

USTA COACHING

INTRO TO COACHING WORKSHOP

Grant Program for High Schools



Activating the Next Generation of Tennis Coaches

As part of the USTA's 35x35 participation strategy, this national initiative transforms high school tennis teams into an active coaching pipeline, giving players leadership skills while providing host schools with direct grant funding and equipment.

Why Host a Workshop?

- **Develop Core Professional Skills** – Players learn to create safe environments, deliver effective activity demonstrations and manage small-group instruction.
- **Flexible Career Paths** – Builds resumes and opens local job opportunities with Parks & Rec, NJTLs, summer camps and community programs.
- **100% Free Player Benefits** – Includes a 3.5-hour on-court workshop led by USTA Coach Developers and a free 12-month USTA Coaching Baseline Package, providing access to career fairs, discounts and job board (coming soon).

Host School Incentive Structure

Schools receive grant awards and ball gift cards based on the number of students who complete the workshop and register for a free USTA Coaching Baseline Package (verified 7 days post-event).

Eligible Participants	Grant Payout	Midwest Racquet Sports Ball Incentive
8+ Players	\$500	1 gift card for a case of balls
15+ Players	\$750	1 gift card for a case of balls
20+ Players	\$1,000	1 gift card for 2 cases of balls
30+ Players	\$2,000	1 gift card for 3 cases of balls

7-Step Action Plan



1. Submit Interest: Fill out the Workshop Interest Form at least 60 days in advance with estimated headcount and preferred dates.



2. Review & Apply: Complete the official application at least 50 days in advance upon interest form approval.



3. Acceptance: Receive a formal Grant Letter and coordinate event logistics with your USTA Section representative.



4. Register Players: Share the Section-generated Serve Tennis link so players can register and claim their free Baseline Package at USTACoaching.com.



5. Promote: Spread the word using USTA Coaching's provided marketing toolkit.



6. Host the Event: Provide a minimum of 2 courts for 3.5 hours (3+ courts for groups over 30), a weather backup location and a present faculty/coach. USTA Coaching provides all equipment including red and orange balls.



7. Complete Payout: USTA Coaching verifies participant requirements within 7 days, ball gift cards are emailed immediately, and grant checks process within 30 days.

By empowering high school players to step into leadership roles today, host schools help secure the future of American tennis while earning valuable resources for their tennis programs.