



THE PROBLEM: UNFAIR OPPORTUNITY COSTS EVERYONE

When opportunity isn't distributed fairly, members get frustrated, re-evaluate the value of membership, and leave.



THE IMPACT TO YOUR CLUB

- Higher churn, lower retention
- Declining membership value
- Lost revenue and harder growth
- Strain on staff and member relationships



THE SOLUTION: FAIR PLAY

Fair Play is designed to help management deliver a higher level of member-focused service by creating fair opportunity for everyone to enjoy and grow.



FAIR OPPORTUNITY
More members get a fair chance at prime times, courts, lanes and events.



HAPPIER MEMBERS
Less frustration. More enjoyment. Greater perceived value.



HIGHER RETENTION
Members stay engaged longer and renew.



STRONGER CLUBS
Healthier culture. Stronger community. Sustainable growth.

FAIR OPPORTUNITY. HAPPIER MEMBERS. STRONGER CLUBS.

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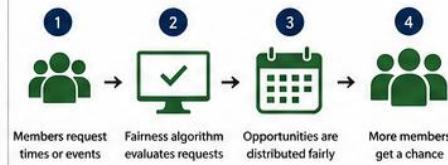
FAIR ACCESS

A fair opportunity for every member.

Fair Play uses a fairness algorithm to distribute prime times, courts, lanes and events so more members get a chance to play when they want.



HOW FAIR ACCESS WORKS



THE RESULTS

- ✓ More members enjoy prime times
- ✓ Less frustration and waitlist gaps
- ✓ Stronger trust in the system
- ✓ Better use of your facilities
- ✓ Higher member satisfaction

“ Competition isn't the destination. Recreational play and the social experience are. ”
— Club Manager



OPPORTUNITY DRIVES ENGAGEMENT.
ENGAGEMENT DRIVES RETENTION.

2



FAIR PARTICIPATION

Enjoyable play. Meaningful competition.

Fair Play helps create the right play environment for all skill levels through fair participation.



COMPATIBLE MATCHES
Members play with others of similar skill for more enjoyable games.



FAIR COMPETITION
Balanced, meaningful play that promotes recreation and growth.



RECREATION FIRST
The focus is fun, fitness, and social connection.



RATINGS OPTIONAL
DUPR® and other ratings available when you want them.



TRADITIONAL COMPETITION vs. FAIR PLAY RECREATIONAL PLAY

TRADITIONAL COMPETITION



FAIR PLAY RECREATIONAL PLAY



GOOD MATCHES. POSITIVE EXPERIENCES. MEMBERS WANT TO PLAY AGAIN.

3



FAIR COMMUNITY & NETWORK

Stronger together. More opportunities for all.

Fair Play builds community within your club and connects you to a network of facilities and members for even more opportunities.



STRONGER COMMUNITY
Members build relationships, stay connected, and feel part of something special.



NETWORK OF OPPORTUNITIES
Partner with other clubs and facilities to create more play options for your members—and theirs.



BETTER FOR YOUR CLUB
Higher satisfaction, stronger culture, and reduced churn.



“ What we have realized is that the real return on investment with Fair Play is member satisfaction, retention, and a stronger club culture. ”

It all starts with making opportunity to enjoy and grow fair for everyone.

— Club Manager

THE REAL RETURN ON INVESTMENT



FAIR PLAY WORKS. YOUR MEMBERS FEEL IT. YOUR CLUB BENEFITS.

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