

## ASSET 3 – MARKETING TOOLKIT

Landing page copy (<https://tennisfix.net/yellow-jacket-intennse-tennis-team-tournament>)

### INTENNSE Tennis Team Tournament

#### What Is INTENNSE?

The INTENNSE format transforms traditional matches into a fast-paced, team competition built for excitement, strategy, and nonstop play.

Instead of long matches and waiting between points, players compete in short, high-energy segments called “**BOLTS**”, creating constant action and momentum.

[Click to learn more about INTENNSE Professional Tennis League](#)

*Fast-paced. Team-based. Built for energy and competition.*

#### How the Tournament Works

This is a **team-based, round-robin tournament** designed to keep players engaged and matches moving.

#### Format Overview:

- 4 teams total (limited entry)
- Each team: **3 boys + 3 girls**
- Round-robin format (each team plays all others)
- Two courts running simultaneously

#### Each dual match includes:

- 3 boys singles BOLTS
- 3 girls singles BOLTS
- Boy’s doubles BOLT
- Girl’s doubles BOLT
- Mixed doubles BOLT

#### What makes it different:

- 10-minute continuous-play segments (BOLTS)
- **Cumulative scoring** (every point counts toward the team total)
- **Unlimited substitutions**
- Limited one-minute team timeouts

This keeps matches fast, strategic, and exciting from start to finish.

*Tennis. But faster!*

## Why Players Love This Format

INTENNSE is designed for today's athlete.

- More playing time, less waiting
- Constant energy and competition
- Team-first mindset
- Strategic substitutions and coaching
- A fun, competitive environment that feels different from traditional tournaments

It's competitive, but it's also built to be fun and engaging.

***Every point counts. Every player matters.***

## Event Details

**Date:** Saturday, June 27, 2026

**Time:** 8:00 AM – 12:00 PM

**Location:** Perrysburg Tennis Center

## Team Requirements:

- 3 boys + 3 girls per team

## Spots Available:

- Limited to 4 teams (first come, first served)

## Cost & Registration

### Cost:

- \$40 per player
- \$240 per team

Each team consists of 6 players (3 boys and 3 girls).

## How to Register:

- Complete the team registration form below
- Submit payment via Venmo to **@patrick-giammarco**
- Include your **team name** in the payment note

Your team's spot is **not officially secured until payment is received.**

Spots are limited to four teams and will be filled on a first-paid basis.

## Who Should Participate

This event is ideal for:

- Competitive, tournament-playing juniors and high school players with UTRs of 3.5+
- Players looking for a new, high-energy format
- Teams who enjoy strategy and fast-paced play
- Athletes preparing for school or tournament competition

***The most fun you'll have competing this summer.***

### **INTENNSE Format Questions**

#### **Q. What is an INTENNSE tennis tournament?**

**A.** An INTENNSE tournament is a fast-paced, team-based tennis format where players compete in short, timed segments called **BOLTS**, with cumulative scoring to determine the winner.

#### **Q. How is this different from a traditional tennis tournament?**

**A.** Instead of full matches, players compete in multiple short segments, with continuous play, team scoring, and substitutions, making it faster and more engaging.

#### **Q. How many players are on each team?**

**A.** Each team consists of 6 players – 3 boys and 3 girls.

#### **Q. Can players rotate in and out during matches?**

**A.** Yes. Teams can make unlimited substitutions during BOLTS, adding a strategic element to the competition.

#### **Q. How long does the tournament last?**

**A.** The full event runs from 8:00 AM to 12:00 PM, with all matches completed within that timeframe.

### **Limited Spots. Unique Format.**

This is a first-year event with limited spots and a unique format you won't find in a typical tournament.

We're capping the field at FOUR teams to keep the experience high-quality, competitive, and fast-paced.

If you're looking for something different, something more engaging, and something your players will actually enjoy, this is it.

Secure your team's spot and be part of the first Yellow Jacket INTENNSE Tennis Team Tournament!

**Register your team today.**

## Registration form

I used the free version of [Jotform](#) to create the form on the landing page (<https://tennisfix.net/yellow-jacket-intennse-tennis-team-tournament>).

## Confirmation email

**[Subject]** Thank You for Registering for the Inaugural INTENNSE Team Tournament

Hello!

I wanted to send a quick note to say THANK YOU for registering for the inaugural INTENNSE Team Tennis Tournament on **Saturday, June 27**.

If you haven't yet paid, you can Venmo the \$40 registration fee to @Patrick-Giammarco.

We're capping this year's event at just four teams and will be playing a round-robin format, giving every team multiple opportunities to compete throughout the morning.

If you're not familiar with the [INTENNSE Tennis format](#), think of it as tennis, but with a completely different feel. Instead of traditional matches, teams compete in a series of fast-paced 10-minute "BOLTS" featuring boys singles, girls singles, boys doubles, girls doubles, and mixed doubles.

Every point scored contributes to your team's overall total, creating constant action and excitement. Add in substitutions, team strategy, and limited timeouts, and you have a format that is competitive, engaging, and a lot of fun for players and spectators alike.

We also encourage each team to bring 2–3 coaches or adult leaders to help manage lineups, make substitutions, call timeouts, and add another layer of strategy and team energy throughout the event.

Our goal is to create a unique team experience that brings a fresh team perspective to competitive tennis.

I think the players are going to love it!

Attached is additional information including tournament rules, scoring procedures, schedules, team check-in details, and other event logistics.

Thanks again for being part of Year One. We're excited to make this a great annual event!

Feel free to reach out with any questions.

Bounce forward,

Patrick Giammarco

## Facebook launch announcement

### **Facebook Launch Post #1** (Primary Announcement)

Something NEW is coming to Northwest Ohio tennis!

Join us for the inaugural **Yellow Jacket INTENNSE Team Tennis Tournament** on **Saturday, June 27** at the Perrysburg Tennis Center.

This isn't your typical tennis tournament.

Teams of **3 boys and 3 girls** will compete in a fast-paced, high-energy team format where:

- 10-minute timed BOLTs keep the action moving
- Coaches can substitute players and strategize
- Every point counts toward your team's total score
- The atmosphere is loud, competitive, and FUN!

Whether you're playing, coaching, or watching, you'll experience tennis in a whole new way.

This event is a fundraiser benefiting the Perrysburg High School Tennis program.

### **Registration**

- \$40 per player or \$160 per team
- Four teams only, so register early!

Learn more and register here:

<https://tennisfix.net/yellow-jacket-intennse-tennis-team-tournament>

Let's make Year One something special!

## Reminder posts (About 3 Weeks Out)

Who's ready to try something different?

Registration is underway for the inaugural **Yellow Jacket INTENNSE Team Tennis Tournament** on **Saturday, June 27** at Perrysburg Tennis Center.

This isn't your typical tennis tournament.

Teams of **3 boys and 3 girls** compete in a fast-paced, team-first format featuring:

- 10-minute timed BOLTs
- Active coaching and substitutions

- Every point counts toward your team's total
- Lots of energy, strategy, and fun!

Whether you're a player, coach, or spectator, this is tennis with a completely different feel.

Only **four teams** will compete in this inaugural event.

Learn more and register today:

<https://tennisfix.net/yellow-jacket-intennse-tennis-team-tournament>

Support Perrysburg High School Tennis while being part of something new!

"One Team Left" recruitment post

JUST ONE TEAM SPOT REMAINS!

Our inaugural **Yellow Jacket INTENNSE Team Tennis Tournament** is almost full!

We're looking for **ONE MORE TEAM** to complete the field for Saturday, June 27.

Never played INTENNSE before?

Perfect.

Neither has anyone else!

If you can put together:

- 3 boys
- 3 girls
- 1–3 coaches

...you're ready.

Expect:

- Fast-paced competition
- Active coaching
- Team strategy
- Tons of cheering
- Every point matters
- A completely different tennis experience

This event benefits the Perrysburg High School Tennis program and promises to be one of the most unique team events of the summer.

Think you have a team?

Claim the final spot before it's gone!

Register here:

<https://tennisfix.net/yellow-jacket-intense-tennis-team-tournament>