



SOTOTENNIS
ACADEMY
INSPIRING EXCELLENCE

Full Time Player Information





Welcome to SotoTennis Academy

At STA, a leading international tennis academy in Sotogrande, Spain, we are dedicated to developing confident, well-rounded athletes with strong foundations for the future. We are proud to provide an environment rich with opportunities for aspiring tennis players to excel.

Our bespoke, personalised approach allows each player to advance on their unique path while thriving within our supportive team.



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About STA

We strive to be a world-class tennis academy and a leading venue for player development. Our goal is to create an environment that inspires and enables individuals to reach their full potential through hard work and dedication. We encourage our players to work together and support each other, fostering a sense of community in a predominantly individual sport.

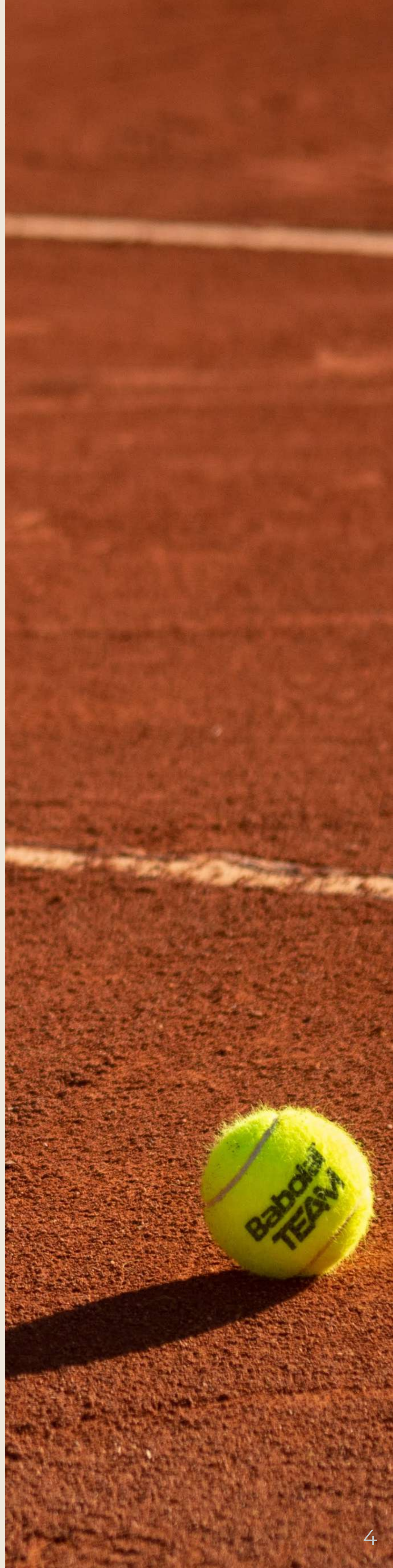
Every player who joins us will be welcomed by our dedicated team, ensuring their time here, whether four months or four years, is enriching and enjoyable. Our personalised approach guarantees you will make the most of your experience and fully integrate into Team Soto. We aim for everyone wearing an STA badge to be recognised as hardworking and well-mannered, having given their all to achieve their goals.

We are committed to making STA a top destination for High-Performance Players, Clubs, and Coaches, offering high-quality facilities and a comprehensive training setup.

The synergy between Full Time Players and visiting Access Players is invaluable, providing mutual inspiration and ample opportunities for practice and match play.

In this brochure you will learn everything you need to know about visiting us at STA!

If you have any questions, please do not hesitate to reach out [here](#).



Location

SotoTennis Academy is based across two locations: El Octogono Club de Tennis (our tennis facility), and our STA Hub in Plaza Blanca (our gym and office facility).



EL OCTOGONO CLUB DE TENNIS

Our Tennis Programme is based at El Octogono Club de Tennis. This beautiful club is located in Sotogrande's safe, gated Marina, and is just 15 minutes' walk from the shops and restaurants. With both European red clay and American-style hard courts, and only 2 minutes' walk from the beach, El Octogono is the perfect training location.

**EL OCTOGONO CLUB DE PADEL Y TENIS, P.º DEL RÍO,
S/N, 11310 SOTOGRANDE, CÁDIZ**

The STA Hub has been designed with the tennis athlete in mind, and is our space for athletic development at the Academy. Here our Strength & Conditioning Team have a dedicated space to deliver our Fitness Programme.

STA's Operations Team is also based here, as well as our merchandise store, so any off-court queries and purchases can be made here!

**SOTOTENNIS ACADEMY, LOCAL 40 PLAZA BLANCA,
SOTOGRANDE, AV. DE PANIAGUA,
11310 SAN ROQUE, CÁDIZ**



STA HUB



Our Principles

We adhere to core values and behaviours that we hold each other accountable to daily. These principles not only foster individual growth but also strengthen the team environment that benefits everyone:

GROWTH

Our Key Values

GRATITUDE
RESPECT
OWNSHIP
WANT
THE DAILY BILL
HONESTY/HUMILITY

RISE UP

Our Agreed Behaviours

RESPECT
IT STARTS WITH US
SUPPORT EACH OTHER ALWAYS
ENERGISER NOT ENERGY SAPPER
UNCONDITIONAL EFFORT
PAY IT FORWARD

Expectations at STA

These are expectations that we require from each and every Team Soto member in order for them to become the professional individual that STA demands of them. Our mission is to create a platform for players to excel both on and off the court, and this requires a commitment to personal growth and accountability under our "**GROWTH**" AND "**RISE UP**" ethos.

We operate as a team within a framework of individual development pathways. We are Team Soto: It Starts With Us!

STA Philosophy/Culture

Our philosophy, "Play to Win", and our "Control the Controllables" culture emphasise playing with freedom, where pressure is seen as a privilege, not a burden. We focus on developing players who are not driven by the fear of failure but by the pursuit of excellence.

Playing the STA Way

- Your Head: Play smart. Master your game style, leverage your strengths, manage weaknesses, and exploit your opponent's vulnerabilities.
- Your Heart: Fight for every point. Compete until the last ball, ensuring your opponent knows they are in for the battle of their lives.
- Your Legs: Run down every ball with athleticism. Be the fittest player on the court.

Our Process

Our performance planning process is pivotal to everything we do at STA. We go through this process with players, parents and support teams three times a year to set the plans for the 4-month block ahead. The 4-month blocks are as follows: September– December, January – April, May – August.

Road map: The 'where' and 'why'

This is the master document that we use throughout your time here at STA. It's essentially a daily 'map' that will lead you towards the 'end goal' of your tennis journey – as a player and as a person. The map naturally evolves over time and brings a purpose to everything that we do together. This includes the 'end goal' from this tennis journey and what this end goal looks like in terms of you as a tennis player. It includes the vision that you have for yourself as a tennis player, as well as the vision we have for you. The clearer the vision, the easier it is to build the 'stepping stones' to success.

Outcome steps

We will state the outcome 'check points' we believe are needed to be on track for the final destination. This is reviewed in line with Performance Plan timelines.

Process steps

An understanding of all the areas that need to be brought together to build a successful player and person.



Our Programmes

Weekly programme & tournament plan: The 'how'

The goals we want to achieve in the time period lead us to our weekly programme and tournament plan. This will help turn your ambitions into action.

Toward the end of the time period, your performance plan is reviewed, refined and reset for the next time period.

The by-product of your commitment to these processes will be the strong results (outcome). This way of thinking allows our players to combine mental freedom with discipline, which leads to mental strength. Trust and commit to the processes!



Our Programmes

Option A – Full Time Programme

Option A is STA's most comprehensive training pathway, ideal for players ready to fully immerse themselves in a personalised, high-performance tennis journey.

Programme Highlights

- **More Time, More Attention:** 90% of your training will be delivered by your Lead Coach. With fewer players per coach, each player receives more dedicated time both on and off the court.
- **Smaller Squads, Bigger Impact:** Six out of nine weekly sessions are capped at just two players per court. This ensures maximum ball time, detailed coaching feedback, and stronger connections with our team. The only larger sessions – Monday Volume Squad, Wednesday Integrated Squad, and Wednesday Doubles – are intentionally designed for high energy and a squad dynamic.
- **Private Coaching Sessions:** Each player receives 90 minutes of individual coaching per week (1 x 60 min + 1 x 30 min), integrated into their schedule to drive personal development.
- **Dartfish Performance Analysis:** As part of the STA Performance Analysis service, each player receives:
 - A personal Dartfish channel
 - Two matches tagged and analysed per term
 - Review sessions with their Lead Coach to track progress and shape long-term goals.
- **Tournament Support:** Your termly tournament fee now includes all local, single-day events – coach transport and expenses included. Overnight tournaments will still require an additional commitment fee.

Programme Management and Oversight

- Every player is assigned a dedicated Lead Coach for consistent support
- Saturday training is included, based on the coaching team's guidance
- Full admin and performance management provided

Option A Pricing

- **Full Year: €31,700** (September 2026 - August 2027)
- **Academic Year: €28,600** (September 2026 - June 2027)

Weekly Schedule

To help you visualise the weekly rhythm, we've included a sample schedule on the next page. This outlines a typical week in the Option A programme and is designed to give you full visibility into your child's day-to-day experience. *Please note: this is a sample and subject to change based on individual needs and seasonal programming.*

Option A Programme



Here is an example* of an STA Option A Player's weekly schedule.

Monday

- AM Tennis Squad: Tolerance/Consistency Drills - up to 4 players
- Fitness Squad
- PM Tennis Squad: Specific Drills - 2 players
- 60 minute individual

Tuesday

- AM Tennis Squad: Specific Drills - 2 players
- Fitness Squad
- PM Tennis Squad: Conditioned Points - 2 players

Wednesday

- AM Tennis & Fitness Squad: Integrated Basket Drills & On-Court S&C Exercises - up to 4 players
- PM Tennis Squad: Doubles - up to 4 players
- 30 minute individual

Thursday

- AM Tennis Squad: Specific Drills - 2 players
- Fitness Squad
- PM Tennis Squad: Conditioned Points - 2 players

Friday

- AM Tennis Squad: Match Warm Up/Specific Drills - 2 players
- PM UTR MatchPlay

Saturday

- Tournament or
- AM Fitness Session / PM Tennis Session - Hitting

Sunday

- Tournament / Rest Day

**Please note that this is just a sample schedule. Our programmes are customised based on each player.*

Option B

Option B – After-School Programme

Option B is designed for players balancing school commitments with their tennis development. Training takes place Monday to Thursday, 4:00–8:00 PM, and includes both on-court and fitness sessions.

Programme Highlights:

- Group sessions with up to 4 players per court
- 1 x 60-minute private session per week, included as part of the programme
- Matchplay on Friday

Option B Pricing

- **Full Year: €19,300** (September 2026 - August 2027)
- **Academic Year: €17,200** (September 2026 - June 2027)

Annual Training Structure

Our training calendar for both Options A & B includes 5 scheduled weeks off throughout the year:

- Christmas break: 19/12/26 - 03/01/27
- Easter week: 20/03/27 - 28/03/27
- August break: 14/08/27 - 30/08/27

These breaks are not included in the core programme, but players are welcome to train during these times for an additional fee.

We will also run 10 *STA Experience Weeks* across the year — including Half Term breaks (February, May, October) and parts of July and August.

These weeks uphold our coaching standards, with no more than 4 players per court, though private lessons from the main programme will not be offered during these times.



Competition

As a Full Time STA Player you will have lots of opportunities to compete, including our weekly UTR Friday Matchplay, and local, national, and international tournaments (depending on your age and level.)

Universal Tennis Rating (UTR)

STA is an official UTR center, so all our matchplay events and tournaments count towards our players' Universal Tennis Ratings, benefiting those considering the US College pathway. Any player with a UTR account can upgrade to a UTR Power Subscription for free entry into our matchplay events or choose to pay per match/event.

Local Tournaments

Spanish Federation Licenses can be arranged through the Academy. These annual licenses allow our players to participate in any local tournaments throughout the year. Full Time Players are encouraged to join as many of our relevant Academy trips to local tournaments as possible.

International Tournaments

Full Time Players also have plenty of opportunities to travel with Team Soto to national competitions and international events. Please see the next page for more information about key aspects and benefits of STA international trips.



International Trips

Here at STA we view travel to national and international tournaments as a key aspect of the Full Time Programme we offer.

We look to run 6-8 trips a year for each relevant age group (Futures, ITF, TE or Spanish National). The reason we run these trips is so players can:

- Gain national/international level exposure
- Benchmark levels
- Figure out, “Is this the life for me?”
- Get the opportunity to commit to individual processes in a pressurised situation
- Win some tennis matches!

We send a coach on each trip to:

- Speed up the learning process
- Ensure pre- and post-match routines are picked up
- Ensure players learn to be part of a team
- Pick up valuable tactical insights and to learn the importance of scouting opponents
- Maintain and develop physically on the road
- Reinforce the importance of nutrition

Players/parents are responsible for:

- All travel including flights and internal travel (buses, taxis, etc.) The Lead Coach on the trip will inform everyone of the correct flight to book
- Hotel
- All food including meals and snacks
- Player spending money for incidentals
- A share of coach's expenses (meals, travel, accommodation, etc.)
- Visa/passport validity
- Entry fees
- Physio fees
- Racket re-stringing costs
- Water
- Insurance & Medical bills





Education

Sotogrande International School (SIS)

STA works in partnership with SIS to offer a solution for balancing the high academic and sporting demands placed on young, talented sportspeople.

The Elite Sports Programme

The Elite Sports Programme forms a structured yet flexible pathway for our student-athletes. The programme is available for:

- **Future Champions:** 11 - 14 year-olds during M1 - M3 of the Middle Years Programme, who come to STA after the school day with the progression to coming out of school for some extra training sessions.
- **Junior Champions:** 14-15 year-olds, M4 - M5 of the Middle Years Programme, who go to SIS in the morning and train at STA in the afternoons.
- **Elite Champions:** 16-18 year olds studying International A Levels, who train at STA in the morning and attend classes in the afternoons.

The Elite Sports Programme is available to students aged 14 and above. Players aged 13 and younger train at the Academy after attending a regular school day which finishes at 4pm. Upon agreement from the school, there is the possibility to drop certain subjects before the age of 14 to allow for extra training sessions.

Admissions Process

If you would like more information about SIS and how to join the school, please ask a member of the STA Operations Team for a referral.

Please note, places at SIS are subject to availability. For the best chance of securing a space, please enquire as far in advance as possible.



Alternative Academic Pathways

There are also a variety of alternative local schools and online schooling options available to STA players. We believe it is important to research each option to see which pathway is right for each player. For further information about alternative schooling options, please Speak to our Operations Team.

Further Education

STA has a proven track record with helping our student-athletes gain fantastic scholarships to American Universities, and is set up to best prepare our players throughout their college application process and beyond:

- STA is an official Universal Tennis (UTR) Centre
- We have a longstanding partnership with Tennis Smart, the leading placement company in the world for tennis
- We offer a US College video production service

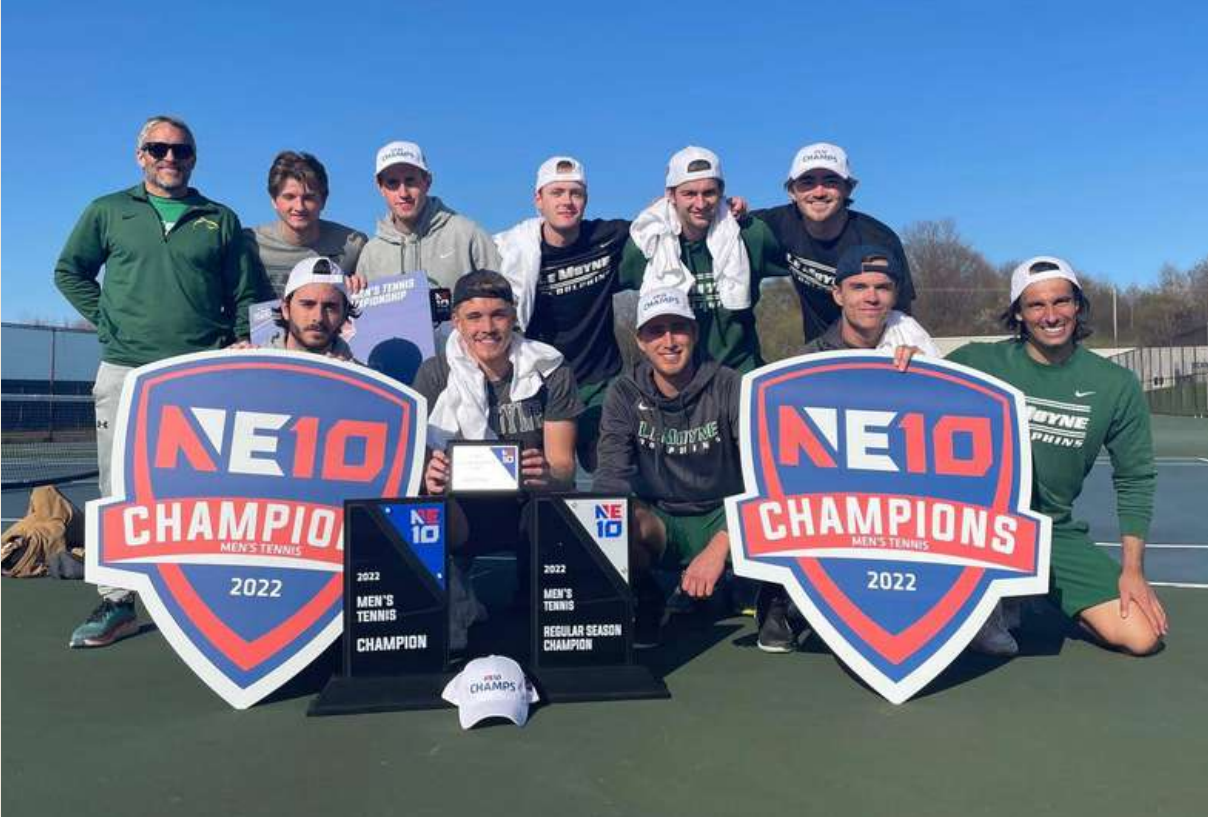
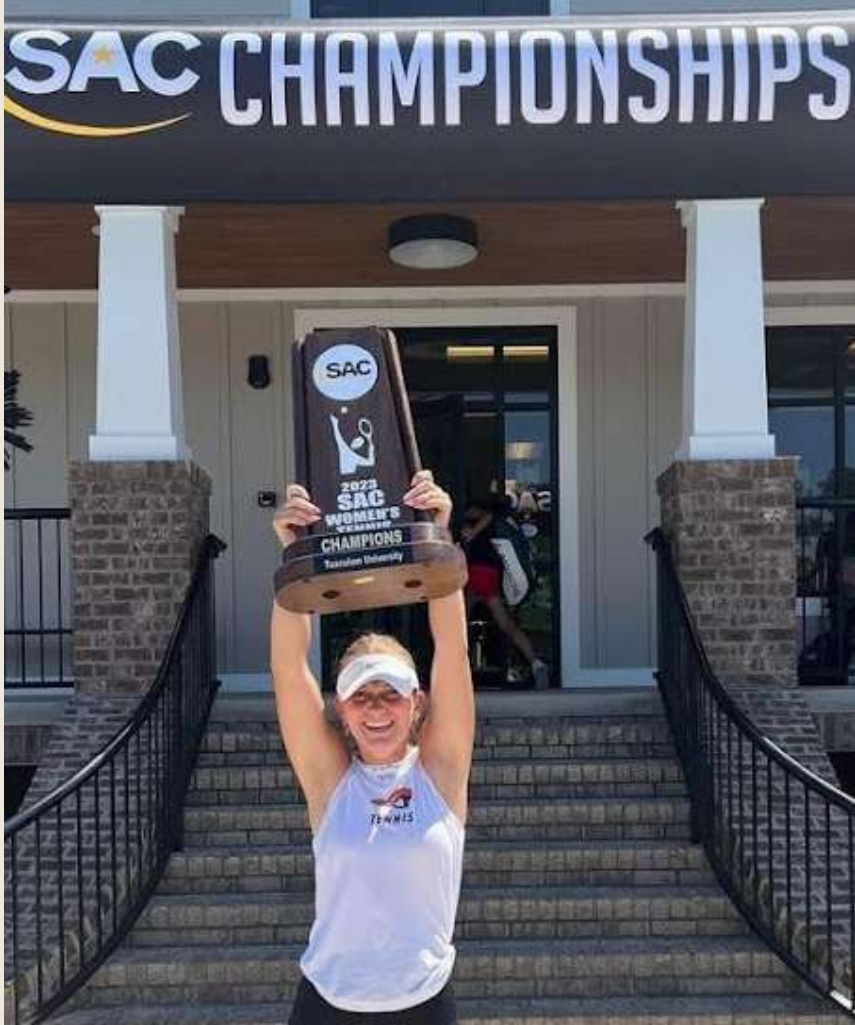
Along with all of the above, our Performance Team have strong contacts over in the US, so players looking to go down this route are in great hands at STA.

Tennis Smart

With the help of Tennis Smart, our student-athletes are supported throughout the whole process of applying for university or college, from application and recruitment, to SAT support, all the way through to arrival at university and even life after graduation.

We are so proud that more than 50 STA graduates have secured scholarships to prestigious American universities!





Accommodation

For information about STA's accommodation options, including local host families, hotels, and apartments available to rent or buy, please contact info@sototennis.com for our official recommendation list.



Transport

There are several travel options to and from Sotogrande, but for those who drive, we recommend hiring a car due to limited public transport.

Academy Transfer

We can arrange airport transfers through the academy (prices below).

NB: airport transfers are subject to availability and must be booked with a member of the Operations Team at least 48 hours prior to arrival by emailing info@sototennis.com or via WhatsApp message [+34 633 649 328](tel:+34633649328).

STA Airport Transfer Fees**

Malaga Airport

1-4 people: €140 + IVA*

5-8 people: €160 + IVA*

Malaga Train Station

1-4 people: €165 + IVA*

5-8 people: €175 + IVA*

Marbella Bus Station

1-4 people: €60 + IVA*

5-8 people: €90 + IVA*

Gibraltar Airport

1-4 people: €50 + IVA*

5-8 people: €80 + IVA*

Estepona Bus Station

1-4 people: €50 + IVA*

5-8 people: €80 + IVA*

A €20 surcharge applies to journeys between 10pm and 7am. We also offer a meet and greet service for unaccompanied players, with charges based on specific requirements.

**IVA is Spain's version of VAT and is currently set at 21%.*

***Faster toll road routes are available at a small additional cost on request.*



Buses

avanzabus.com runs regular buses from Malaga airport to Marbella Bus Station and to Estepona Bus Station. The bus service brings you closer to Sotogrande where academy transfer/taxi options are cheaper.

Car Rental

Recommended for parents/families. Available locally or from any airport.

2026-27 Term Dates

Autumn Term 2026

- Start date: Tuesday 1st September
- *October Half Term: Monday 26th - Friday 30th October**
- Term Ends: Friday 18th December
- Christmas Break: Sat 19th December - Sunday 3rd January

Spring Term 2027

- Start date: Monday 4th January
- *February Half Term: Monday 15th - Friday 19th February**
- Term Ends: Friday 19th March
- Easter Break: Sat 20th - Sun 28th March

Summer Term 2027

- Start date: Monday 29th March
- *Easter Training Week: Monday 29th - Friday 2nd April**
- *May Half Term: Monday 31st May - Friday 4th June**
- Academic Year End date: Friday 2nd July
- Full Year End Date: Friday 13th August

Summer Training Weeks 2027

Weeks commencing:

- 5th July
- 12th July
- 19th July
- 26th July
- 2nd August
- 9th August

Start of 2027-2028 year:

Tuesday 31st August 2027

**We are open
47 weeks of the year,
including all the
Half Term dates
mentioned!*

Registration

We like to invite prospective Full Time Players for a trial at STA so that they can meet the team, integrate with our players, get a real feel for the Academy, and to see if we are the right fit for them - and vice versa.

During the trial period, prospective players will have a meeting with a senior staff member to discuss the following:

- Performance planning
- STA culture & philosophy
- Academics
- Tournaments & travel
- Additional questions

If you would like to pursue this option and/or have any initial questions, please contact info@sototennis.com with your name, age and tennis level/background. We will then take you through the appropriate registration process.

In the mean time, feel free to check out our Academy platforms below!





SotoTennis Academy,

El Octogono Club de Tenis y Padel,

Paseo Del Río S/N,

11310, Sotogrande, Cádiz

info@sototennis.com | +34 633 64 93 28

www.sototennis.com

*We hope to see you in
Sotogrande soon!*

