



Promoting Tennis in Schools



There are approximately 9 million school-aged children in Great Britain, so it's obvious that schools are a fantastic market place to promote your programme!

Here are some suggestions on how this can be done.

Exit Route Information

After experiencing any tennis activity in school, all pupils should receive information on where they can play again and the opportunities available in tennis. This could be in after school clubs, sessions at the club or holiday courses.

The pupils are likely to have received an exciting experience and therefore feeling positive about tennis, so it's an ideal time to provide information on further opportunities available.

Information can be provided in the form of a leaflet, letter, voucher, or as part of a school newsletter.

Why not provide them with a voucher to attend a free session?

Taster Sessions & Roadshows

Taster Sessions and Roadshows are a fantastic way of providing a short, fun and exciting introduction to tennis, to a large number of children.

Taster Sessions or Roadshows should be run once a year and should be used to promote your club programme, new after school club or other activity.

Taster Sessions should be delivered to a whole class at a time and can ideally fit into a 30minute block, which allows for a greater number of sessions to be delivered in one day. An example of a Taster Session is shown below:

Example 30 minute Taster Session	
5 mins	Introduction & Video
5 mins	Warm-Up
15 mins	Racket & Ball Skills
5 mins	Prize Presentation & Exit Route Information

Given the restrictions on busy school timetables, planning a Taster Day should be done well in advance.

You will need to be flexible to fit in with the school and leave gaps for lunch (and potentially assembly/break times), although as Taster Days are 'one-offs', if you sell it as a special event, the school are likely to be more flexible too.

An example of a Taster Day at one school is shown below:

Example Taster Day @ Anytown Primary School	
9:15am – 9:45am	Class 3A
9:45am – 10:15am	Class 3B
10:15am – 10:45am	Class 4A
10:45am – 11:15am	Class 4B
11:15am – 11:45am	Class 5A
11:45am – 1:45pm	Lunch
1:45pm – 2:15pm	Class 5B
2:15pm – 2:45pm	Class 6A
2:45pm – 3:15pm	Class 6B

If you want to bring together a number of Taster Days at different schools into one week (one school per day) and create a 'Tennis Roadshow', this can add a greater effect to the activity, you will obviously see a larger amount of pupils and you may generate local media interest as a result.

Leaflet Distribution

Schools are an ideal vehicle to distribute leaflets to a large number of people, promoting your club programme.

If you build up a good relationship with a school and make the process as easy as possible, they are likely to be more than happy to assist, but bare in mind that they may get bombarded by a large number of clubs and groups with similar requests, so a professional approach is key!

Each time you deliver leaflets to the school, provide them with the appropriate number of pre-counted batches of 30 – enough for one per class. Also include a batch of spares so that they can add more to some classes if they are larger than 30.

It is also worth including a covering note to your contact, explaining what the activity you are promoting, instructions on how and when you would like the leaflets distributing and thanking them for their support.

The leaflets will almost always certainly be given out by the class teacher at the end of a school day – always ask that all children receive a leaflet, rather than just those that ask for one.

PE / Sports Notice board

If the School has a PE / Sports Noticeboard, or an area where general information about local clubs and groups can be displayed, try and get information on your club programme displayed.

Try and change the information displayed regularly, so it is up-to-date and catches the eye of parents.

School Newsletter

If you run After School Clubs, in addition to the leaflets that you produce, try and get information about them included in the School Newsletter, which is likely to go out to all parents every half-term or term.

If you have a good relationship with the school, you may also be able to include some general information about your club programme in the School Newsletter, although this maybe at a small charge if it is seen as 'advertising'.

School Assemblies

Schools are often looking for innovative ideas and external deliverers to assist with their assemblies.

Tennis assemblies can be fun, exciting and another way for you to promote your club programme.

School assemblies usually last between 15-20 minutes, so it is likely that you will only have between 10-15 minutes for your tennis element.

The tennis element of an assembly could include; a short video, a mini tennis demonstration, skills and tricks and a question and answer session. The delivery should be lively and enthusiastic – try and get audience participation (pupils and teachers) and give out a few spot prizes.

School Open Days / Fairs

It's a great idea to try and get involved with school open days and fairs to promote your club programme.

You could just run a stand, promoting your club programme, or in addition, you could set up a Mini Tennis court where people could have a go, or try a 'beat the coach' challenge. If the activity is part of a Fair, where money is being raised for the school, a small charge could be added to the activity.

School Only Promotions

If you have low take-up for your club sessions from particular schools, or as a reward for high take-up, why not think about running promotions for specific schools at certain times?

For example, each term you could offer a pupils from a selected school a discount on your club programme, with a different school being offered the promotion each term.

Alternatively, if you run holiday courses (or any activity) on a school site that is open to the whole community, you could offer a discount to pupils from the host school.

Teacher Promotions

Why not run a special 'Teachers Only' taster session or course at your club for teachers at the schools in which you have links with?

Why not offer teachers at the schools you have links with a voucher to attend one of your existing club sessions for free?

If you do run one of the promotions above, produce a letter or leaflet with more details to show and highlight that it is a set promotion being offered, specifically to the teachers invited.

School Printing / Photocopying Facility:

If you have a good relationship with a school, you maybe able to enter into an arrangement where you can use their photocopying and printing facilities for your programme's promotional material and administration.

This could result in revenue for the school and could be cheaper than going to other commercial operators.