

Collegiate Tennis Block Party

USTA
NORTH CAROLINA



Goal & Objectives

- 🎾 Introduce tennis to broader student populations
- 🎾 Create inclusive, fun campus events
- 🎾 Align with USTA NC Strategic Plan
- 🎾 Support growth through exposure to student populations



Strategy Alignment: “35 Million by 2035”

USTA NC Community Pillar:

- 🎾 Engage all ages and populations by providing tennis opportunities.
- 🎾 Advocate for tennis locally, statewide, and beyond.
- 🎾 Enhance player experience by providing coaching, social connections, and fun opportunities.
- 🎾 Collaborate, connect and communicate with Community Tennis Associations, other USTA partners and stakeholders.



Who

- 🎾 Student Population
- 🎾 Anyone on campus can join in on the fun!

What

- 🎾 Red Ball Tennis Activities
- 🎾 Music
- 🎾 Drawing for prizes
- 🎾 Food

When

- 🎾 2 hours
- 🎾 Weekday
- 🎾 4 pm/5 pm students are transitioning - dinner time

Where

- 🎾 On black top/parking area/concrete area:
- 🎾 High student traffic area (in front of cafeteria, student union, etc.)

What's Needed

- 🏸 3 pop-up nets and 5–12 adult racquets
- 🏸 Red balls/10U foam balls
- 🏸 Bluetooth speaker/DJ (optional mic or megaphone)
- 🏸 Prizes for “hit for prizes” court + gift cards for drawing
- 🏸 Photo booth: backdrop, big racquet, props
- 🏸 Food/snacks popular with students



Toolkit & Resources

- 🎾 USTA Southern Innovation Grant for HBCUs - \$500
- 🎾 Non HBCU – request 2026 funding from NC
- 🎾 [NC HBCU List](#)
- 🎾 Sample Drawing Form (*Tip: QRC on nametag*)
- 🎾 [Press Release template](#)
- 🎾 [How to Play Red Ball One Pager](#)
- 🎾 [Sell Sheet](#)
- 🎾 [Sample College Flyer](#)
- 🎾 [Red Ball Poster](#)

