



# Marketing Ideas – Prior to the Match

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## **Community Service/Match Sponsors**

- Get out into the community by working with your school's Life Skills/Student-Athlete Support Services departments.
- Schedule a visit to the local children's hospital, and bring pop-up tennis and other activities.
- Host a different group each match – Chamber of Commerce Night, Team A vs. Team B presented by the Rotary Club, Alumni Night, etc.

## **Concessions**

- Work with your campus' concessions operations as well as local food trucks to have quality options for fans, as well as cheap options for students (including free).
- If campus/courts allow alcohol sales, develop Happy Hour deals during the match.

## **Marketing/Scheduling/Student Involvement**

- Engage the athletic department, especially the marketing team.
- Have posters, magnets or other giveaway items that people can easily hang up.
- Schedule matches when fans and students can attend.
- Choose approximately five matches that would appeal to fans, and promote those the most.
- Market these matches like it is a big tailgate instead of just a tennis match.
- From billboards to electronic signs, put your upcoming matches on display.
- Visit Greek life, student groups or the student union on campus – bring pop-up tennis to play.
- For matches that occur on the same weekend as a basketball, softball or baseball game (or any other big event), create a marketing push where students can scan their ID at each event that weekend, and students who attend all events will win (could be anything from shirts or a grand prize like free books for a semester).

## **Social Media**

- Have Snapchat Filters around your courts.
- Interact with tennis groups to get into their minds about your program.
- Work closely with your school's social media department.
- Paid, targeted Facebook ADs.

## **USTA Sections/NJTL/Tennis Clubs**

- Engage with your USTA section, NJTL and tennis clubs in the area so they can help promote a match, but also provide them all the details to get them excited about attending.



# Marketing Ideas – Day of the Match

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## Activities

- DJ who leads dance contests and gives away prizes.
- Speaker system for a PA announcer to introduce the teams and provide updates for fans, but also to have music before the match and in between doubles and singles.
- Face painters.
- Bounce house or other inflatable games.
- Selfie pod and other photo ops.
- Tailgate games – provide a lot of options such as cornhole, can jam, Jenga.
- Cheer and dance teams, pep band, mascot appearances.

## Alumni Events (both school and team alumni)

- Meet-and-greet and autograph session with the team.
- Playing opportunities, both with the team and among alumni.
- Reception with food and beverages.
- VIP pre-match tailgate.

## Giveaways

- Posters, schedule cards, magnets, pom-poms/shakers, food, coupons, tickets, tennis lessons, t-shirts, tennis equipment.

## Kids Clinic

- Invite all youngsters in the community to attend a free kids' clinic hosted by the team before the match. If the women's team is playing, have the men's team lead the clinic. Start it an hour and half or an hour before the match. While coaches and players may need to warmup, time can still be set aside to meet with young players who could turn into big fans and excited players.
- Participants could be chosen to be the coin toss kids for doubles and singles.
- Have t-shirts for all kids who participate.

## Other Teams

- Invite other teams to partake in festivities, for instance invite volleyball to come out and play with youngsters. Your team also attends volleyball to support that program.

## Tennis on Campus

- Work with your Tennis on Campus club team to have one of their matches before your scheduled match.

## Facility

- If possible, utilize scoreboards for each court and an overall team scoreboard to keep fans updated.
- If possible, have online live stats and/or live video feeds available.

After doubles, have reasons for fans to stay for singles. This could be anything from discounts at the concession stand/food truck, promotional giveaways, on-court games, music requests for the DJ, etc.