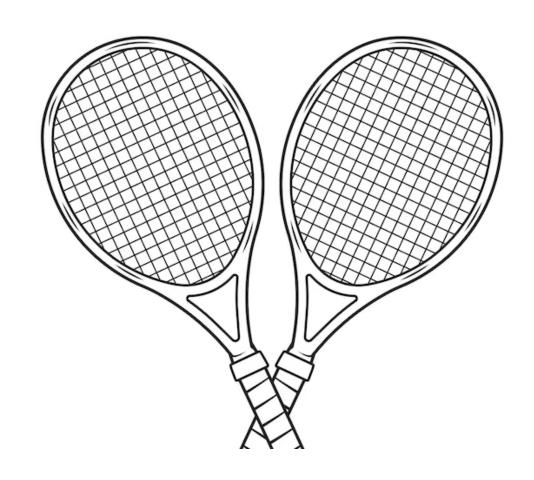
Collegiate
Tennis Block
Party





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
- P 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:
- P 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



