

821 TENNIS



**MEMBERSHIP**

# 821 Tennis vs. ClassPass

## Pricing

**Maximize Your Savings:** At 821 Tennis, you can save big with our membership plans. Whether you're a frequent player looking for unlimited classes or someone who plays 1-3 times per week, we have a membership for you that offers consistent savings. Our direct pricing options eliminate the hassle of managing credits.

**No Hidden Costs:** Forget confusing credits. With 821 Tennis, you pay one price for your membership. For as little as \$19.50 per class, you get the best value for your time and money, without worrying about running out of credits or upgrading to the highest ClassPass tier.

**Unlimited Classes for Tennis Lovers:** For \$310/month, our Platinum Membership offers unlimited classes, far exceeding ClassPass's top-tier plan for frequent players. You'll never be restricted by credits.

**Join the Community:** As a direct member, you're part of a special tennis community with benefits ClassPass can't match, including priority booking, free meetups, discounts on events and upcoming products.

# Pricing Breakdown

## 821 Tennis

- **Packages** (no monthly commitment)
  - À La Carte: \$35 per class.
  - **Starter Package:** \$120 for 4 classes/month (\$30 per class).
  - **Intermediate Package:** \$224 for 8 classes/month (\$28 per class).
  - **Advanced Package:** \$300 for 12 classes/month (\$25 per class).
- **Memberships** (3-month min commitment, optional skip month for travel, optional rollover for unused credits, loyalty points, 15%-50% discounts of all local 821 events and 821 clubhouse)
  - **Silver Membership:** \$120 for 6 classes/month (\$20 per class).
  - **Gold Membership:** \$195 for 10 classes/month (\$19.50 per class).
  - **Platinum Membership:** \$310 for unlimited classes. (\$17 per class)

## ClassPass

ClassPass Pricing (8-13 credits per 821 Tennis class using ClassPass Smart rate algorithm)

- **25-credit plan:** \$55, approximately 2-3 classes per month.
  - Cost per class: \$27.5- \$18.33
- **43-credit plan:** \$89, approximately 4-5 classes per month.
  - Cost per class: \$22.25 - \$17.80
- **68-credit plan:** \$139, approximately 7-8 classes per month.
  - Cost per class: \$19.85 - \$17.37.
- **100-credit plan:** \$199, approximately 10-12 classes per month.
  - Cost per class: \$19.90 - \$16.58
- **150-credit plan:** \$299, approximately 17-18 classes per month.
  - Cost per class: \$17.58 - \$16.61

# Benefits

- **Unlimited Classes (Platinum):** The **Platinum Membership** at \$310/month gives users unlimited access to classes, offering massive savings for frequent players. For users attending more than 15-18 classes a month, the value exceeds ClassPass's top-tier plan.
- **Better Consistency and Predictability:** Unlike ClassPass's fluctuating credit system, 821 Tennis's pricing is straightforward and easy to understand. No need to calculate credits or worry about availability—members know exactly how many classes they get with their membership.
- **Direct Savings for Regular Users:** With the **Gold Membership**, members pay only **\$19.50 per class**, and with **Silver Membership**, it's just **\$20 per class**—competitive with most ClassPass plans, without the hassle of managing credits.
- **Exclusive Member Benefits:** Direct members also enjoy up to **50% off events**, and **10%-15% off products**, which are not available to ClassPass users.
- There is **no cancelation or re-booking** fee for 821 members. 12 hours min is required to change an existing reservation, and all changes or questions about credits or refunds can be directly managed and maintained by the 821 team to help with ease and predictability, without being charged for unpredictable life events
- **Loyalty points** for every booking and purchase (see next page)

# Loyalty and Referrals

## Introducing the 821 Tennis Loyalty Program: Earn Points, Get Rewards!

At 821 Tennis, we value our community, and we're excited to offer a Loyalty Program that rewards you for every purchase, class, and plan. It's our way of saying thank you for being part of our family!

### How It Works

- \$1 spent = 1 point: Every dollar you spend earns you points for all classes or events.
- Book a class = 10 points: Each class you attend brings you closer to fantastic rewards.
- Order a plan = 100 points: Sign up for one of our membership plans and instantly collect 100 points.
- And the best part? Points never expire, so you can redeem them whenever you're ready!

### Redeem Your Points for Amazing Rewards

- With your points, you can access exclusive benefits and rewards designed to enhance your 821 Tennis experience.
- 250 points = 100% off any class: Enjoy a class for free, on us!
- 500 points = 50% off any event: Half off our exciting events and socials.
- 2000 points = Private lesson: Redeem 2000 points for a personalized, one-on-one lesson with a coach.

### Get More with Our Referral Program

- Love 821 Tennis? Share the love and get rewarded! Our Referral Program offers points for both you and your friends.
- Referred Friend Reward: When your friend signs up, they receive 250 points to kickstart their loyalty journey.
- Referring Customer Reward: For every friend you refer, you earn 500 points as a thank you for spreading the word.

### Start Earning Points Today!

The 821 Tennis Loyalty Program is designed with your needs in mind. Whether you're attending classes, events, or sharing the experience with friends, you'll be collecting points that can be redeemed for rewards.

Join our loyalty program now and make every serve, swing, and purchase count toward something special.