

IDEAS for Promoting and Marketing New Tennis Apprentice Programs

- Events & Festivals in the area
- Resources with Businesses
- Local Recreation Facilities i.e., YMCA
- Cross Promotion with other Sports (example: 5K race packets)
- Engage Teachers
- Realtor and Chamber Welcome Packets
- Next Door App
- Hospitals – Nurses and Doctors
- Banners in various places like City Center and other court locations
- Health Fairs
- Facebook/Instagram (social media)
- Tennis Ambassador
- Party to Promote and Bring a Friend
- Free League Fee
- Community – Church, Farmer's Markets

IDEAS for Promoting and Marketing Established Tennis Apprentice Programs

- Tennis Apprentice Coordinator
- Bring A Friend – BOGO
- Promote on CTA Website
- Offer TA as a gift to give
- Discount for 102 Program/Rookie League
- Social Media
- Spread the Word – Word of Mouth
- Testimonial of Current Participants
- Banners at nearby parks, facilities
- Yard Signs
- LLC – 2.5 flex leagues
- Eblast – Bring a Friend
- Email Existing player base

