

June is

TENNIS *MONTH*

in Canada



2026 TOOLKIT



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TOOLKIT

TENNIS MONTH

TENNIS CANADA

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What's Tennis Month in Canada?

Tennis Month is back. With your help, in 2025 we saw +150 events nationwide. This year we're aiming to make it even bigger and better by hosting more events, encouraging more participants, and creating more fun for all involved!

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

Take part in a national initiative backed by the Canadian Olympic Committee

- 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 promotional assets and receive ongoing support to ensure your event's success.

Boost Visibility

- Events you register will be promoted via Tennis Canada's national channels, connecting you to a wider range of potential participants.

Free merchandise

- For events focused on kids aged 14 and under, Rogers First Set events will receive a free Rogers First Set merchandise package.

Register your event

Submit your event details through the Tennis Month Host Application Form and join the celebration.

[Click here](#) to register your event

Hosting an event for youth?

- Streamline your event management by using the First Set Web Application.
- The First Set Web App allows you to set up and manage your event in one place. Participants can sign-up to your event online, allowing you to view and manage registration.
- Events will be shown and promoted on the National First Set Events Page.

To request access to the NEW First Set Web Application [click here](#)

Marketing & Promotional tools

Increase participation among all ages and abilities whilst promoting tennis as a fun, healthy and inclusive activity for life. Ensure your event's success by utilizing the following promotional assets:

[Editable poster ›](#)

[Web article ›](#)

[Email ›](#)

[Social media ›](#)

[Postcard ›](#)

[Key messages ›](#)

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.

[Click here](#) to access the the template.



Marketing & Promotional tools

Web article template – 2551 × 1632 px
Introduce Tennis Month in Canada,
provide details of your event, and provide
answers to frequently asked questions.

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



Marketing & Promotional tools

Email

Include the specific details of your event in our customizable copy that can be found [here](#)

Header — 600 x 400 px →



Body image — 600 x 200 px →



Social media

Instagram & Facebook 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 a call 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!

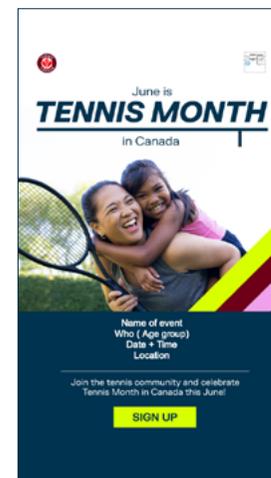
Join the tennis community and celebrate by joining our event! *(insert link to your event)*

Instagram & Facebook 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.

Access social [post templates here](#) and [story templates here](#).

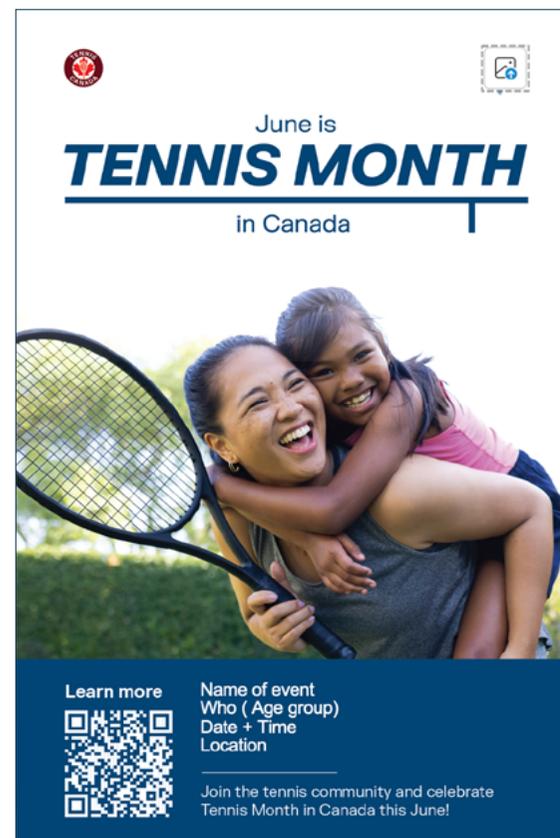


Postcard

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.

[Click here](#) to access postcard template



Key messages

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.



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