



FAIR PLAY

Fair opportunity protects member value - and helps clubs protect retention and revenue.

The problem begins when opportunity does not feel fairly distributed.

Prime court times, preferred swim lanes and popular club events are limited. When the same members repeatedly secure them - or access depends on speed, timing or persistence - other members can feel the value of membership slipping away.

For members

Frustration leads people to stop trying, participate less and eventually question whether the club is delivering the experience they are paying for. That is where dissatisfaction can become churn.

For management

Turnover affects recurring revenue, reputation and the cost of replacing members who leave. Retention improves when members believe they are being treated fairly and continue to see meaningful opportunities to enjoy the club.

Fair Play is a member-service strategy

Fair Play helps management distribute access to scarce opportunities more fairly - whether that is a prime court, a swim time or a popular event. The objective is a higher level of member-focused service that preserves membership value and reduces avoidable turnover.

Fair opportunity → greater member value → higher satisfaction → stronger retention



The real ROI: member satisfaction, retention and a stronger club culture.



1 FAIR ACCESS

Every member deserves a fair opportunity to participate.

Access is where fairness begins.

Prime times and popular events are limited resources. A first-click-wins process rewards speed, not fairness. Fair Play allows clubs to make opportunity more equitable while still preserving management control.

Open-ended registration

Registration can remain open long enough to reveal the true level of interest. The organizer can then shape the event around the number of players, skill levels, available courts and time frames.

When demand exceeds capacity

The Fair Play algorithm can be used to select participants fairly rather than simply rewarding the fastest registrants. The goal is not to exclude people - it is to create a fair path to participation and, where possible, expand the opportunity.

Management can ask a better question:

"Can we add courts, extend the time, or create another session so more members can participate?"



Fair opportunity is a member experience.

When members believe access is handled fairly, the club is already building trust before play begins.



2 FAIR PARTICIPATION

Recreational play is a different experience with a different goal.

Competition is not the destination.

For recreational members, the destination is an enjoyable experience: good rallies, compatible opponents, new friendships and a desire to return.

Fair Play organizes around the experience

Players can be grouped by compatible skill levels so matches are closer and more enjoyable. Events can combine instruction, play and social time as one integrated experience.

Recreation first - ratings optional

An event can remain purely recreational, while still allowing DUPR-rated play for members and sessions that want it. The rating is an option; it does not have to define the experience.

Traditional Competition

Winning → Rankings → Champions

Fair Play Recreational Play

Participation → Fair Competition → Shared Experience → Community



"Players are grouped by compatible skill levels so everyone can enjoy closer matches and more rallies."



3 FAIR COMMUNITY + NETWORK

The return is measured in member value: satisfaction, retention, relationships and a club that feels more alive.

From an event to a community

When recreational experiences are easy to join and enjoyable to repeat, participation becomes connection. New members meet people faster. Existing members broaden their circles. Members stay longer after play and come back more often.

A network extends the opportunity

Fair Play can extend beyond one program, one court type or even one venue. Clubs and partner organizations can make complementary recreational opportunities visible to members, creating a network of experiences without every organization having to provision every service itself.

The organizer's benefit

Fair Play handles the mechanics needed to make participation fair and balanced. Organizers can spend less time on logistics and more time imagining events people will enjoy.

The real ROI

Member satisfaction. Retention. Reputation. Growth.



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