

The Essential Guide to Facility Funding

A simple guide to planning, funding, and promoting your tennis facility.

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Overview

This guide is designed to help you find ways to fund your tennis project. Each project is different, and funding options vary by location. This guide will help you to find what's available to you.

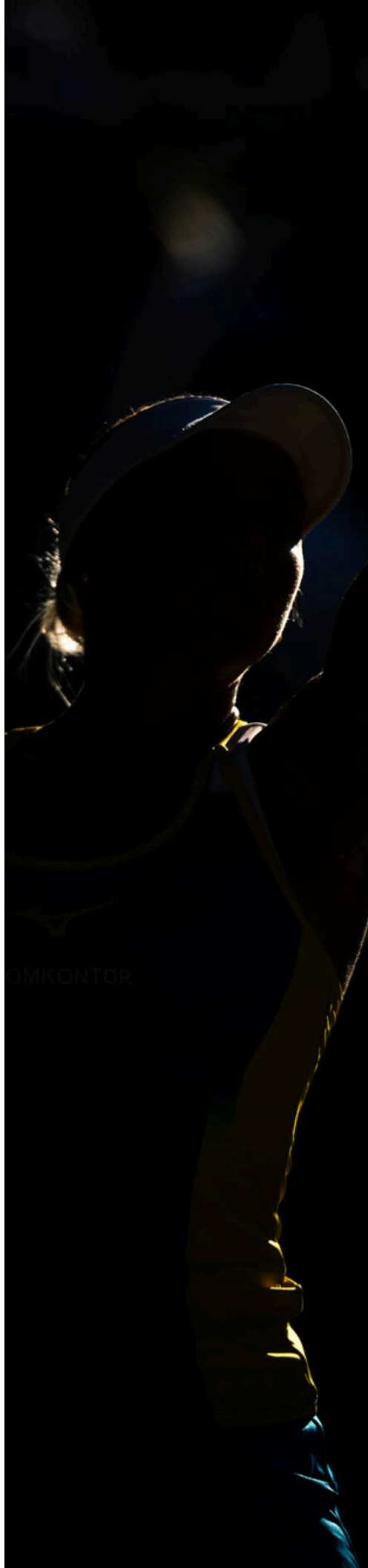
When looking for funding, think about why an organisation, donor, or sponsor might want to support your project. Since many projects are looking for funding, your application or proposal needs to be detailed and match their goals.

Research and planning are important, especially now there is less money available from private and public sources. A strong application is needed to get your project funded. Showing why your project should be supported and what it can do is key to your success.

We have divided this guide into five sections to help you:

- **WHY IS YOUR PROJECT NEEDED?**
- **HOW CAN YOUR PROJECT BE FUNDED?**
- **HOW DO I GET STARTED?**
- **WHY INVEST IN TENNIS?**
- **USING DATA AND SOCIAL MEDIA TO GAIN FUNDING.**

This guide is mainly for facility projects, but you can use the information for other projects too. We hope you find it useful.





SECTION 01

Why is your project needed?

Before starting any project, ask yourself: why is this necessary? Clarifying this helps with planning and securing funds. To make it easier, we've put together a list of questions you can use to get your project plan in shape and support your search for funding:

NEED

- Does the project address key problems (what are they and why are they important)?
- Does the project align with your organisation's goals?
- How does the project fulfil stakeholder expectations?
- Are there any regulatory reasons for the project being needed?
- Has customer feedback played a role in your decision to start the project?
- Does research show that your project is needed?

IMPACT

- What will be the impact of this project (e.g. more players/events/activities)?
- How will the project contribute to your organisation's goals?
- How will it benefit the community (e.g. increased activity levels, improved mental health and community engagement should be considered)?
- Are there any specific audiences you want to engage with?
- How will you measure the success and impact of the project?



Every project is unique. When filling out an application form or presenting to potential sponsors, you know your project best. Seize the opportunity to clearly explain why it matters and how it fits their goals.





SECTION 02

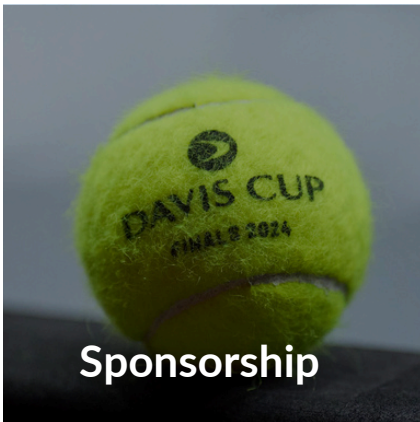
How can your project be funded?

Funding options: Which one is right for you?

To secure funding for your project, start by researching available options and checking your eligibility. The options will depend on the type of project and its location. The next three pages will give you detailed info on the funding options mentioned below.



**Membership
Fees**



Sponsorship



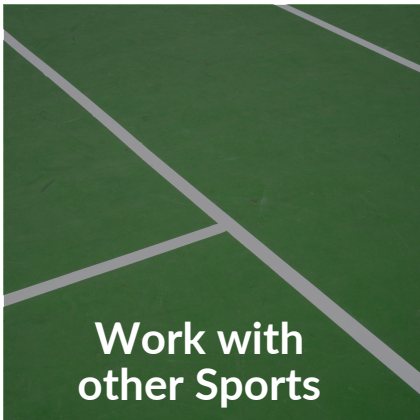
Fundraising



**Commercial
Activities**



**Grant
Funding**



**Work with
other Sports**



**Government /
Sports Ministry**



**Local
Businesses**



Foundations



MEMBERSHIP FEES

Can you generate income through membership fees to cover the day-to-day costs of running your facility? This option will only generate income once the facility is operational. For new facilities, this might not be feasible initially, but once up and running, it could help fund further improvements or ongoing costs.

SPONSORSHIP

Sponsorship is a popular funding choice for various projects, including more than just facilities. It's important to consider what you can offer sponsors in return, as sponsorship is not free money. Some sponsorship packages may include providing materials or products rather than direct funding, such as:

- Fee for sponsoring tennis courts (naming rights)
- Products or services (e.g. tennis equipment, materials to build facilities or install courts and lighting)
- Fee for including their logo on your kit, equipment, minibus, banners, website, email footers, social media platforms, etc.

FUNDRAISING

Fundraising can generate income and engage your tennis members and the local community, potentially attracting more players to your facility. Involving club members and the wider community makes people feel part of the team and supportive of the club. The key to fundraising is creativity, so involve as many people as possible for fun ideas to raise funds.





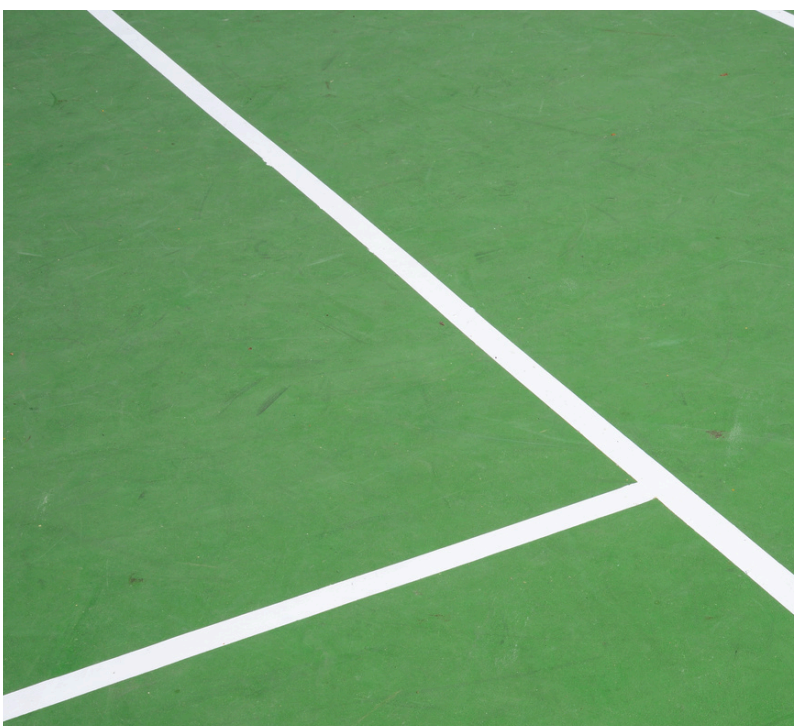
COMMERCIAL ACTIVITIES

Selling products (tennis equipment or refreshments) or services (e.g. facility hire for social events or community groups) can generate income. Speak to the local community to find out if there are opportunities to provide different services. Check if these activities will impact personnel and the facility's insurance.

GRANT FUNDING

There are many funding programmes available, so take the time to find out which ones you can access. Each programme has its eligibility criteria so concentrate on those you can apply for as the application process can be time-consuming.

Keep in mind that facilities and sports provide many benefits – revisit your project's purpose to uncover various funding opportunities. Don't limit your grant applications to just facilities or tennis; this is explored further in the Why invest in Tennis? section.



WORK WITH OTHER SPORTS

If appropriate, consider teaming up with another sport to get funding. Sharing facilities and having a multipurpose venue for different sports can work well. This might not be right for every project, but there could be chances to work with other sports to make your facility project happen.



LOCAL GOVERNMENT / SPORTS MINISTRY

Check for local programmes that encourage sports activities, as this could provide funding opportunities.

LOCAL BUSINESSES

Community-focused projects may attract sponsorship, funding, and in-kind donations from local businesses - research to find potential links to your project.



FOUNDATIONS

Look for charitable organisations that offer grants aligned with their mission. Local organisations that support community-based projects and initiatives through grants and philanthropic support can be a good funding source.

Diverse funding sources: What are the advantages?



RISK MITIGATION

Don't rely on one funding source. Multiple sources act as a safety net, so if one fails, your project isn't at risk and can continue.



IMPROVED CREDIBILITY

Having multiple funders boosts your project's credibility, showing stakeholders that your project is widely supported and validated.



ACCESS TO EXPERTISE & NETWORKS

Each funding source can offer unique expertise and connections. This network can greatly aid your project's success by providing insights, guidance, and chance for collaboration.



INNOVATION & RESOURCE OPTIMISATION

Different funders have different expectations, priorities, and goals to address. Engaging with a diverse group encourages creative innovation as you meet funders' unique needs and perspectives.



ENHANCED FLEXIBILITY

A variety of funders means you can adapt to different expectations and timelines, giving your project the ability to adjust to changes and take advantages of new opportunities.



FINANCIAL STABILITY

Different funders often have different financial cycles, which can help maintain a steady cash flow, crucial for covering ongoing costs and unexpected expenses.



Diversifying funding sources is essential for project success and sustainability. It reduces risks, ensures financial stability, offers flexibility, grants access to expertise, boosts credibility, and encourages innovation.

TENNIS



BILLIE JEAN
KING CUP

AFRICA GROUP IV
→ SANBROCK

SECTION 03

How do I get started?

Simple steps to create your ideal project plan

01 Project overview & delivery plan

Clearly define your goals and expected impact to help funders understand your project's value. Use data and testimonials to show potential impact and alignment with the funder's mission. Outline your roadmap and milestones to demonstrate feasibility.

02 Financial planning & fundraising strategy

Provide a detailed budget and expense plan to show financial responsibility. A clear strategy demonstrates commitment and enhances your project's appeal by highlighting sustainability. Show your commitment to long-term sustainability with a facility management and maintenance plan.

03 Marketing plan

Describe how you will promote your project, reach out to potential stakeholders, and ensure its visibility and success. Explain how you will engage your audience and keep them updated about your project's progress. Outline a timeline for your marketing activities.

04 Risk Management plan

A plan is crucial as it displays foresight of potential issues and your ability to tackle them. It adds credibility to your proposal, suggesting a realistic grasp of project complexities and dedication to success, even in the face of setbacks.

05 Develop a strong project team

Form a skilled team from your tennis community to share tasks effectively and boost project endorsement. Funders assess team strength to predict success, making a well-rounded, committed team essential.

06 Research

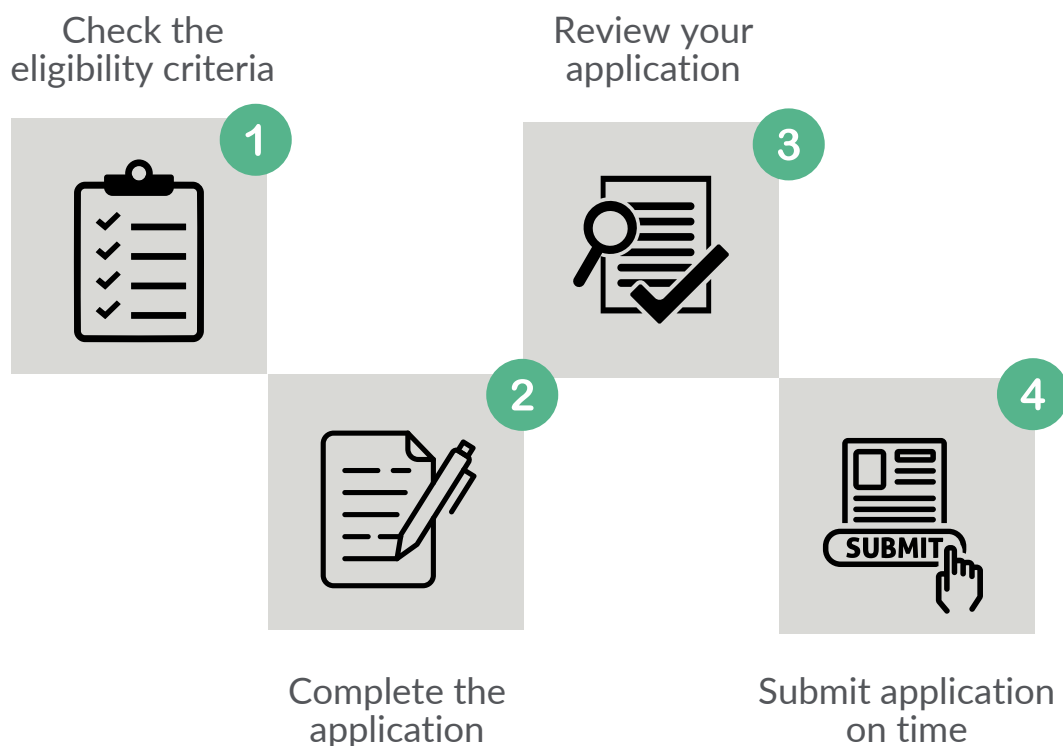
Identify organisations, grants, and investors that align with your project's goals. Be aware of application timelines and eligibility criteria to increase your chances of success.

Preparing and submitting your grant application

BEFORE STARTING YOUR GRANT APPLICATION, THOROUGHLY REVIEW THE REQUIREMENTS AND GATHER ALL NECESSARY INFORMATION AND SUPPORTING DOCUMENTS.

Most funding programmes will have an online application form with specific questions and document requirements. It's crucial to review these requirements carefully and prepare all necessary information beforehand.

Accurately complete the online application, delegate sections to team members who have the relevant expertise, and promptly provide any additional information requested.



After completing your project, you will be asked to report on how it went and what you achieved. This is important for the people who gave you the money and for you to manage your project.



SECTION 04

Why invest in Tennis?

The socio-economic and health benefits of tennis

Tennis isn't just a game; it's a powerful tool for boosting health and fostering community growth. From improving physical and mental well-being to creating jobs and driving development, tennis offers countless benefits. Let's explore the socio-economic and health benefits of tennis.



Personal Development

Tennis offers opportunities for learning life skills such as discipline, perseverance, and fair play. On the court, players face challenges similar to those in real life, such as overcoming obstacles and creating strategies for success, which encourages resilience and adaptability. These experiences aid personal development and skill building. Tennis also offers chances for volunteer work and developing coaching and officiating skills.



Social behaviour

Tennis encourages positive social behaviour by emphasising respect, fairness, and manners. The rules and traditions of the game instil a sense of discipline and integrity, guiding players to be honourable on and off the court. This focus on moral behaviour can positively shape wider social relations, promoting a culture of respect and cooperation.



Social integration

Tennis promotes social integration by bridging cultural, economic, and social gaps. Its global appeal and inclusive nature create opportunities for people from diverse backgrounds to connect and interact. Community tennis programmes are especially effective in fostering social cohesion and a sense of belonging.



Economic development

Tennis helps the economy by providing jobs and business opportunities. It includes roles like coaching, running facilities, selling merchandise, and planning events. Tennis clubs can attract investments and partnerships, further stimulating local economies.



Tourism

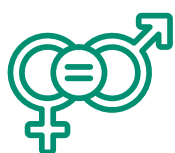
Tennis events bring tourists who need places to stay, travel, and eat. This helps the local economy and makes the area more well-known worldwide. The influx of visitors boosts local businesses and fosters cultural exchange, enriching the community as a whole.

The socio-economic and health benefits of tennis



Inclusive

Tennis is renowned for its inclusivity, welcoming participants of all ages, skill levels, and backgrounds. Adaptability is key, allowing the sport to cater to beginners, seasoned players, and individuals with disabilities. Initiatives such as wheelchair tennis and community programmes ensure that the sport remains accessible to diverse groups, fostering a sense of belonging and engagement within communities.



Gender equality

Tennis has been a trailblazer in promoting gender equality, offering equal prize money in major tournaments. Both male and female players are celebrated for their athleticism, skill and achievements, helping to break down barriers in sport. As a result, tennis encourages the participation and empowerment of women and girls worldwide. The ITF's Gender Equality Strategy Advantage All programme is a great example of this.



Sport for life

Tennis is a sport that can be enjoyed for a lifetime. It offers exercise and fun for people from young to old. Its gentle nature and adaptable intensity make it great for staying fit and healthy at any age. Regular tennis play promotes ongoing physical activity and social connections, improving overall health and life satisfaction.



Health Benefits

Tennis offers significant health and mental benefits. It improves heart health, muscle tone, and coordination, reducing the risk of obesity, diabetes, and heart disease. It also enhances mental well-being by relieving stress, lifting mood, and sharpening cognitive skills. Playing tennis regularly promotes physical fitness and mental alertness, fostering social connections and self-confidence. When seeking funding, highlight the health cost savings and check for government funds supporting health projects.



Community Benefits

Tennis courts and clubs are key community centres that unite people and enhance social bonds. They provide structured programmes, social events, and competitive play, encouraging community interaction and teamwork. The shared passion for tennis creates strong, supportive networks, adding to the community's energy and strength.

How to make your application stand out

SHOW THE BENEFITS

Explain how your tennis project will help more than just tennis players. For example, if you host big tennis events, it could bring more visitors to your area, which is good for local businesses like hotels and shops.

HIGHLIGHT BROADER IMPACT

Don't just look for money for sports facilities. Think about how your tennis project can help with bigger health or community problems. This could give you more chances to get funding.

BE DIFFERENT

Lots of sports projects will want the same money. It would help if you showed why your tennis project is special and worth investing in.

GIVE REAL EXAMPLES

Talk about the good things that come from tennis and sports. If you can show how tennis helps people, your application will be stronger.

Remember, if you get the funding, you'll need to keep track of how your project is doing and share that with the people who gave you the money. This way, you can present a strong case for your tennis project professionally and simply that's easy to understand.



Integrity is crucial in project funding. Avoid overpromising to secure resources, as it can damage your reputation. Deliver on your claims, set realistic goals, and build trust with investors for sustainable growth.



SECTION 05

Using data & social media to gain funding

Leveraging data: Your path to securing funding

Data can show where your project needs to improve or where it is not doing as well as others. This shows why your project needs money. Collecting and looking at data helps you understand the good things your project does for people and enables you to make smart choices for its future.



IMPACT

Use numbers to show how your tennis project is helping. Share how it is making people healthier, helping them improve in school, or getting more people involved.



AUDIENCE

Use information about the people you want to reach with your tennis project. Knowing who they are helps sponsors see how your project can make a big difference and fit their goals.



BENCHMARKING

Look at how your project is doing compared to other good tennis programmes. This helps sponsors see where your project stands and why it can succeed.



FINANCIALS

Share clear information about your budget and how much money you expect to make. Being open about your financial plans makes sponsors trust that your tennis project is well-managed and smart with money.



NEED

Use numbers to show why your tennis project is important. This could be about health, bringing people together, or helping with education. Data makes your reasons stronger.



TRACK RECORD

If you have previous data, present it. Describe the positive outcomes, the lessons learned, and the improvements made.



FEEDBACK

Use surveys and what people say to give more details about how your project helps. Stories from real life make your numbers even more powerful.



MEASURE & MONITOR

Explain how you will keep an eye on your project and make sure it's doing well. Talk about what you will measure and how you will use what you learn to improve your project.

GLOBAL TENNIS REPORT

You may already have your own data set, but if not, the Global Tennis Report (GTR) is a useful resource. The 2019 GTR provided a detailed global view of tennis for the first time. The 2021 update included data from 41 countries, representing 90% of the world's players, coaches, clubs and courts. The GTR can help National Associations identify areas of their tennis programmes that need improvement and investment. The third GTR, published in late 2024, indicated that the number of people playing tennis globally has surpassed 100 million. Including data in your funding application adds credibility and provides funders with solid evidence in support of the project.



Data is Key - it shows the need for your tennis project and its good results. They also tell sponsors you are keeping track of progress and can give regular updates.

Champion your project:

Key strategies for success

SET CLEAR GOALS

Decide what you want to achieve, e.g. you might aim to increase the number of young players by 20% in the next year.

REACH OUT ONLINE

Use social media like Facebook to inform people about your facilities. Post pictures of new courts or happy players.

TELL A STRONG STORY

Share how your tennis facilities make a difference. You could talk about a young player who started at your courts and is now winning tournaments.

WORK TOGETHER

Join other groups that care about tennis. Maybe partner with a local school to start a tennis programme for students.

USE FACTS & FIGURES

Show the success of your facilities with numbers. You might share that court usage has increased by 30% since you made improvements.

TRACK & SHARE SUCCESS

Keep an eye on how well your facilities are doing. You could measure how many more events you host now compared to last year.



To champion your project well, communicate, tailor your messages to your audience, get stakeholders involved and show real results. By doing these things, you'll build strong support and improve your project's chances of success.

Why you should use social media to promote your project

Social media is a powerful tool for keeping your users informed, educated, and engaged, while also updating your donors and sponsors in real-time about your progress. Use posts, images, and videos to not only keep existing users and funders informed and engaged, but also to attract new support.

WIDER REACH & VISIBILITY

Platforms like Instagram, X, TikTok and Facebook increase your project's exposure, drawing in potential players and sponsors.

ENGAGEMENT & INTERACTIVITY

Direct interactions on social media create a community feel and encourage participation.

STORYTELLING & VISUAL APPEAL

Share your sports project's journey through compelling visuals for greater impact and shareability.

BRAND BUILDING & RECOGNITION

A strong brand builds trust and can attract funding and participants.

PROMOTE EVENTS & ACHIEVEMENTS

Highlight your milestones and events to inform and excite your audience.

DIRECT COMMUNICATION

Use social media for updates and feedback, promoting transparency.



Get In Touch

HELP & SUPPORT:

If you have any questions, please contact your ITF Development Officer:



development@itftennis.com

