

June is

TENNIS *MONTH*

in Canada



TOOLKIT



WHAT WOULD YOU LIKE TO DO?

Thank you for your interest in supporting Tennis Month in Canada! We're excited to partner with you to make the celebration even bigger and better this June.

In this toolkit, you'll find everything you need to promote Tennis Month.

To get started, please click on the option below that best describes you:

Host and promote a Tennis Month event

You're a tennis association, club, school, teacher, coach or local tennis advocate and you'd like to learn more about how to **host, register** and **promote** a Tennis Month in Canada event.

Promote Tennis Month

You're a tennis fan, advocate, club or corporate partner and you'd like to help **spread the word** about Tennis Month in Canada.

HOST AND PROMOTE A
TENNIS MONTH EVENT

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TENNIS MONTH

TENNIS CANADA

HOST AND PROMOTE A TENNIS MONTH EVENT

What's Tennis Month in Canada?

Tennis in Canada is **on the rise**, with nearly five million Canadians having participated in the sport in 2023 and exceptional results and performances on the global stage. Canada has now solidified its position as a world-leading tennis nation and Tennis Canada's vision is to ensure it stays there.

In June 2024, Tennis Canada, in partnership with the Provincial and Territorial Tennis Associations (PTTAs), held the first-ever **Tennis Month in Canada**, with more than 60 events hosted across all ten provinces and two territories.

This year, Tennis Month is back and will once again take place in June. With your help, we're aiming to make it even bigger and better in 2025 by hosting more events, encouraging more participants, and creating more fun for all involved!

Let's foster increased participation among all ages and abilities whilst promoting tennis as a fun, healthy, and inclusive activity for life.

HOST AND PROMOTE A TENNIS MONTH EVENT

Why host a Tennis Month event?

There are plenty of reasons to host a Tennis Month event, including:

Be Part of a National Initiative

- Gain recognition as a key player in growing tennis across Canada. Align your event with Tennis Canada's mission to lead the growth, development, and promotion of the sport in a safe, equitable, and inclusive environment.

Engage Your Community

- Attract new participants with accessible and beginner-friendly programming. Create a welcoming environment for families, kids, and tennis enthusiasts of all levels.

Exclusive Resources and Support

- Utilize the assets in this toolkit, including official co-branded promotional materials and templates for planning and executing your event.
- Receive ongoing support to ensure your event's success.

Boost Visibility

- Showcase your club or organization as a leader in the development of tennis. Registered events will be promoted via Tennis Canada's national channels, connecting you to a wider range of potential participants.

Rogers First Set Programming

- For events focused on kids aged 14 and under, deliver your programming with Rogers First Set, a proven approach to introduce youth to tennis. Eligible events will receive a free Rogers First Set merchandise package.

HOST AND PROMOTE A TENNIS MONTH EVENT

Get Involved! How to register your event

Hosting a tennis tournament, lesson, webinar, watch-along party, or simply a social gathering with your club members? All of these qualify as Tennis Month events, because they're **promoting our great sport!**

As long as you're creating an **inclusive environment** for all participants and **engaging with your tennis community**, that's all that matters!

And, by simply registering your event via our online form, it'll be added to the national Tennis Month calendar and promoted on the Tennis Canada website.

Submit your event details through the Tennis Month Host Application portal now and **join the celebration!**

[Click here](#) to register your event

HOST AND PROMOTE A TENNIS MONTH EVENT

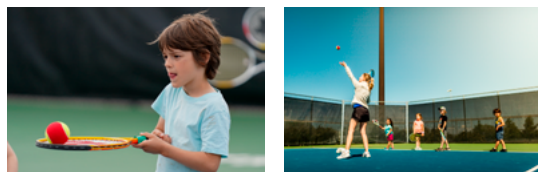
Promote your event

TOOLKIT

TENNIS MONTH

TENNISCANADA

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June is
TENNIS MONTH
In Canada



Promoting your Tennis Month event as widely as possible is important to boost awareness and drive participation in your community. As we aim to grow our sport this June, together we can make tennis more accessible and inclusive for all and create tennis players, fans, and enthusiasts for life.

Tennis Canada's co-branded promotional assets will make it easy to publicize your event. Simply add the details of your event with customizable posters, postcards, digital materials, and more.

[Click here](#) to access all promotional assets.

You can begin promoting Tennis Month in Canada and your affiliated event on April 1, 2025.

HOST AND PROMOTE A TENNIS MONTH EVENT

Marketing & Promotional tools

Editable Poster — 8.5 x 11 in

Promote your event with this customizable poster. Easily add your event details (date, time, location and activity) to the document. Display it at your facility and/or around your community to publicize your event.

You can begin promoting Tennis Month in Canada and your affiliated event on April 1, 2025.



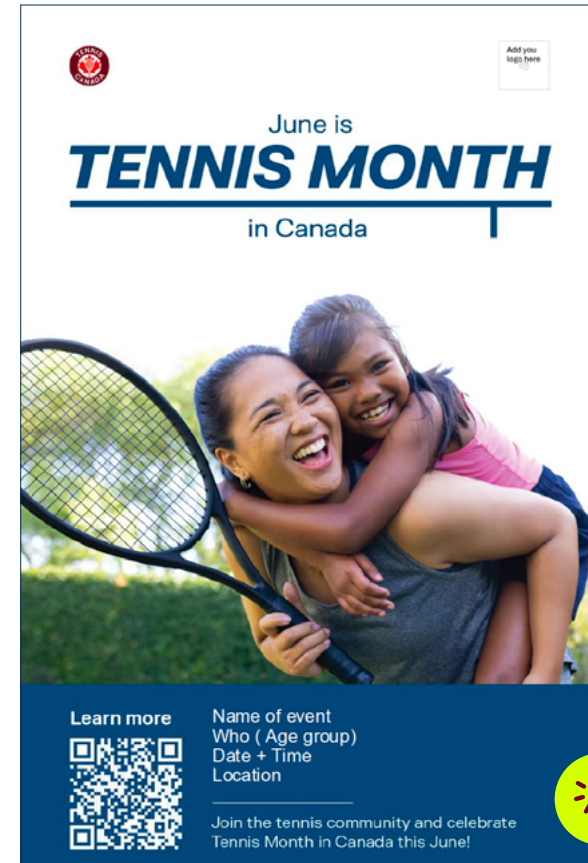
HOST AND PROMOTE A TENNIS MONTH EVENT

Marketing & Promotional tools

Editable Postcard — 4 x 6 in

Customize this postcard with your event details including date, time, location, and activity. Tailor it to engage your audience and boost event participation.

You can begin promoting Tennis Month in Canada and your affiliated event on April 1, 2025.



HOST AND PROMOTE A TENNIS MONTH EVENT

Marketing & Promotional tools

Editable Digital screen — 1920 x 1080 px

Display engaging graphics on your facility's digital screens/TVs. Add event details, including date, time, location, and activity to promote your event.



Web article template — 2551 x 1632 px

Create a dedicated article on your website for Tennis Month in Canada using our provided [images](#) and suggested copy. Within it, you can introduce Tennis Month in Canada, provide details of your event, and provide answers to frequently asked questions.



[Click here](#) to access web article copy

You can begin promoting Tennis Month in Canada and your affiliated event on April 1, 2025.

HOST AND PROMOTE A TENNIS MONTH EVENT

Marketing & Promotional tools



Email signature — 650 x 150 px

Equip your team with a specially designed email signature for Tennis Month in Canada. This signature adds a professional and unified touch to all outgoing emails, spreading awareness and showing support for the event.

You can begin promoting Tennis Month in Canada and your affiliated event on April 1, 2025.

HOST AND PROMOTE A TENNIS MONTH EVENT

Marketing & Promotional tools

EMAIL COPY

Our email template is designed to make communicating about Tennis Month in Canada easy and impactful. You can use a variety of email assets and include the specific details of your event in our customizable copy that can be found [here](#)

Header — 600 x 400 px

Use this header when including specific, original copy within the email.

Email body image — 600 x 200 px

Use this editable image when you do not plan on including additional text in your email. Add the edited image file into the email body on Outlook by:

1. Positioning your cursor where you want the image to appear.
2. Under the Insert tab, select Pictures.
3. Browse your computer or online file locations for the picture you want to insert.
4. Select the picture, then select Open.
5. To resize the image, drag the handles at one of the four corners toward or away from the centre of the image.



You can begin promoting Tennis Month in Canada and your affiliated event on April 1, 2025.

HOST AND PROMOTE A TENNIS MONTH EVENT

Social media tools

EDITABLE INSTAGRAM & FACEBOOK POST TEMPLATE

Post — 1080 x 1350 px

Customize your Tennis Month in Canada promotional Facebook and Instagram posts with specific event details (date, time, location, and activity). Include calls to action like, “Register now” with a link to your event’s registration landing page.

Tag **@TennisCanada** to boost your post’s reach and engagement.

Suggested Facebook post:

It’s Tennis Month in Canada!

Join the tennis community and celebrate by joining our event! *(insert link to your event)*

You can begin promoting Tennis Month in Canada and your affiliated event on April 1, 2025.



HOST AND PROMOTE A TENNIS MONTH EVENT

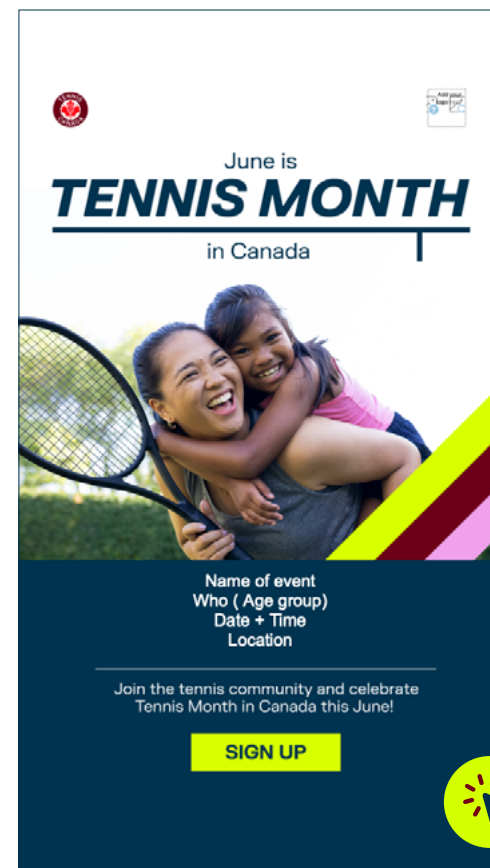
Social media tools

EDITABLE INSTAGRAM & FACEBOOK STORIES TEMPLATE

Stories — 1080 x 1920 px

Use Facebook and Instagram stories for sharing behind-the-scenes content, countdowns to your event, or quick polls. Use the editable fields in the image to insert your event date, time, location, and activity.

You can begin promoting Tennis Month in Canada and your affiliated event on April 1, 2025.



HOST AND PROMOTE A TENNIS MONTH EVENT

Public and Media Relations tools

In this section, you'll find a prepared press release and key messages for Tennis Month in Canada. If you are asked questions about the initiative, you can refer to these documents for answers.

The press release can help you announce the return of Tennis Month in Canada and publicize your event through your various channels. Send it to local media and hopefully they will cover your event!

To access the press release, [click here](#)

The key messages are designed to ensure consistency and clarity when speaking about Tennis Month in Canada and answering questions about the initiative and your event.

To access the key messages, [click here](#)

Proclamation document: Let's make it official – June is Tennis Month in Canada!

Let's rally our government officials to declare June as "Tennis Month in Canada." [Download this document](#) and personalize it to reflect your event accordingly before sending it to your provincial and municipal government representatives.

You can begin promoting Tennis Month in Canada and your affiliated event on April 1, 2025.

PROMOTE
TENNIS MONTH



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PROMOTE TENNIS MONTH

What's Tennis Month in Canada?

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This year, Tennis Month is back and will once again take place in June. With your help, we're aiming to make it even bigger and better in 2025 by hosting more events, encouraging more participants, and creating more fun for all involved!

Let's foster increased participation among all ages and abilities whilst promoting tennis as a fun, healthy, and inclusive activity for life.

[Click here](#) to access all promotional assets.

PROMOTE TENNIS MONTH

Marketing & Promotional tools

Generic Poster — 8.5 x 11 in

Promote Tennis Month in Canada with this poster. It's ready to use for broad promotion and does not require any modifications.

You can begin promoting Tennis Month in Canada and its affiliated events on April 1, 2025.



PROMOTE TENNIS MONTH

Marketing & Promotional tools

Generic Postcard — 4 x 6 in

Promote Tennis Month in Canada with this ready-to-use postcard for broad promotion. It does not require any modifications.

You can begin promoting Tennis Month in Canada and its affiliated events on April 1, 2025.



PROMOTE TENNIS MONTH

Marketing & Promotional tools

Generic Digital screen — 1920 x 1080 px

Display this ready-to-use graphic on digital screens/TVs to promote Tennis Month in Canada.



Generic Web article template — 2551 x 1632 px

Promote Tennis Month in Canada on your website by publishing our prepared press release (included on slide 28), and this graphic.



You can begin promoting Tennis Month in Canada and its affiliated events on April 1, 2025.

PROMOTE TENNIS MONTH

Marketing & Promotional tools



Generic Email signature — 650 x 150 px

Use a specially designed email signature during Tennis Month in Canada. The signature adds a professional and unified touch to all outgoing emails, spreading awareness, and showing support for the event.

You can begin promoting Tennis Month in Canada and its affiliated events on April 1, 2025.

PROMOTE TENNIS MONTH

Marketing & Promotional tools

GENERIC EMAIL COPY

Use our prepared email copy designed to make communicating about Tennis Month in Canada easy and impactful. [Click here](#) to access the email copy.

Header — 600 x 400 px

Use this header when including specific, original copy within the email.

Email body image — 600 x 200 px

Use this ready-to-use image when you don't plan to include additional text in the email. Add the edited image file into the email body on Outlook by:

1. Positioning your cursor where you want the image to appear.
2. Under the Insert tab, select Pictures.
3. Browse your computer or online file locations for the picture you want to insert.
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You can begin promoting Tennis Month in Canada and its affiliated events on April 1, 2025

PROMOTE TENNIS MONTH

Social media tools

GENERIC INSTAGRAM & FACEBOOK POST

Post — 1080 x 1350 px

Promote Tennis Month in Canada on your Facebook and Instagram accounts with these ready-to-use [images](#). Include calls to action like, “Find out more” with a link to learn more information about Tennis Month [here](#).

Main message

Join the tennis community and celebrate Tennis Month in Canada!

Second message

Find a tennis event near you and learn more about a sport for life! *(Long form)*

Find an event near you! Learn more. *(Short form)*

Tag [@TennisCanada](#) to boost your post’s reach and engagement.

Suggested Facebook post

It’s Tennis Month in Canada!

Celebrate by joining an event near you!

Find available events at the following link:

You can begin promoting Tennis Month in Canada and its affiliated events on April 1, 2025



PROMOTE TENNIS MONTH

Social media tools

GENERIC INSTAGRAM & FACEBOOK STORIES

Stories — 1080 x 1920 px

Promote Tennis Month in Canada on your Facebook and Instagram stories with these ready-to-use [images](#). Include calls to action like, “Find out more” with a link to learn more information about Tennis Month [here](#).

Tag **@TennisCanada** to boost your post’s reach and engagement.

You can begin promoting Tennis Month in Canada and its affiliated events on April 1, 2025



PROMOTE TENNIS MONTH

Public and Media Relations tools

In this section, you'll find a prepared press release and key messages for Tennis Month in Canada. If questions are asked about the initiative, you can refer to these documents to prepare answers.

The press release can help you announce the return of Tennis Month in Canada and publicize events in your community through your various channels. Publish on your website to spread the word.

To access the press release, [click here](#)

The key messages are designed to ensure consistency and clarity when speaking about Tennis Month in Canada and answering questions about the initiative and events.

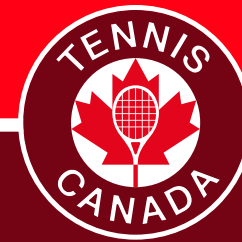
To access the key messages, [click here](#)

You can begin promoting Tennis Month in Canada and its affiliated events on April 1, 2025.

LEARN MORE ABOUT TENNIS CANADA'S PROGRAMS

Want to learn more about what Tennis Canada is doing to grow, develop, and promote tennis in communities across the nation?

[Click here](#) to learn more about all our community programs and how you can become involved in them.





CONTACT

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- moisdutennis@tenniscanada.com