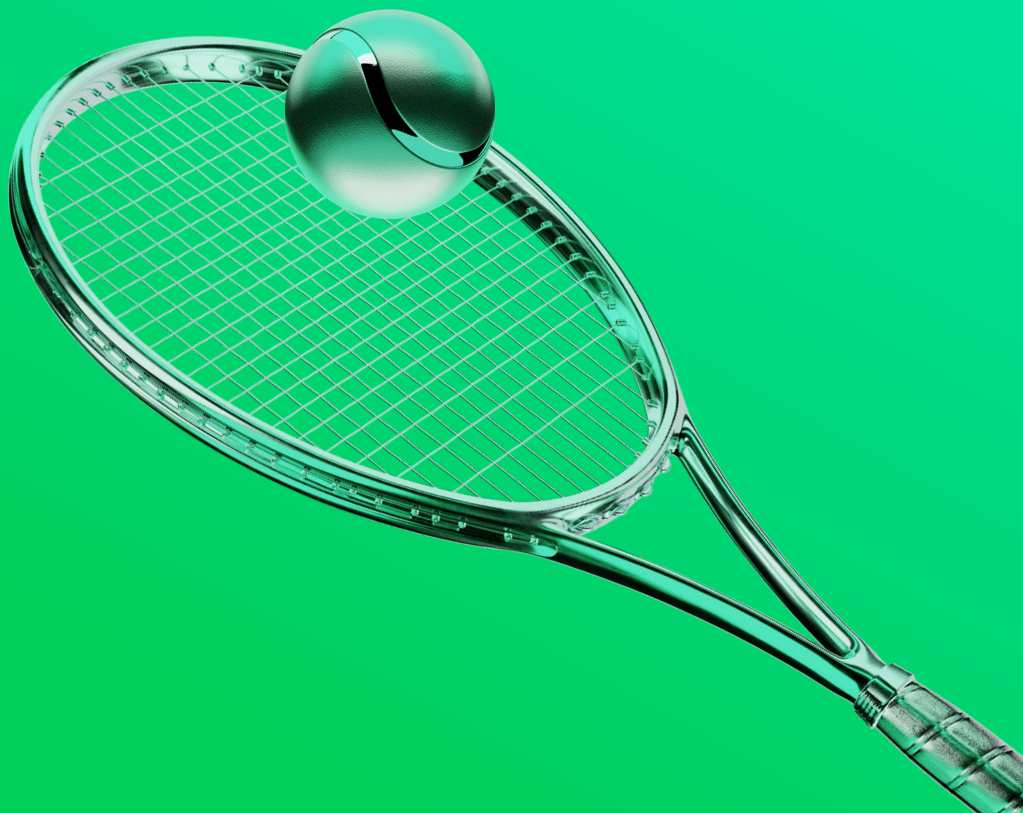


**WTA**  
**COACH**  
**PROGRAM**  
**HANDBOOK**



# WELCOME TO THE WTA COACH PROGRAM.

Congratulations on reaching the highest level of coaching in women's professional tennis. Coaches are an essential part of our sport, providing support and guidance to enable the best players of a generation to achieve their full potential.

The WTA Coach Program aims to professionalize, standardize, and recognize the important role of coaching on the Hologic WTA Tour, while providing tangible benefits to Registered Coaches.

The WTA Coach Program Handbook contains all the information you will need to understand the benefits and professional responsibilities associated with being a WTA Registered Coach. Additionally, you will find a summary of the governance structure, a full list of contacts and frequently asked questions. The rules of the WTA Coach Program, also contained within this handbook, will serve to govern the benefits, obligations, and procedures of the program, and should be reviewed thoroughly.

Thank you again for your commitment. We look forward to working with you and making the WTA Coach Program a beneficial and successful program.

**If you have any questions about the WTA Coach Program,  
please contact Mike Anders at [coach@wtatennis.com](mailto:coach@wtatennis.com)**

Sincerely,

A handwritten signature in black ink, reading "Portia".

Portia Archer  
WTA CEO

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**WTA**  
**COACH**  
**PROGRAM**  
**BENEFITS**



# PROGRAM BENEFITS\*

Active Registered Coach: A coach who (i) is working with an active WTA Full or Associate Member or working as a Billie Jean King Cup Captain or Coach, (ii) has coached a minimum of 50 WTA or ATP events over a 5-year period, and (iii) has met the requirements as outlined in the WTA Coach Program Rules.

In-Progress Registered Coach: A coach who (i) is working with a WTA Full or Associate Member and has coached a minimum of 20 WTA or ATP events over a 2-year period or is working with a Player Development player and (ii) has met the requirements as outlined in the WTA Coach Program Rules.

Inactive Registered Coach: A former Active Registered Coach who is not currently working with a player member; or a WTA Registered Coach who has not coached at a minimum of 20 events.

ON-SITE BENEFITS (Apply to WTA 250, WTA 500, WTA 1000) IF COACHING THAT WEEK:			
BENEFITS	ACTIVE REGISTERED	IN-PROGRESS REGISTERED	INACTIVE REGISTERED
Ability to obtain credential without player being present	X	X	
Coach credential does NOT count towards the minimum “player guest” credentials allotted under the Rules. (If a tournament provides more than the minimum of 2 (3 or more), then the coach credential does count toward that limit.)	X	X	
At WTA 250 tournaments, the Registered Coach meal allowance does NOT count towards the minimum “player guest” allowance under the Rules. Meal allowance starts the first day of Qualifying through last day of player competing.	X		
One guest credential available to Coach separate from player allocation. Coach to provide list annually of potential guest requests (immediate family only)	X		
IF NOT COACHING THAT WEEK:			
Ability to obtain a credential	X		
Access to player areas	X		
Access to shuttle service	X		
Access to discount rate at hotel (subject to room availability)	X		

\*WTA reserves the right to suspend, remove, or add benefits at any time. Please note: Tournaments may monitor and restrict access to Players Areas during peak times. Late or onsite credential requests may not be fulfilled. To avoid any issues, please ensure all requests are submitted at least 7 days in advance to [coach@wtatennis.com](mailto:coach@wtatennis.com)

ANNUAL BENEFITS			
BENEFITS	ACTIVE REGISTERED	IN-PROGRESS REGISTERED	INACTIVE REGISTERED
Formally recognized as a Registered WTA Coach	X	X	X
External promotion (e.g., Coach Profile on WTA Website and WTA content)	X	X	X*
Access to coaching job board (WTA directory for player access)	X	X	X
Access to WTA PlayerZone	X	X	X
Electronic versions of WTA Publications	X	X	X
Coach Meetings	X	X	X
Access to online undergraduate university degree program at 50% tuition discount and a Master's degree option from IU East University & discounted rates for UF Graduate Programs	X	X	X
Free PTR Certification and waived PTR annual dues	X	X	X
Access to long-term visa support letter from WTA (MUST be working with Full member)	X		
WTA Match Download and Streaming Services	X	X	X
Tennis Warehouse discounts	X	X	X
Stroke Analysis Consultations	X	X	
Access to WTA sponsored continuing education and professional development	X	X	
Annual Gift**	X	X	
Access to Purchase Discounted Travel Insurance	X	X	X
Free Account to Full Court Tennis App	X	X	X
Selected ambassador opportunities through the WTA Coach Inclusion Program	X	X	
Free access to USTA Coaching platform, and "Rally" level benefits	X	X	X
Free DISC Assessment	X		

\*Inactive Coaches that were previously Active maintain a profile.

\*\*On-site distribution only.

# WTA COACH ACES



# ACES PROGRAM

At each tournament, you must be available to participate in a minimum of one Coach ACES activity, lasting no more than one hour unless otherwise agreed upon. The Coach Program Manager will arrange all activities in consultation with each Registered Coach. Possible Coach ACES may include but are not limited to the following Tournament, WTA, and WTA Partner/Ambassador activities:

1. Tournament Activities
  - Sponsor visit
  - Sponsor clinic
  - Sponsor panel discussion (e.g., Massimo @ Indian Wells)
  - Tournament clinics (Kids, Ladies' Day, ProAm, Coaches)
  - Cocktail Reception
  - Coach Q&A
  - Mic'd up practice session
  - School or Academy visit
  - Behind-the-Scenes Tour Guide
  - Coach Panel
  - Special off-site tournament appearance
  - Social Media Takeover
  - Media appearance in home markets
2. WTA
  - WTA Insider feature & podcast
  - Social Media Takeover
  - Champions Corner (Coach Edition)
  - Magazine Show feature
  - Flash interviews
  - Guest blogger
  - Coach Tips video series and social media series – helping a fan solve their tennis problem
3. WTA Media
  - Guest Commentating
  - Flash Interview
4. Potential WTA Partner/Ambassador Roles Available to WTA Registered Coaches
  - WTA Partner Appearances/Promotions
  - Panel Participation
  - WTA Finals Coach Conference Appearance (if in market)
  - WTA Camp of Excellence Appearance



**WTA**  
**COACH**

# **OFF-COURT COACHING INFORMATION**



# OFF-COURT COACHING INFORMATION

Provided the following rules and procedures are followed, Off-Court Coaching will be allowed during play in a nondisruptive manner.

These rules apply to ALL coaches who participate in Off-Court Coaching. Coaches not part of the WTA Coach Program are still subject to the below guidelines and rules.

## COACH SEATS

- Each Tournament must provide player/coach box seats in accordance with Section XVIII.A.10.b.
- Coaching is allowed only from the designated player/coach box.
- Any Player Support Team member authorized to sit in the designated player coach box must comply with this Section XVIII.D.

## MANNER OF COACHING

- Brief verbal coaching is allowed only when a player is at the same end of the court as her designated player/coach box.
- Subtle, non-verbal coaching (defined as hand signals or gestures that do not hinder the opponent) is allowed when a player is at the same or the opposite end of the court as her designated player/coach box.
- A player may not approach her coach or engage in conversation with her coach other than permitted brief verbal coaching during play, changeovers, or set breaks.
- A player may approach her coach and engage in conversation with her coach during an opponent's MTO or toilet/change of attire break or another break approved by the Chair Umpire during which the players have remained on court.
- If a coach's verbal coaching, hand signals, or gestures begin to interrupt play or become a hindrance to the opponent(s), the Supervisor will notify the coach of the escalation prior to action being taken against the player. If the distractions persist, the player may be subject to coaching penalties and fines in accordance with Section XVII.D.4.a.vii.
- Coaches may not speak to their players when the player leaves the court for any reason (except as permitted during a rain delay).

**WTA**  
**COACH**  
**PROGRAM**  
**RULES**



# WTA COACH PROGRAM RULES

## I. INTRODUCTION

### A. Description

The WTA Coach Program (“Program”) is a registration system open to eligible individuals providing coaching services for professional women’s tennis players that are members of WTA Tour, Inc. (also known as the Women’s Tennis Association) (collectively, “WTA”) competing on the circuit of professional tennis tournaments that is the highest level of professional women’s tennis (“WTA Tour”). The purpose of the Program is to professionalize, standardize, and recognize the important role of coaching on the WTA Tour.

### B. Administration and Governance

The Board of Directors, Chief Executive Officer, and other officers and staff of the WTA administer and govern the WTA Tour and the Program. As part of the Program, the WTA has established a Coach Program Advisory Committee (“CPAC”) to advise WTA officers and staff on the administration and governance of the Program, the acceptance of applicants to the Program, and other WTA Tour matters as the WTA deems appropriate. The WTA in its sole discretion is entitled to promulgate all procedures related to the CPAC, including but not limited to the appointment and removal of CPAC members, the organization and management of CPAC meetings, the authority of the CPAC, and the dissolution of the CPAC.

### C. Rules

These WTA Coach Program Rules (“Program Rules”) establish and govern the benefits, obligations, and procedures of the Program. At all times, the Program is subject to the Official WTA Rules as amended from time to time (“WTA Rules”). All undefined capitalized terms in these Program Rules have the same meanings that the WTA Rules assigns to such terms. If there is a conflict between the Program Rules and the WTA Rules, the WTA in its sole discretion is entitled to determine whether the Program Rules or WTA Rules govern. All monetary amounts in these Program Rules are in United States dollars.

## II. ELIGIBILITY AND REGISTRATION

### A. Eligibility for Registration

#### 1. Minimum Eligibility Requirements

Any individual providing or endeavoring to provide coaching services to a WTA Player may apply to the Program, but only applicants that meet the criteria in this Section II.A are eligible to become registered members of the Program (each a “Registered Coach” and collectively “Registered Coaches”) and receive the benefits of the Program. To become a Registered Coach, an applicant must meet the following minimum eligibility requirements:

- a. provide satisfactory evidence of professional certification or licensure from a WTA-approved tennis coach-certifying body; and
- b. complete a background check in WTA’s sole discretion; and
- c. provide a letter of recommendation from a current WTA Full Member, Associate Member, or Player Development Player (“Designated Player”) that he or she is coaching; and

- d. submit the application materials and pay the application fee that WTA requires in its sole discretion.

## **2. Active, In-Progress, and Inactive Registered Coaches**

If in WTA's sole discretion an applicant meets the minimum eligibility requirements in Section II.A.1, the WTA will consider whether such applicant also meets the applicable eligibility requirements to become an Active, In-Progress, or Inactive Registered Coach.

### **a. Active Registered Coach**

To become an Active Registered Coach ("Active Registered Coach"), an applicant must:

- i. meet the minimum eligibility requirements in Section II.A.1; and
- ii. be coaching a WTA Full or Associate Member or be an active Billie Jean King Cup captain or coach at the time of application and must:
  - (a) have coached at fifty (50) WTA or ATP events in the past five (5) years; or
  - (b) previously have been an Active Registered Coach who coached at fifty (50) WTA or ATP events in a five- (5) year period; or
  - (c) be a former WTA Full Member.

If an Active Registered Coach ends a relationship with a Player, he or she will retain their status until the end of the year, after which he or she will become an Inactive Registered Coach.

### **b. In-Progress Registered Coach**

To become an In-Progress Registered Coach ("In-Progress Registered Coach"), an applicant must:

- i. meet the minimum eligibility requirements in Section II.A.1; and
- ii. be coaching:
  - (a) a WTA Full or Associate Member and have coached at twenty (20) WTA or ATP events over a two- (2) year period; or
  - (b) a Player Development Player.

### **c. Inactive Registered Coach**

An Inactive Registered Coach is a formerly approved Active Registered Coach who currently is not working with a WTA player ("Inactive Registered Coach").

## **B. Application and Registration Procedures**

For Program application deadlines, forms, and requirements, contact the WTA Coach Program Manager at [coach@wtatennis.com](mailto:coach@wtatennis.com).

If in WTA's sole discretion an applicant meets the eligibility requirements for registration, such applicant must pay the Annual Dues (as Section IV.G.1 of these Program Rules

defines that term) and complete the Program on-boarding process to become a Registered Coach. Once an applicant becomes a Registered Coach, he or she is subject to these Program Rules.

### **III. REGISTERED COACH BENEFITS**

#### **A. On-Site Benefits for Active Registered Coaches**

See the Program Benefits listed on page 4.

#### **B. Additional Program Benefits**

See the Program Benefits listed on page 5.

### **IV. REGISTERED COACH OBLIGATIONS**

#### **A. Registered Coach ACES Policy**

At each Tournament, each Registered Coach must be available for WTA- and Tournament-related promotional activities ("Coach ACES") in accordance with this Section IV.A. The Coach Program Manager will arrange all activities in consultation with each Registered Coach.

##### **1. Mandatory Coach ACES Activities**

###### **a. Tournament Quota**

At each Tournament, each Registered Coach must participate in a minimum of one (1) Coach ACES activity for no more than one (1) hour (unless such Registered Coach otherwise agrees).

Examples of Coach ACES activities include but are not limited to:

- i. on-site activities such as tennis clinics, WTA or Tournament sponsor visits, behind-the-scenes tour guides for fans, audio or audiovisual recordings of practice sessions, pro-ams, product testing, and school and junior tennis academy visits; and
- ii. communications and public relations activities such as flash interviews, in-depth interviews, guest writing, participation in features for the WTA's standard, digital, and social media outlets, question-and-answer panels, and television interviews and guest commentating; and
- iii. participation in WTA sponsor ambassador programs.

###### **b. During- and Post-Match Interviews**

At the WTA's request, during or within thirty (30) minutes after the conclusion of each match in which a Registered Coach's Designated Player plays, such Registered Coach must attend and participate in an interview session for a reasonable time (approximately five (5) minutes), which in the WTA's sole discretion may include:

- i. one (1) host broadcaster television interview per match; and
- ii. one (1) WTA television production interview per match; and
- iii. one (1) host broadcaster studio visit; and

- iv. one (1) radio interview.

### **c. Marketing Activity**

At the WTA's request, each Registered Coach must participate in one (1) major marketing or publicity activity per Tour Year for the WTA or a WTA sponsor that is no more than five (5) hours in length and is at or around a Tournament in which such Registered Coach's Designated Player is entered (or another mutually-agreeable date and location); provided, however, that the activity:

- i. must be in conjunction with the promotion of the WTA or WTA Tournaments; and
- ii. cannot involve a WTA sponsor that a Registered Coach can prove conflicts with his or her sponsor; and
- iii. cannot constitute a Registered Coach's direct individual endorsement of a commercial product or service.

## **2. Optional Coach ACES Activities**

### **a. Pre-Match Interviews**

Prior to each of his or her Designated Player's matches, the WTA may request that each Registered Coach attend and participate in a pre-match television interview that is no more than three (3) minutes in length and is at an appropriate location that is convenient to such Registered Coach.

### **b. Sponsor Visits**

The WTA may request that each Registered Coach whose Designated Player reaches the quarterfinals of a Tournament participates in a sponsor visit that is no more than ten (10) minutes in length and is on site at such Tournament on the day of such Designated Player's quarterfinal, semifinal, or final match.

## **3. Coach ACES Activity Materials**

At a Registered Coach's request, the WTA in its sole and absolute discretion may provide such Registered Coach with photographs, audio recordings, audiovisual recordings, and other materials resulting from such Registered Coach's Coach ACES ("Coach ACES Materials"), subject to availability and intellectual property rights clearances. A Registered Coach may use any Coach ACES Materials solely for non-commercial purposes on his or her personal website and promotional materials, and a Registered Coach shall not use or allow any third party to use any Coach ACES Materials in conjunction with a sponsor or other third-party activity.

## **4. Violation of Coach ACES Policy**

Each time a Registered Coach fails to appear for or is materially late to a mandatory Coach ACES activity or an optional Coach ACES activity in which such Registered Coach has agreed to participate, he or she is subject to the applicable fine or sanction in the chart below.

<b>VIOLATION #</b>	<b>SANCTION</b>
1st Violation	\$100
2nd Violation	\$250
3rd Violation	Suspension or expulsion from the Program in WTA's sole discretion

A Registered Coach's violations of this Section IV.A accrue on a Tour Year basis.

## **B. Grant of Rights**

### **1. General**

By registering for the Program, each Registered Coach:

a. grants permission to the WTA and its designees to broadcast, distribute, take, use, reproduce, and publish any and all photographs and audio or video recordings (collectively, "Materials") of such Registered Coach that the WTA or its designees capture at any Tournament or in relation to the Program for any purpose whatsoever related to the promotion of the WTA, WTA Tournaments, or the Program without compensation to such Registered Coach; and

b. grants the WTA and its designees a worldwide, non-exclusive, royalty-free, sublicensable (only in accordance with Section IV.B.1.e below) license to use such Registered Coach's name, likeness, signature, biographical material, voice, accounts, and descriptions ("Coach Likeness"), alone or in conjunction with the name, likeness, signature, biographical material, voice, accounts, and descriptions of others, in any and all media, including but not limited to radio, print, television, film, video, internet, and any other medium now known and unknown:

i. in perpetuity as part of the Materials; and

ii. solely while such Registered Coach is a Registered Coach, in advertising, promotion, and publicity for the WTA, a WTA Tournament, or the Program and in connection with a commercial product or service; provided, however, that such use in connection with a commercial product or service must relate directly to the promotion of the WTA, a WTA Tournament, or the Program and must not constitute a direct individual endorsement of such commercial product or service; and

c. acknowledges and agrees that the WTA owns any and all rights in and to the Materials in perpetuity; and

d. waives as to the WTA and its successors, assigns, and licensees all moral and personal rights and objections to any use of the Coach Likeness or Materials in accordance with these Program Rules; and

e. understands and agrees that as the owner of the Materials, the WTA's use of the Materials may extend, without limitation, to use by any of its sponsors, advertisers, owners, partners, affiliates, directors, officers, officials, members, and agents solely for the purposes that this Section IV.B.1 permits.



## 2. Television Rights

Each Registered Coach specifically conveys to the WTA any and all television rights he or she may own in any and all WTA events in which he or she participates, including but not limited to WTA Tournaments and Grand Slams (subject to their prior approval).

## C. Off-Court Coaching

Each Registered Coach must comply with and is subject to the Off-Court Coaching requirements in the WTA Rules. In addition to any sanctions under the WTA Rules, if a Registered Coach fails to comply with any of the Off-Court Coaching requirements in the WTA Rules, such Registered Coach must pay the WTA a fine of \$100.00 for each violation.

## D. Coach Attire

### 1. Dress Code

At all times while on site at a Tournament, a Registered Coach must dress and present himself or herself in a professional manner, which includes wearing appropriate and clean tennis attire as applicable. The Coach Program Manager or applicable WTA Supervisor or Referee has sole discretion in determining whether a Registered Coach's attire complies with this Section IV.D.

### 2. Coach Attire Rules Violations

A registered Coach must pay the WTA a fine of \$50.00 for each violation of this Section IV.D; provided, however, that if such violation occurs during a televised quarterfinal, semifinal, or final match, the WTA in its sole discretion may increase the fine to \$250.00. In addition, if a Registered Coach continuously fails to meet the requirements in this Section IV.D, the WTA in its sole discretion may suspend or expel such Registered Coach from the Program.

## E. Code of Conduct, Safeguarding Code, Tennis Anti-Corruption Program, and Tennis Anti-Doping Program

Each Registered Coach must comply with and is subject to the Code of Conduct in the WTA Rules, the WTA Safeguarding Code, the Tennis Anti-Corruption Program, and Tennis Anti-Doping Program. In addition to any sanctions under the WTA Rules, if a Registered Coach fails to comply with the Code of Conduct in the WTA Rules, the WTA Safeguarding Code, the Tennis Anti-Corruption Program, or Tennis Anti-Doping Program, the WTA in its sole discretion may suspend or expel such Registered Coach from the Program.

## F. Code of Ethics

All coaches participating in the WTA Coach Program must behave ethically and professionally at all times. Accordingly, a Registered Coach must:

1. Treat all WTA Players, staff, umpires, ball persons, volunteers, Tournament officials, fans, and all other individuals fairly and respectfully regardless of age, gender, race, nationality, color, disability, sexual orientation, religion, political beliefs, socio-economic status, athletic potential, or any other condition;
2. Recognize that the integrity of the sport is of the utmost importance;

3. Know and abide by all applicable tennis rules, regulations, and standards and encourage his or her Designated Player and all other Players to do the same;
4. Participate in and contribute to the overall growth, promotion, and success of the WTA and women's tennis around the world;
5. Recognize his or her status as a role model for other individuals in the tennis and global communities and project a positive image of women's tennis and coaching by upholding a professional standard in his or her on- and off-court behavior and dress;
6. Communicate with all Players in a respectful and honest manner and involve his or her Designated Player in all decisions that affect such Designated Player;
7. Recognize and respect the emotional, cognitive, physical, and social developmental needs of minors and the additional responsibilities integral to all interactions with minors, including his or her Designated Player, other Players, ball persons, and all individuals under the age of legal majority;
8. Use only responsible coaching techniques and training methods that will benefit the long-term physical, emotional, and social health, welfare, development, and success of his or her Designated Player;
9. Refer his or her Designated Player to a qualified coach or specialist if such Designated Player's needs fall outside of his or her knowledge or experience and respect his or her Designated Player's right to consult with other coaches and specialists;
10. Participate in continuing education to remain informed about current developments in and research on best practices for coaching, tennis, and athlete development;
11. Respect the role of WTA Supervisors and officials and all individuals involved in the organization and operation of a Tournament;
12. Respect the facilities and equipment made available to such Registered Coach and his or her Designated Player during training and competition;
13. Practice good financial management, enter into financial arrangements in good faith, and charge reasonable rates for the services he or she renders;
14. Consider the rights and welfare of his or her Designated Player at all times and never exploit any relationship with his or her Designated Player or any other Player to further personal, sexual, political, financial, or business interests at the expense of the best interest of such Designated Player or other Player;
15. Recognize the importance of and maintain confidentiality in certain matters involving his or her Designated Player;
16. Not speak or act in a manner that will reflect unfavorably on the WTA, any WTA Player or Tournament, the game of tennis, or himself or herself;
17. Actively discourage the use of performance-enhancing or recreational drugs;
18. Not engage in sexual harassment, including but not limited to solicitation and unwelcome verbal, non-verbal, or physical conduct that is sexual in nature;
19. Refrain from any form of abuse or harassment of his or her Designated Player or any other Player or individual, including but not limited to sexual, psychological, physical, social, financial, or verbal abuse; and
20. Avoid any form of sexual intimacy with his or her Designated Player and must not be sexually intimate with any Player or other individual under the age of legal majority.

If a Registered Coach fails to comply with the Code of Ethics, the WTA in its sole discretion may suspend or expel such Registered Coach from the Program.

## G. Annual Requirements

### 1. Dues

Upon acceptance into the Program, each Registered Coach must pay a one-time \$150 application fee and a \$150 fee for membership in the Program ("Annual Dues"). The membership is valid for 12 months, after which the Coach must pay \$150 to renew his or her membership. A Registered Coach is not eligible to receive a coaching credential at any Tournament or access any benefits of the Program during a Tour Year until he or she has paid the Annual Dues for that Tour Year.

### 2. Meetings

Each Registered Coach must attend at least one (1) Program meeting per Tour Year.

### 3. Education Requirements

During each Tour Year, each Registered Coach must complete the minimum WTA, Tennis Anti-Corruption Program, Tennis Anti-Doping Program, and other relevant tennis-related education and training programs that the WTA designates in its sole, reasonable discretion ("Annual Education"). If a Registered Coach fails to complete his or her Annual Education within the first three (3) months of any Tour Year (for new Registered Coaches, the first three (3) months after acceptance into the Program), such Registered Coach is not eligible to receive a coach credential at any Tournament or any of the benefits of the Program until he or she completes the Annual Education for such Tour Year.

### 4. Sanctions

If a Registered Coach continuously fails to meet any of the requirements in this Section IV.G, the WTA in its sole discretion may suspend or expel such Registered Coach from the Program.

## H. General Rules for Compliance and Sanctions

### 1. Payments to the WTA

- a. A Registered Coach must pay all outstanding amounts to the WTA before he or she is eligible to receive a coach credential at any future Tournament that such Registered Coach attends.
- b. Where the WTA Rules permit the WTA to fine a Player for the actions of her coach, these Program Rules permit the WTA to collect such fine directly from a Registered Coach.
- c. The WTA will accept only credit card or wire transfer for a Registered Coach's payment of any outstanding fine, Annual Dues, or other amounts due to the WTA.

### 2. Suspension and Expulsion

If the WTA suspends or expels a Registered Coach from the Program for any reason, such Registered Coach:

- a. immediately loses any and all benefits, privileges, and rights he or she receives under the Program;
- b. is not entitled to a refund of his or her Annual Dues or any other amounts he or she has paid to the WTA as part of the Program;

- c. if suspended, will remain suspended for the period of time that WTA determines in its sole discretion; and
- d. if expelled, may reapply to the Program no earlier than twelve (12) months after the date of such expulsion and only with the WTA's prior permission in its sole discretion.

### 3. Relationship with WTA Rules

Any sanctions under these Program Rules are supplemental to and explicitly do not replace the sanctions under the WTA Rules. If both these Program Rules and the WTA Rules provide a sanction for a particular violation, the WTA in its sole discretion cumulatively may apply both the sanctions under the WTA Rules and these Program Rules for such violation.

## V. FINAL DISPUTE RESOLUTION

### A. Arbitration

1. If there is any dispute between the WTA and a Registered Coach arising out of the application of any provision of the WTA Rules or these Program Rules that the applicable parties do not resolve finally by applying provisions of the WTA Rules or these Program Rules, the applicable parties shall submit such dispute exclusively to the American Arbitration Association ("AAA") for final and binding arbitration before a single arbitrator according to the Expedited Procedures of the AAA's Commercial Arbitration Rules. A party must file for arbitration of a dispute within twenty-one (21) days after such party knows of the act or omission that is the subject of the dispute.
2. The parties mutually shall agree upon and select the arbitrator from the AAA's National Roster. If the parties are unable to agree upon the arbitrator, then the AAA will select the arbitrator according to its expedited procedures for the appointment of an arbitrator (Rule E-4).
3. The non-prevailing party in any dispute shall pay the AAA's administrative fees and the fees and expenses of the arbitrator. Each party is responsible for its own costs and expenses it incurs in connection with any dispute, including its attorney's fees.

### B. Confidentiality

Except as law or other form of legal process requires, the proceedings before the arbitrator, including any submission to the arbitrator and any written reasons for the decision, will be and must remain non-public and confidential; provided, however, that the fact of the dispute and the outcome of the arbitration are not confidential information.

### C. Invalidity

If a court or administrative body of competent jurisdiction finds that any provision of this Section V is void, voidable, invalid, or unenforceable, such finding will not affect any other provision of this Section V, and the remaining provisions of this Section V will remain in full force and effect.

## VI. SANCTION SUMMARY TABLE

The following table summarizes the fines and sanctions for a Registered Coach's failure to comply with these Program Rules:

PROGRAM RULES SECTION	VIOLATION	SANCTION
III.C.1	Failure to notify the WTA of termination of coach-player relationship with Designated Player	Suspension or expulsion from the Program in WTA's sole discretion
IV.A	Violation of Coach ACES Policy	Accruing on a Tour Year basis: <u>1st Violation</u> : \$100 <u>2nd Violation</u> : \$250 <u>3rd Violation</u> : Suspension or expulsion from the Program in WTA's sole discretion
IV.C	Off-Court Coaching violations	Any sanctions under the WTA Rules plus \$100.00 for each violation
IV.D	Coach attire violations	\$50.00 for each violation, but up to \$250.00 for each violation in WTA's sole discretion if the violation occurs during a televised quarterfinal, semifinal, or final match
IV.D	Continuous failure to meet coach attire requirements	Suspension or expulsion from the Program in WTA's sole discretion
IV.E	Violation of Code of Conduct, Safeguarding Code, Tennis Anti-Corruption Program, or Tennis Anti-Doping Program	Suspension or expulsion from the Program in WTA's sole discretion
IV.F	Violation of Code of Ethics	Suspension or expulsion from the Program in WTA's sole discretion
IV.G.1	Failure to pay Annual Dues	Not eligible to receive a coach credential at any Tournament or any of the benefits of the Program until Annual Dues paid
IV.G.4	Failure to complete Annual Education	Not eligible to receive a coach credential at any Tournament or any of the benefits of the Program until Annual Education completed
IV.G	Continuous failure to meet any annual requirements	Suspension or expulsion from the Program in WTA's sole discretion

# WTA COACH FAQS



# FREQUENTLY ASKED QUESTIONS

## What are my professional responsibilities?

As a Registered Coach, you are required to:

- Complete WTA Educational Modules as requested by WTA Coach Program Manager;
- Complete the Anti-Doping and Tennis Integrity Unit education as outlined by Coach Program Manager;
- Fulfill one Coach ACES activity (if requested) each week you are on-site; and
- Make yourself available to on-site media for 5 minutes following each of your player's completed matches.

## Will my on-site benefits be available at WTA 125 events?

- WTA 125 events can choose to participate in the WTA Coach Program, so if an event chooses not to participate then Coach Program benefits will not be available.
- Email [coach@wtatennis.com](mailto:coach@wtatennis.com) to confirm whether a WTA 125 event is participating in the WTA Coach Program.

## Will my on-site benefits be available at Grand Slam events?

- No, WTA Coach Program benefits are only available to WTA Registered Coaches at WTA Tournaments, including the WTA Finals Riyadh.

## What if I am issued a fine?

- If you are issued a fine, you will be required to pay in full either by providing a completed credit card authorization form to [coach@wtatennis.com](mailto:coach@wtatennis.com), or by completing a form on-site at a WTA Tournament.
- All fines must be paid to the WTA before a Registered Coach is eligible to receive any on-site benefits. Once a Registered Coach completes the form, on-site benefits will be restored immediately.

## I am an Active Registered Coach and I want to update my Eligible Guest list

- Email [coach@wtatennis.com](mailto:coach@wtatennis.com) with your requested updates.
- All requests must be received the week prior to arriving on-site. Tournaments will receive the Eligible Guest list the week prior to the start of Qualifying, and the list will not be changed during a Tournament.

**If there are any discrepancies between the WTA Coach Program Handbook and the WTA Coach Program Rules, the Coach Program Rules govern.**

**WTA**  
**COACH**  
**CONTACTS**





# CONTACT

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WTA Coach Program Manager

## **Jaslyn Hewitt-Shehadie**

Director, Player Relations

## **Vivian Segnini**

Manager, Player Relations

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