

ON-COURT



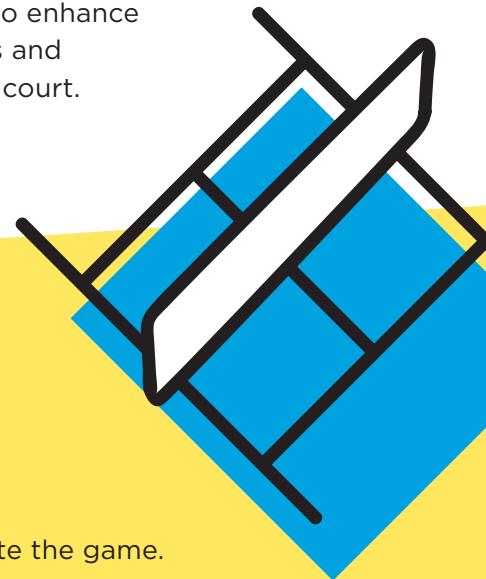
ACTIVATION GUIDE

INTRODUCTION

Congratulations on running your Net Generation on-court activation! We are excited for you to join the future of tennis and create fun experiences for your community.

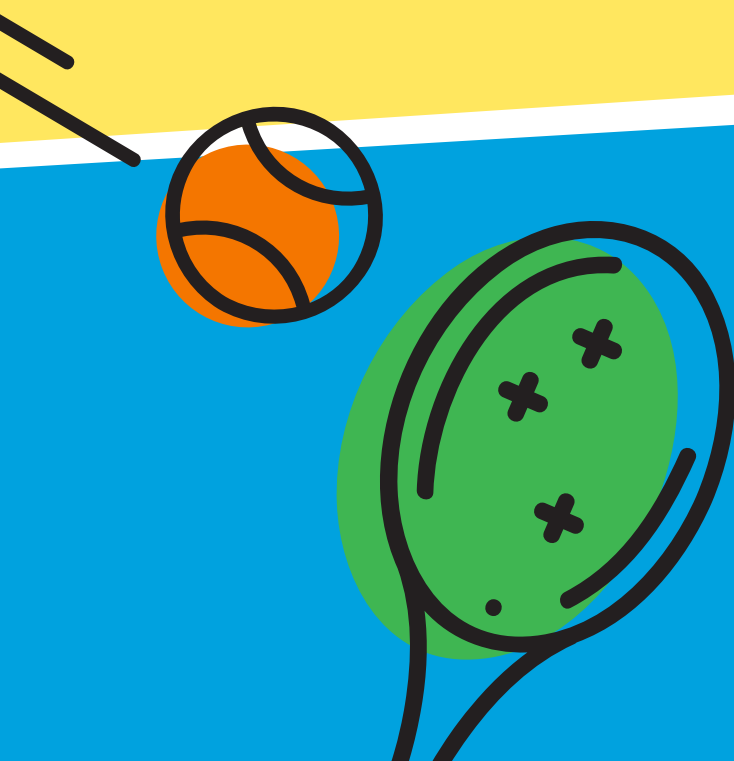
In this guide, you will learn the benefits of hosting an activation, preparation tactics and suggested roles to run your event. We have included additional tools to enhance the event experience, including suggested equipment list, station rotations and templates for play. On-court activations don't always need to be on tennis court. Parks, schools, parking lots are just a few examples - be creative!

We support you in welcoming the next generation of greats!



BENEFITS OF HOSTING TENNIS ACTIVATIONS

- ✔ Cultivate community engagement.
- ✔ Bring diverse players of all levels and backgrounds together to celebrate the game.
- ✔ Create tennis awareness in the community.
- ✔ Highlight and recognize coaches and their players.
- ✔ Introduce tennis to a new breed of players—always have future programs available.
- ✔ Provide fitness and exercise through games and activities.
- ✔ Have fun!



ORGANIZER TIP



Check what else is going on in your community to avoid schedule conflicts. Then, build a timeline by working backward from the date of your event!

HAVE TIME TO PREPARE

Preparation is crucial to the success of your event—having a plan is a must! Make sure to give yourself plenty of time to execute the plan. Start with your event date and work backwards to map out a timeline with team responsibilities. Large events may require more time to implement, while smaller events may only take a few weeks. Regardless of size, the details off the court are just as important as what happens on the court.

THINGS TO CONSIDER IN YOUR PLANNING:

WHEN AND WHERE IS YOUR TENNIS ACTIVATION?

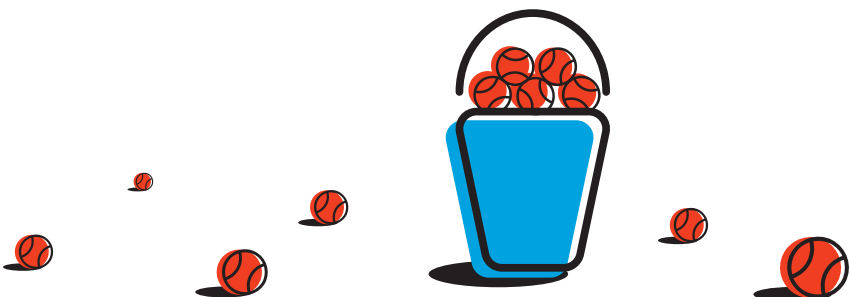
Without a secured and agreed upon space, your event cannot happen. Research potential venues in the area that meet your needs. Get to know your event space and keep in mind that some venues may have limitations on court availability, require room reservations, permits and other important factors. Introduce yourself and your team to the decision maker at the venue- you will need to coordinate with this person to agree upon the date, communicate your vision for the event and gain support for the plan.

WHO WILL BE INVITED?

Once you have the date and location, you now must decide who is invited. Will you invite tennis groups like CTAs, NJTLs? How about teachers and schools? Will you have guardians register their child separately by using a registration form, or will it be open to the public? With all guests, it is important you have clear instructions on how to register and attend. Don't forget, if you need to arrange transportation for any groups, set pick-up times, locations, drop-offs and departure times.

WHO WILL STAFF YOUR EVENT?

Volunteers are the driving force of events and help everything run smoothly. Recruit people who share your vision, have a positive attitude and want to create a memorable experience for others. Net Generation Safe-Play approved providers are a great audience to start with. Volunteers can also be found through your local USTA volunteer base, Tennis On Campus programs, adult players and high school teams.



ORGANIZER TIP

Keep in mind - Not all volunteers need to be tennis players and you can never have enough help.

VOLUNTEER ROLES TO CONSIDER:

COURT LEADERS

These will be your volunteers with the most tennis experience. They will either lead their own court, or roam all stations to make sure other coaches are comfortable and confident in their role.

STATION COACHES

Station coaches can vary; some may have a lot of experience running tennis activities, while others have never even played tennis. The most important thing is that all coaches enjoy working with kids and having fun.

OFF-COURT VOLUNTEERS

Off-the-court volunteers are extremely important as they will welcome the players, direct them to check in, help with on-court activities, assist with lunch if served and fulfill many other jobs as needed.

WHAT WILL YOU NEED?

Identify what items you need for your event. Reference the suggested supplies list attached.

Checklist of Suggested Supplies

Adjust supply list based on event needs and number of participants.

ORGANIZER TIP

Before assigning roles for your volunteers, ask them where they feel most comfortable. Is it on-court? Off-court? Do your best to accommodate volunteer preferences.



CHECK-IN:

Table

Name Tags

Chairs

T-shirts

Pens/Markers

Waivers

ON-COURT:

Red Balls

Yellow Balls

Ball Hoppers

Barrier Tape

Koosh Balls

Orange Balls

Throw-Down-Lines

Racquets (various sizes)

Cones

Poly-Spots

Green Balls

18-Foot Nets

Jump Ropes/Agility Ladder

Playground Balls

Station Cards

OFF-COURT:

Paper Plates

First Aid Kit

Music

Snacks

Napkins

Balloons

Microphone

Gifts/Giveaways

Drinks

Camera

Speakers

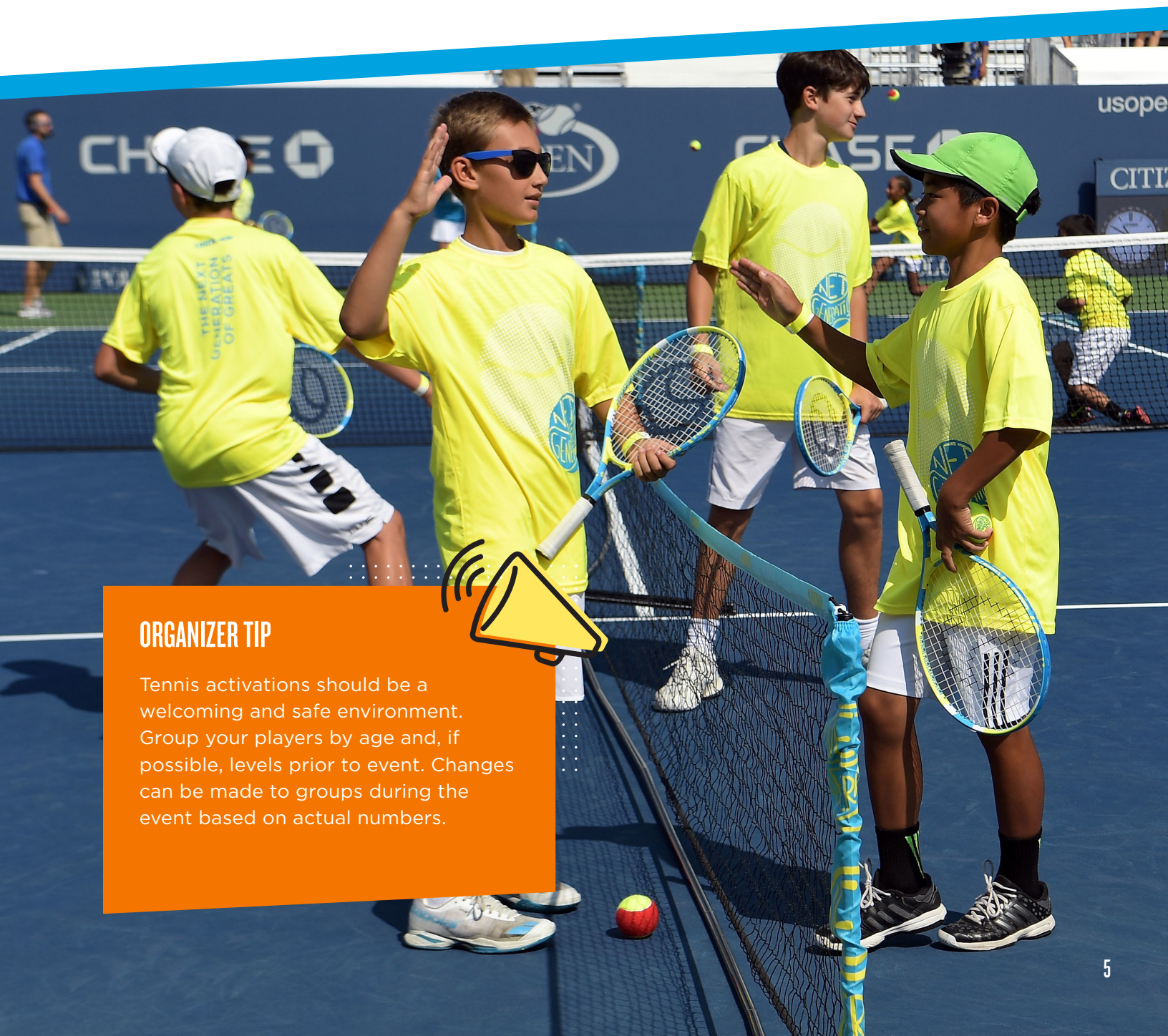
Promotional Material

HOW WILL YOU PROMOTE?

You and your team have worked hard planning the event and want to ensure guests know about it. Work with your local USTA office to help promote the activation to surrounding communities. Banners, flyers and social media are a few ways to spread the word. As a Net Generation provider, you can visit NetGeneration.com for customizable templates.

WHAT IS THE EVENT DAY SCHEDULE?

Create a schedule for the day with activities and times. Reference the support materials for activity ideas. Be thorough and include all details.



ORGANIZER TIP

Tennis activations should be a welcoming and safe environment. Group your players by age and, if possible, levels prior to event. Changes can be made to groups during the event based on actual numbers.

CRUNCH TIME

Planning should occur 6-8 weeks prior to your event. Activations held at US Open Series, Pro Circuit events, and other large events need more time to confirm all details.



6-8 WEEKS PRIOR

When and where is your activation? Who are you inviting? Who will help you? These are the details that will guarantee your activation is a success! The more time you give yourself to plan, the better prepared you will be.



2-4 WEEKS PRIOR

You will want to follow up with all volunteers, groups and players who will be participating. Instruct them to wear athletic clothes, tennis shoes, and to bring a racquet if they want. Make sure they mark their own racquet so it doesn't get lost!



1 WEEK PRIOR

You will want to reconfirm the details of the day with groups, players and volunteers. It is always better to remind them too often than not enough. By this point, you will have an idea of how many players you are expecting. This will be a good time to finalize your on-court layout with the templates provided. You will also want to make copies of the court templates for your volunteers.



DAY OF EVENT

Two to three hours before the event, is when the host should be there to prepare for volunteers, begin set-up and manage any surprises that could arise (they always do!). You should have your volunteers arrive at least 60-90 minutes prior to check-in for a volunteer orientation. The volunteer orientation should include introductions, reviewing the schedule of the day, the distribution of court templates, responsibilities and other logistics.



30 MINUTES PRIOR

Prior to your event, participant check-in should begin. It is important to have your volunteers prepared for the rush of players. A check-in table with chairs should be set up with nametags, markers and any other details for groups and players. If you pre-organized groups, make sure players know what group they are in.



SHOWTIME

Get everyone engaged and energized. Have a designated court leader to kick off the event with a fun activity. Other volunteers should be encouraging participation and welcoming new players. Activities should be welcoming, safe and engaging. High energy is crucial! See activities from "Welcome to Tennis" in the Net Generation Community Curricula for some great ideas.



WRAP UP

At the completion of your activation, bring all players together to thank them for participating, share information on future programming and thank the volunteers for their great work. And don't forget to end with a cheer like, **"Go NET GENERATION!"**



ORGANIZER TIP

Remind everyone of their respective arrival times, responsibilities and schedules.



FOLLOWING YOUR ACTIVATION

- ✔ As soon as possible, send a communication to all participants thanking them for attending and including details on upcoming programs and events.
- ✔ Congratulate your volunteers on a job well done. This is not only a chance to thank them, but also to let them know of other volunteer opportunities. Remember, this can only happen with a team effort.
- ✔ Make a list of what worked well and what you would want to change for your next activation. Get as much feedback as you can from volunteers and attendees. Each event is a new opportunity to learn and improve.



SUGGESTED ROTATIONS

As you're planning the on-court activities for your activation, consider the amount of courts, staff and players you'll have. The next few pages illustrate court setup templates that you can use, and customize for your own activation.

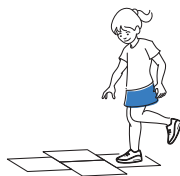
- ✔ With stations, you can rotate players every 8-10 minutes depending on the length of your event. Station leaders will remain at their station while players rotate.
- ✔ For large events, rotate a new group into the first station every 3-5 minutes. Groups will continue to funnel through the stations and exit the court after the last station.
- ✔ For activities that use one court (Orange, Green, Yellow Ball), rotate groups of 8-12 players on and off the court every 5-10 minutes.



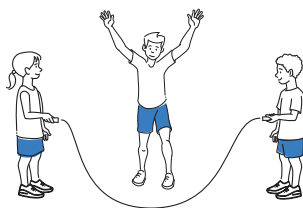
ORGANIZER TIP

If an activity or rotation is not working, you can always make adjustments. Remember that safety and fun are the main priorities!

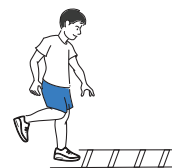
STATION 1 Obstacle Course



Hop Scotch

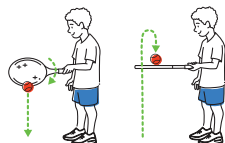


Jump Rope

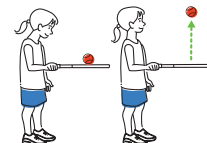


Throw-Down-Line Ladder

STATION 2 Rally Progressions

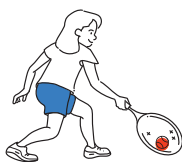


Bungee Flips

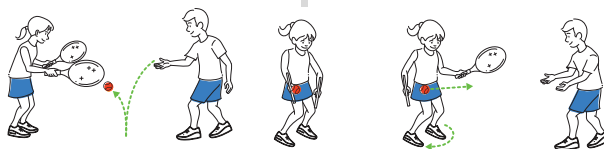


Jacks

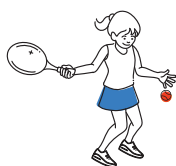
STATION 3 Keep It Moving



STATION 4 Lobster Trap



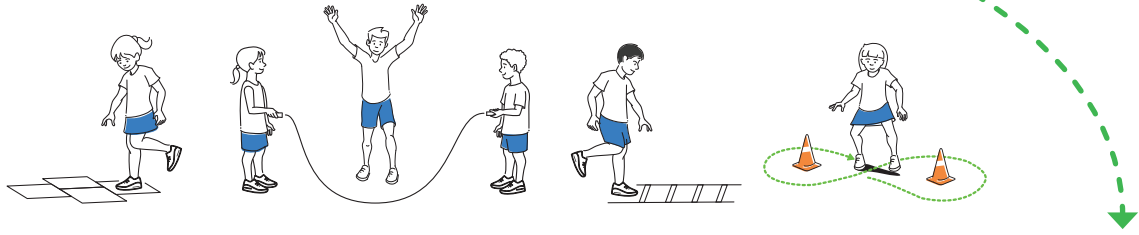
STATION 5 Rally with a Partner



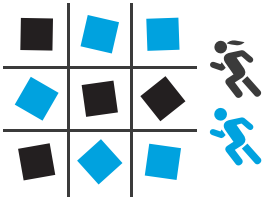
STATION 6 Hit With A Pro



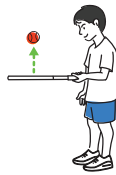
STATION 1 Obstacle Course



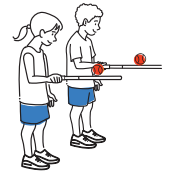
STATION 4 Running Tic-Tac-Toe



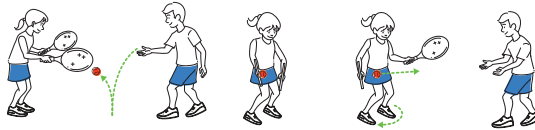
STATION 3 Jacks



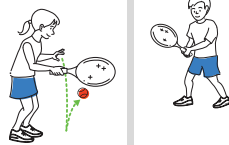
STATION 2 Red Light Green Light



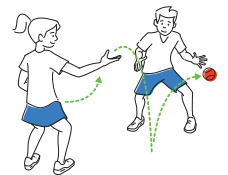
STATION 5 Lobster Trap



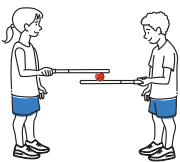
STATION 6 Beat The Pro



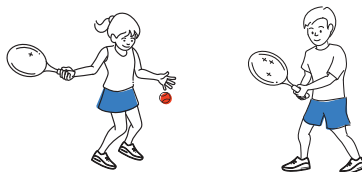
STATION 7 Make Em' Move



STATION 9 Tennis Sandwich



STATION 8 Gladiator



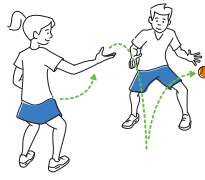
TENNIS ANYWHERE!

Create your own court using anything!

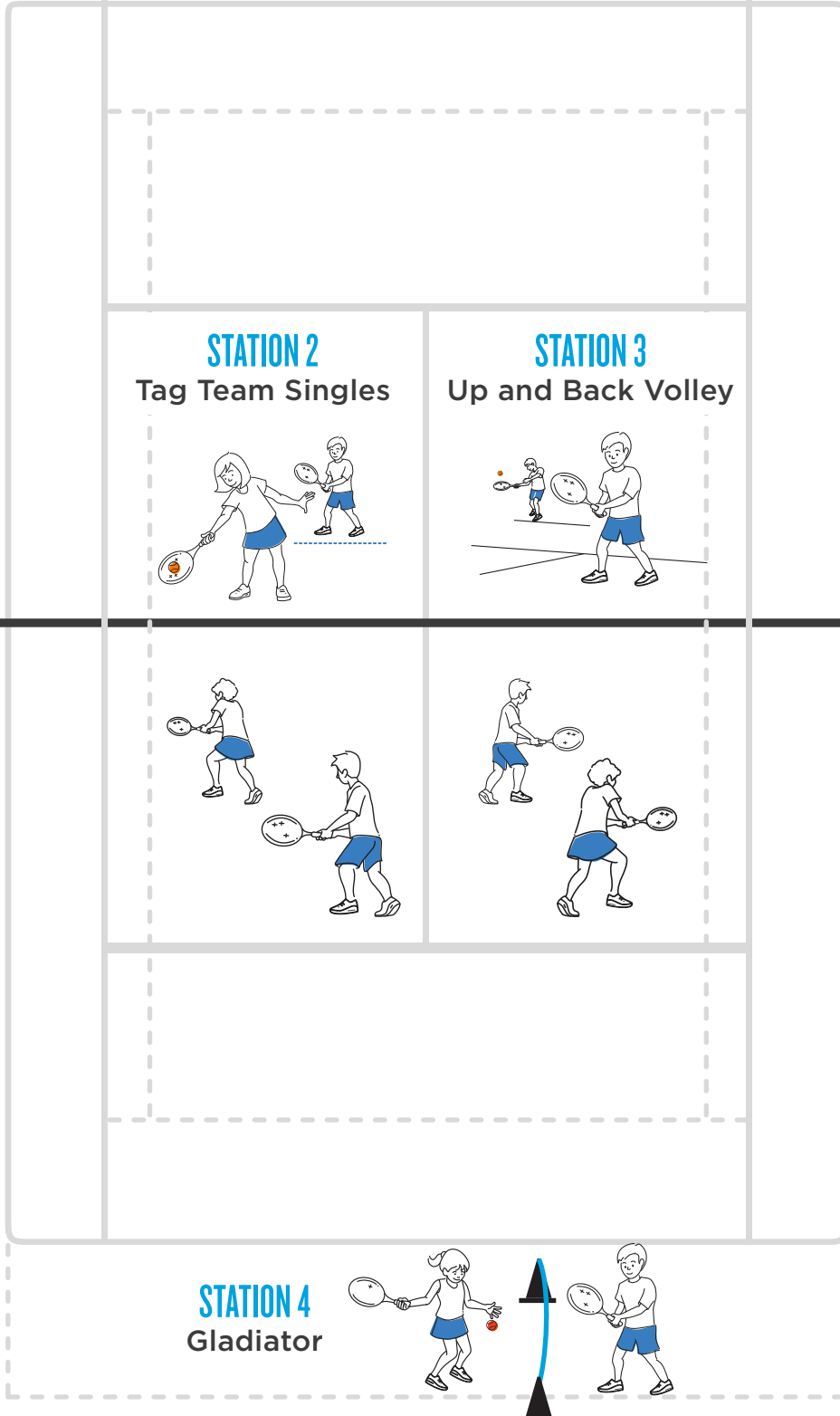
STATION 1



Ball Drop



Make Em' Move





TOGETHER WE WILL

**GROW
THE GAME**

