

“Sharks Tennis Center” at Long Island University- Post Campus



A Community Collegiate Tennis Hub for Engagement, Excellence, and Growth

Proposal

Long Island University (LIU) proposes the development and activation of the Sharks Tennis Center, a dynamic, multi-purpose tennis hub (19 courts) located on campus, designed to serve the LIU community and the greater Long Island area. The center will offer robust programming for students, faculty, staff, and the broader community through recreational play, competitive opportunities, and outreach events.

The Sharks Tennis Center will become a pillar of community engagement, enhance campus life, foster donor and sponsor relationships, and elevate LIU's brand through consistent, high-quality athletic and community programming.

Vision

To position the Sharks Tennis Center as a premier collegiate-community tennis destination that reflects LIU's commitment to wellness, inclusion, athletic excellence, and civic partnership.

Performance Goals

1. Enhance Student Life through recreational and competitive tennis offerings.
2. Strengthen LIU Community by engaging faculty and staff in wellness-based programming.
3. Build Local Partnerships and Sponsorships through events and year-round visibility.
4. Create a Feeder and Fan Base by cultivating youth interest and local tennis participation.
5. Increase Donor Engagement by aligning tennis activations with alumni and philanthropic events.

Sharks Tennis Center Offerings

For LIU Students

- Free or discounted recreational court access
- Weekly intramural tennis nights
- Beginner and intermediate tennis clinics
- Student-run tournaments (singles, doubles, mixed)
- Part-time employment and internship opportunities in sports management, marketing, and event operations

For Faculty & Staff

- Wellness-oriented "Tennis After Work" programs
- Access to group or private tennis instruction

- Health & wellness discounts and incentives tied to participation

For the Community

- Junior Programming
 1. Year-round instructional programs (ages 5–18)
 2. High-performance clinics for competitive junior players
 3. USTA-sanctioned junior tournaments hosted on site
- Adult Programs
 1. Evening and weekend clinics for all levels
 2. USTA Adult League team play (home court designation)
 3. Cardio Tennis
- Two Signature Community Activations
 1. Sharks Serve Day: Annual tennis festival featuring free clinics, games, celebrity/exhibition matches, and vendor booths – open to all ages.
 2. Sharks Family Tennis Weekend: A community-family event with parent-child tournaments, food trucks, campus tours, and tennis-themed activities tied to LIU's brand.

Benefits to Long Island University

Student Life & Campus Culture

- Increases student engagement through healthy, inclusive, and social activities.
- Boosts student satisfaction and wellness offerings.

Community Engagement

- Positions LIU as a community-centered institution.
- Builds strong ties with local schools, clubs, and tennis organizations.

Donor and Alumni Relations

- Leverages tournaments and events as donor touchpoints.
- Opportunity to name courts, sponsor events, and create legacy funding.

Sponsorship & Revenue

- Year-round exposure opportunities for local and national brands.
- Court banners, event partnerships, and branded merchandise.
- Rental income from tournaments and leagues

Category	Amount	Description
Program Staff	\$2,000	Coaching stipends for adult/junior clinics
Equipment & Supplies	\$2,000	Balls, nets, training aids, hoppers, cones
Facility Enhancements	\$4,000	Signage, benches, shade, storage
Community Events	\$2,000	Activation costs for Sharks Serve Day & Family Weekend

Total Request

\$10,000

Support for year-one
implementation