



Building the College Tennis Experience

1) Create a Following

- a. Work closely with your school's social media, PR, marketing and Life Skills/Student-Athlete Support Services departments on ways to build your brand awareness in the community and online.
 - i. Email database
 - ii. Website and social media presence
 - iii. Community service activities
- b. Engage your USTA section, NJTL, local pros, academies and tennis clubs in the area so you can build a two-way relationship. Make appearances at big events and get in-person word of mouth going.
- c. Team up with fellow sports teams by supporting their games/matches, and also taking part in their own festivities. That includes Tennis on Campus club teams.

2) Schedule Appropriately

- a. Schedule matches when fans and students can attend.
- b. Adjust first serve time if there is a big basketball game on campus - Promote matches that are held the same days as other teams (for example, give fans incentives to make a day out of coming to campus and those who attend tennis, softball and basketball games in the same day)
- c. Have the ability to host a different group for big matches – have a Chamber of Commerce Night, Greek Night or a match presented by the Rotary Club.

3) Deliver a Festive Atmosphere

- a. Market the match as a big tailgate instead of just a tennis match.
- b. Create a VIP ticketing/seating section for those who donate to the program at the gate.
- c. Bring in a DJ, face painters, inflatables, selfie pod, tailgate games, pop-up tennis, cheerleaders, mascots and/or pep band.
- d. Work with local food trucks or your concessions operator to have food and drink specials.
- e. After doubles, have reasons for fans to stay for singles – from food specials, giveaways (tennis shirts, balls, equipment), on-court games, music, etc.
- f. Speaker system around the courts for a PA announcer to provide match updates.

4) Kids' Clinic and Young Activities

- a. Invite all youngsters in the community to attend a free kids' clinic before your match.
- b. Have both the men's and women's teams involved.
- c. Provide t-shirts to all participants.
- d. Award some of the best kids with the opportunity to do the coin toss at the match.

5) Cater to Your Alumni (School and Team Alumni)

- a. Schedule a meet-and-greet with an autograph session.
- b. Offer playing opportunities with team members and just for alumni.
- c. Reception with food and beverage, or a VIP tailgate.