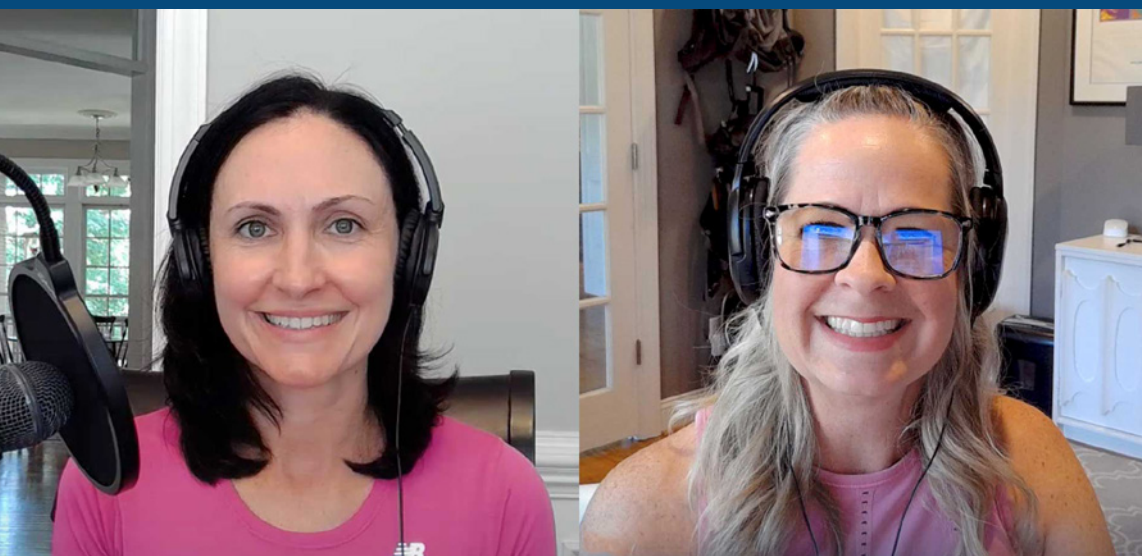


Second Serve Podcast

www.secondservepodcast.com



APPLE PODCASTS
#2 TENNIS
USA - January 2022



RSI MAGAZINE'S
**Grassroots Champion
of the Year**
2021

Media Kit

2022

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SECOND SERVE, LLC

Second Serve Podcast

Second Serve podcast is a unique tennis podcast created exclusively for adult recreational players by everyday tennis players who are passionate about the game. The episodes are geared toward adults playing a sport in the later years of life (hence, the name “Second Serve”).

The vision is to grow the game of tennis.

Our mission is to entertain, educate, and engage adult recreational players through our podcast episodes.



Podcast co-hosts Erin Conigliaro (left) and Carolyn Roach (right)

Most podcasts are about professional tennis or are hosted by actual experts who grew up playing, but not this one! These co-hosts are ordinary players who started playing tennis as adults at the lowest levels (NTRP 2.5) and have moved up to higher levels over the past decade. Erin and Carolyn are currently 4.0 NTRP rated.

This podcast discusses everything related to adult recreational tennis. Topics include advice for beginners; what adult recreational players wear; funny and crazy situations that happen on the court; the rules of adult tennis; how it feels getting your feelings hurt when you're not played in an important match; and so many more. Carolyn and Erin — and the people they interview — know how it all feels!



We truly believe everyone who plays tennis has been impacted by the sport and has a story. We love playing adult tennis and hope to encourage others to play!

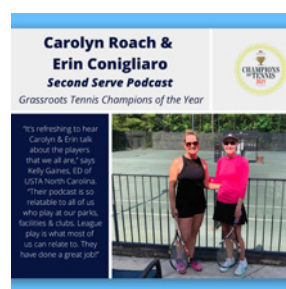
— CAROLYN & ERIN
PODCAST CO-HOSTS



Awards

2021 NATIONAL RECOGNITION

RSI Magazine's "Grassroots Champion of the Year"



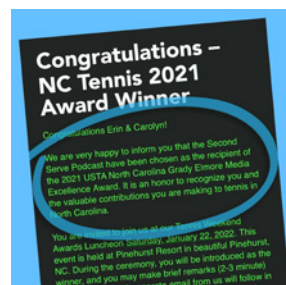
2021 USTA SOUTHERN SECTION

"Marc Kaplan Media Excellence Award"



2021 USTA NORTH CAROLINA

"Grady Elmore Media Excellence Award"



Who Are We?

Carolyn and Erin are USTA league players who met while playing tennis at the Hasentree Club in Wake Forest, NC. They teamed up to create Second Serve podcast in April 2020.



Carolyn

Carolyn is the creator of the "[Second Serve](#)" podcast. She was encouraged to pick up a racquet by her husband, who also plays tennis, after she kept getting hurt playing basketball as an adult.

She practiced corporate law for ten years and thought she would start a podcast about legal matters but then realized that wouldn't be as fun as discussing adult recreational tennis with her friends.

Carolyn has an unorthodox style of play, which includes a two-handed forehand and randomly charging the net for no apparent reason!



Erin

Erin didn't grow up playing tennis and never touched a tennis racquet until she was 40 years old. She wanted to find a team sport, but at her age she felt like she was limited to tennis or golf. Thankfully, she picked tennis because sometimes it's the only cardio workout she has time for!

Erin is a graphic designer and is in charge of making "Second Serve" podcast look good in all aspects ([email campaigns](#), [FB](#), [IG](#), [YouTube](#) posts, etc.).

Hitting a forehand is Erin's favorite shot. She takes clinics fairly consistently, but instead of "playing smart" she often resorts back to just hitting the ball really hard. Go big or go home, right?



Carolyn and Erin are wonderful! The topics they cover are wide-ranging and informative. I love that each episode is only 10-15 minutes long yet they are able to delve deeply into each topic. It's nice to find a podcast geared toward average players and not pros. I've learned so much. I can't wait to listen to the next one!

— SAM2JAB
(VIA PODCAST REVIEW)



PODCAST POPULARITY

Podcast popularity has grown exponentially and is predicted to grow by

20M

new listeners each year⁵

Target Market & Tennis Statistics

- Women and men who play adult recreational tennis, including:
 - Competitive USTA league players
 - Competitive or non-competitive tournament players (e.g., USTA-sanctioned tournaments or tournaments fundraising for charities)
 - Social players (those who play strictly for fun/social reasons)
- Adults 25-105 years old!

50 years old

the average age of an adult recreational USTA player¹

87M

people play tennis around the world²

21M

people played tennis in the U.S in 2020³

Almost 400k*

adult league players play in USTA leagues each year⁴

*389,161 USTA Players in the United States as of November 2021

¹According to USTA ²ITF Global Tennis Report 2019

³<https://www.usta.com/en/home/stay-current/national/u-s--tennis-participation-surges-in-2020--pac-report-finds.html>

⁴<https://www.usta.com/en/home/play/adult-tennis/programs/national/about-usta-league.html>

⁵<https://www.statista.com/topics/3170/podcasting>

What Differentiates Us?

Carolyn and Erin represent the majority of people who play adult tennis. They are not experts, but that's what makes "Second Serve" different. Most tennis podcasts are hosted by people who have played the sport most of their lives. Carolyn and Erin started playing as adults.

Every year, Carolyn and Erin play USTA leagues on multiple teams, play World Team Tennis and participate in adult tournaments.

They both grew up as athletes, playing multiple sports. Carolyn played tennis in high school but never took lessons. Erin didn't touch a tennis racquet until she was 40. This gives them a different perspective about the game compared to podcasts that are hosted by tennis pros.

They talk about their real-world experiences playing tennis as adults. They also interview other everyday players about their experiences.

Carolyn and Erin know what it's like to balance having a family, careers and playing adult recreational tennis. They also know what it's like to win and lose from levels 2.5 to 4.0, which represent **over 80% of USTA players**.

Tennis can be incredibly frustrating for new and experienced adult players, but it can also be the greatest experience of a person's life!





It's refreshing to hear Carolyn and Erin talk about the players who we all are. It's great to hear about the pros, but Second Serve podcast is so relatable to all of us who play at local parks, facilities and clubs. League play is what most of us can relate to. They have done a great job!

— KELLY GAINES,
EXECUTIVE DIRECTOR OF
USTA NORTH CAROLINA



Second Serve Listeners

Started

April 27, 2020

Downloads

Over 45k

Episodes

105+ and counting

- 85 different countries
- 1,500+ different cities
- Apple podcasts for tennis ranked as high as:
 - #2 in the United States of America (Jan. 2, 2022)
 - #5 in Australia (Dec. 6, 2021)
 - #10 in Brazil (April 30, 2021)
 - #10 in Canada (April 4, 2022)
 - #1 in Egypt (Feb. 7, 2021)
 - #55 in Germany (April 30, 2021)
 - #36 in Great Britain (Aug. 7, 2021)
 - #2 in Greece (April 5, 2021)
 - #6 in India (Jan. 8, 2022)
 - #16 in Ireland (Oct. 5, 2021)
 - #2 in Malta (May 14, 2021)
 - #12 in Netherlands (April 8, 2021)
 - #2 in Norway (June 23, 2021)
 - #1 in Oman (Jan. 26, 2022)
 - #9 in Sweden (Feb. 13, 2021)
 - #3 in Thailand (April 18, 2021)

Data is current as of March 29, 2022

Top Six Episodes in 2021

as of December 31, 2021



3-Part Series with Gigi Fernandez – a 17-Time Grand Slam Doubles Champion (Ep.3)

- Episode 45
- Feb. 6, 2021



Coming Back to Tennis as an Adult After Playing as a Youth

- Episode 59
- May 15, 2021



What Not to Say to Your Doubles Partner

- Episode 64
- June 19, 2021



Funny Stories and Insights from a Former Lacrosse All American!

- Episode 60
- May 22, 2021



Spectators – Mind Your Own Business!

- Episode 63
- June 12, 2021



Questions from a Beginner

- Episode 66
- July 4, 2021

Top Ten Episodes (all-time)

as of December 31, 2021



Introduction to Second Serve – Adult Recreational Tennis Stories

- Episode 1
- April 27, 2020



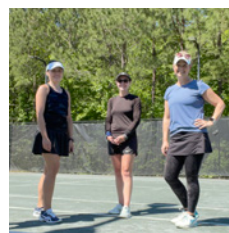
Advice for Adult Beginner Tennis Players

- Episode 10
- May 30, 2020



Crazy Rules of Adult Recreational Tennis

- Episode 3
- April 28, 2020



Tennis Record, TLS, UTR – What Are the Tennis Rating Websites?

- Episode 2
- April 29, 2020



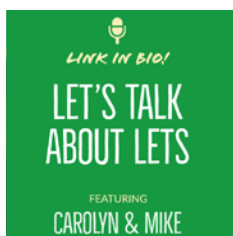
Tennis Drama (Crazy Situations on the Court)

- Episode 5
- April 28, 2020



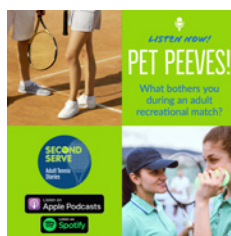
Does Your Racquet Matter?

- Episode 4
- April 28, 2020



Let's Talk About Lets

- Episode 29
- Oct. 17, 2020



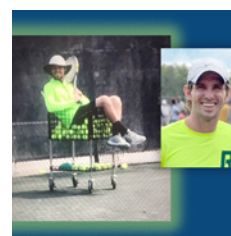
Pet Peeves in Adult Recreational Tennis

- Episode 57
- May 1, 2021



Triangle Tennis for Equality – LOVE ALL

- Episode 11
- June 15, 2021



Advice for Beginners from a Pro's Perspective

- Episode 25
- Sept. 19, 2020

Topics on Second Serve podcast run the gamut, including coverage from National Championships, dealing with tennis insecurities, exchanging team lineups, advice from teaching pros and rules USTA players should know but often don't.

Let's Collaborate



Erin and Carolyn have great chemistry together as the hosts. Listening to Second Serve has taught me things about tennis I didn't know and listening each week has deepened my appreciation and love for tennis. This show is an awesome listen for any level tennis player in any walk of life.

— MEGZ R
(VIA PODCAST REVIEW)



If you would like to talk about sponsorship opportunities, an affiliate program or advertising on Second Serve podcast, please contact us.

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Media Reach — We can promote your company on our podcast, website, Facebook or Instagram channels. Check us out at these links:

Website: secondservepodcast.com

Facebook: [secondservetennispodcast](https://www.facebook.com/secondservetennispodcast)

Instagram: [second_serve_tennis_podcast](https://www.instagram.com/second_serve_tennis_podcast)