

National Junior Tennis and Learning of Indianapolis (NJTL) is finalizing plans for its 44th year of summer tennis instruction programming for Indianapolis children at parks and schools around the city and we hope you will want to be a part of it by providing volunteers and/or funding to help make it possible.

Our summer tennis program is unique in that, in addition to providing tennis instruction, we offer healthy lifestyle, nutrition and life skills instruction and education enrichment opportunities including the “Love To Read” reading program and the Arthur Ashe essay contest. We offer the summer tennis program as a way to combat two significant challenges facing Indianapolis youth: obesity and summer learning loss. For at-risk youth, tennis can be an outlet for frustration, an incentive to improve grades, a reason to eat carrots instead of cookies, and a means to learn the value of self-discipline and a strong work ethic both on and off the court.

Although NJTL’s summer tennis program is open to all children in Indianapolis and the surrounding area, we focus primarily on serving children from low-income families who may otherwise never have the opportunity to receive formal tennis instruction and who are particularly at risk of obesity and summer learning loss. ***NJTL is the only organization in Indianapolis that offers low-cost tennis instruction (with full and partial scholarships when needed) and educational components that are of particular value to underserved children.*** Thanks for considering serving Indianapolis’ at-risk youth by supporting the NJTL summer tennis program.

National Junior Tennis League of Indianapolis Sponsorship Opportunities

Summer Program - \$5,000

In order to ensure that kids who are enrolled in summer camps and/or day care facilities that serve low-income children during the summer can participate in our summer tennis program while their parents/guardians work, we offer groups the opportunity to bring their participants to an Indy Parks location for group instruction. Group participants receive a dramatically reduced rate of \$15 per child – this helps us ensure that no child is unable to participate as a result of financial constraints. Groups who participated in the summer 2016 program include (but are not limited to):

- Forest Manor Multi-Service Center
- Coburn Place Safe Haven
- Martin Luther King Multi-Service Center
- Edna Martin Christian Center
- Auntie Mame’s Child Development Center

Because the NJTL’s average cost-per-child for the summer program is \$150, outside funding is needed to bridge the dramatic gap between our costs and what we charge. Your sponsorship will allow us to continue to offer affordable tennis programming, healthy lifestyle instruction, educational enrichment opportunities through our “love to read” reading program and the Arthur Ashe essay contest, and life skills information.

Sponsor Benefits: Sponsor name, logo and/or website address will be listed on:

- all communications with group participants' parents/guardians
- NJTL electronic newsletter (reaches almost 3,000 NJTL families and donors each month)
- the NJTL of Indianapolis website
- the NJTL of Indianapolis Facebook page
- NJTL t-shirts which will be provided to more than 1,200 children and instructors in not only the summer program but also in the fall, spring and winter programs
- banner(s) located at tennis courts where group(s) play (may be subject to Indy Parks approval)

In addition, summer sponsors will receive benefits associated with NJTL fall fundraiser, Night At The Net. Benefits include:

- Eight tickets to the event
- An ad in one of the NJTL of Indianapolis' electronic newsletters, which reaches more than 2,500 parents, donors and other supporters
- A full page ad in the event program

Summer Program Park Location - \$7,500

In order to ensure that any child who wants to participate in NJTL tennis programming in the summertime, we offer instruction at as many locations as possible around the city of Indianapolis. We will offer summer tennis instruction at the following 13 locations in 2017:

- Riverside Park
- Tarkington Park
- Juan Solomon Park
- Broad Ripple Park
- Garfield Park
- Sahm Park
- Ben Davis High School (Chapel Hill 7th & 8th Grade Center)
- Perry Meridian Middle School
- Ellenberger Park
- Beech Grove High School
- Decatur Central High School
- Lincoln Middle School
- Belzer Middle School

Sponsor Benefits: Sponsor name, logo and/or website address will be listed on the NJTL of Indianapolis website and Facebook page, and on NJTL t-shirts which will be provided to 1,700 children and instructors. It will also be printed on the banner located at the site of your choosing, which will be hung at the courts from early May through the end of July.

Arthur Ashe Essay Contest - \$3,000

This national essay competition encourages our summer participants to learn about a person or activity that benefits society and answer a related question in essay form. For example, the 2016 question was, “Arthur Ashe used his time and skills to impact others – how have you used your time and skills learned through tennis and educational programming to impact the lives of those around you?”

National winners in each of five age categories receive a trip to New York City that includes attendance at Arthur Ashe Kids’ Day at the U.S. Open, a professional sporting event, and a Broadway show. They also receive an award at a luncheon held in their honor. Last year’s winner in the 13/14 age group was a participant in NJTL of Indianapolis summer program. Regional winners are recognized with a plaque. Indianapolis participants receive a ribbon.

In 2016, more than 100 (up from 35 in 2015) of our almost 1,000 participants participated in the essay contest. We want to increase this number dramatically and add recognition and value for the participants. What your sponsorship will allow us to do to improve and increase participation in the essay contest:

- Work more closely with group participants (i.e. Forest Manor Multi-Service Center, Coburn Place, etc.) to find appropriate ways to incentive participation and provide a prize for winners among each group.
- Provide prizes for the Indianapolis age group winners of the essay contest
- Publicize more widely the winners of the competition
- Provide resources to kids who want to participate in the essay contest

Sponsor benefits: Sponsor name, logo and/or website address will be listed on all handouts related to the Arthur Ashe essay contest, the NJTL of Indianapolis website and Facebook page, and on the NJTL t-shirts which will be provided to 1,700 children and instructors. It will also be included in any materials that highlight contest winners at the local, regional and national levels.

“Love To Read” Reading Challenge - \$1,500

During our summer program, we remind participating kids of the importance of reading. To accomplish this, we provide every participating child (approximately 1,000) with:

- a free book
- a reading calendar where they can record their number of pages read over the course of the six-week program
- small prizes to every child who turns in a completed reading calendar
- a prize to the child who has read the most pages

What your sponsorship will allow us to do to continue and IMPROVE our reading program:

- Provide instructors with statistics and research findings that are easy to translate to the kids & show the connection between reading & success in life (and maybe even their tennis game!)
- Provide more kids with incentive prizes for reading.
- Provide instructors with incentives/rewards for getting their kids to reading challenge

Sponsor Benefits: Sponsor name, logo and/or website address will be listed on all handouts related to the reading challenge, the reading calendar, the NJTL of Indianapolis website and Facebook page, and on NJTL t-shirts which will be provided to 1,700 children and instructors.

Winter Session Court Sponsorship - \$1,500

The NJTL of Indianapolis rents indoor courts for the months of November through February for two six-week winter tennis instruction sessions. Courts are located at the University of Indianapolis, Indianapolis Racquet Club East, West Indy Racquet Club, and Carmel Racquet Club.

Sponsor Benefits: Sponsor name, logo and/or website address will be listed on the NJTL of Indianapolis website and Facebook page, and on the NJTL t-shirts which will be provided to 1,700 children and instructors.

Jack Bradshaw Program Sponsorship - \$3,000

The Jack Bradshaw Program is the year-round, high-performance tennis program that is offered to NJTL participants by invitation only. It includes year-round instruction. The summer session runs on-court instruction from 9 a.m. to 12:30 p.m. five days per week and afternoon educational offerings for approximately one hour each day. Educational offerings are either 45-minute lectures on a wide variety of topics ranging from college tennis to nutrition to current events, or time for reading and studying. For summer 2017, we will be adding a volunteer component and participants will be required to perform some kind of volunteer work for at least one to two hours per week. During the remainder of the year, on-court programming is offered one day per week for approximately 30 weeks.

Sponsor Benefits: Sponsor name, logo and/or website address will be listed on the NJTL of Indianapolis website and Facebook page, and on the NJTL t-shirts which will be provided to all Jack Bradshaw players and are worn to practices and at USTA matches. It will also be included in all communications to Jack Bradshaw players and parents/guardians and in one of the NJTL's monthly electronic newsletters.

Night At The Net Sponsorship - \$1,000

Night at the Net is NJTL's annual fundraising event and will take place in the fall of 2017. The event will include silent and live auctions, a table tennis tournament, heavy hors d'oeuvres, and a DJ.

Sponsor Benefits: An ad in one of the NJTL of Indianapolis' electronic newsletters, which reaches more than 2,500 parents, donors and other supporters; eight tickets to the event; a full page ad in the event program; and sponsor logo on the event invitation.

Summer Program Volunteer Opportunity

Sponsors are encouraged to enhance their support through commitment of volunteers to our summer program. NJTL of Indianapolis is looking for groups of energetic volunteers to assist with a fun half-day of tennis drills for beginner tennis program participants on Fridays from mid-June through July.

For the 2017 summer program, the NJTL of Indianapolis is initiating an easy, drill-based tennis skills development program for children attending day camp or day care programming at multi-service and community centers. The majority of these children are from low-income families. This program will offer stations (the number will vary depending upon the number of children participating and volunteers available) that offer simple skill-building drills like self-rallies, partner rallies, and bounce ups/bounce downs. The program will be fast-moving to keep the kids in motion and having fun while learning valuable tennis skills. Each station will also have a life skill or healthy lifestyle element that will be incorporated in the drill.

Volunteers would not need to have tennis experience and would receive instruction on how to run their drill stations prior the arrival of the children on the day(s) they volunteer. The program will take place at Tarkington Park on the following Friday dates:

- June 14
- June 21
- June 28
- July 7
- July 14
- July 21

Volunteers would be asked to arrive for 30 minutes of training at 8:30am and run their drill stations from 9am – noon. We also require all volunteers to have had a clear background check within the last year.