SOBEYS STADIUM
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FIRST SET TENNIS IN SCHOOLS 2027: TERMS AND CONDITIONS

1. Objective

First Set – Tennis in Schools ("Program") is a Tennis Canada program designed to introduce more young people to tennis and create a clear pathway from **school participation to continued participation with a local tennis organization**.

Funded organizations are expected to support the complete pathway:

School → First Set Try Event → Club Programming = Continued Participation

The Program is intended to expand access to tennis across Canada. Tennis Canada is particularly interested in opportunities that can help reach communities where youth may face financial, geographic, social or other barriers to participation, as well as youth from backgrounds historically underrepresented in tennis. **Programming is not limited to these populations.**

Funding is intended to support more than isolated introductory sessions. Organizations should demonstrate how students will be introduced to tennis at school, invited to a local First Set Try Event and provided with an opportunity to continue playing.

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2. Eligibility

Applicants must:

- Be a tennis club, community tennis organization or other eligible delivery organization approved by Tennis Canada.
- Identify the province or territory in which programming will take place and their relationship with the applicable Provincial or Territorial Tennis Association ("PTTA").
- Identify the schools they propose to serve and demonstrate an existing relationship or a reasonable plan for approaching each school.
- Have the organizational, coaching and equipment capacity required to safely deliver the proposed programming.
- Agree to all Program requirements outlined in these Terms and Conditions.

When reviewing applications, Tennis Canada may consider factors including community need, opportunities to expand access to tennis, reach into underserved or underrepresented communities, strength of the school-to-club pathway, organizational capacity and geographic distribution.

Applicants are **not required to exclusively serve underserved or underrepresented youth** to be eligible for funding.

Submission of an application does not guarantee funding. Tennis Canada may approve, decline or adjust an application based on Program priorities and available funding.

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3. Program Requirements

Successful applicants must:

1. Deliver programming at the schools approved by Tennis Canada.
2. Deliver a minimum of **two tennis sessions at each funded school**.
3. Host at least one **First Set Try Event** connected to participating schools.
4. Publish the Try Event through the **First Set Web App***.
5. Use the First Set registration process for Try Event participants.
6. Clearly communicate the Try Event opportunity to participating students and families.
7. Identify an ongoing tennis program participants can join following the Try Event.
8. Identify:
    - the number of new participants the organization is seeking to attract;
    - the number of new participants it has capacity to accommodate;
    - the timing of the next available program; and
    - the cost to the participant or family.
9. Consider barriers that may prevent students from continuing into community tennis and, where possible, identify ways to reduce those barriers.
10. Follow up with participating families following the Try Event.
11. Complete required First Set training, including applicable online modules and Tennis in Schools resource training.
12. Use appropriately trained coaches or program leaders and comply with applicable safety and safeguarding requirements.
13. Maintain sufficient age- and stage-appropriate equipment to safely and effectively deliver the Program.

**Organizations may use their own registration system for the Try Event with approval from Tennis Canada.*

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4. Funding

Approved organizations will be eligible to receive:

- **$1,000 per approved school for the first two schools**
- **$500 per additional approved school**
- **Maximum funding of $7,000 per organization**

The maximum allocation is reached at **12 approved schools**.

Funding is tied to the approved schools and activities identified in the application. Schools may not be substituted or added without prior approval from Tennis Canada.

Funding is intended to support the complete school-to-club pathway, including reasonable costs associated with school delivery, the First Set Try Event and efforts to connect participants with continued tennis opportunities.

Eligible expenses may include:

- Coach or program leader fees
- Facility or court costs
- Equipment required for Program delivery
- Transportation directly related to delivery
- Marketing and communications
- Expenses that reasonably reduce identified barriers to participation
- Other Program expenses approved by Tennis Canada

Funding may not be used for capital projects, personal expenses, premium or non-essential equipment, or activities unrelated to the approved Program.

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5. Payment

Successful applicants must provide Tennis Canada with an invoice for the approved funding amount no later than **February 26, 2027**.

Payment is conditional upon acceptance of the approved Program scope and these Terms and Conditions, submission of required payment documentation and continued compliance with Program requirements.

Tennis Canada reserves the right to reduce, withhold or recover funding where programming is not delivered substantially as approved or Program requirements are not met.

Organizations that incur expenses before receiving confirmation of funding do so at their own risk.

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6. Reporting

Successful applicants must complete all reporting requested by Tennis Canada.

Reporting may include:

- Approved schools reached
- Number of school sessions delivered
- Estimated number of students reached
- Try Event date and attendance
- Number of Try Event participants registered through First Set
- Number of participants directed toward ongoing programming
- Number of participants who transition into continued programming
- Program outcomes, successes and challenges
- Use of Program funding

Where appropriate and permitted, participant information collected through the Try Event or subsequent programming may also include **age, gender, racial or ethnic background, previous tennis experience and other information that helps Tennis Canada understand who the Program is reaching**.

Tennis Canada recognizes that participant-level demographic information may not be available through school delivery due to school and privacy requirements.

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7. Program Materials, Branding and Communications

Tennis Canada may provide successful applicants with First Set materials, merchandise, signage or participant giveaways.

Organizations receiving these materials agree to:

- Use them for the approved Program;
- Follow Tennis Canada and First Set branding requirements;
- Acknowledge applicable Program partners as requested; and
- Not sell Program materials or use them for unrelated commercial purposes.

Applicants authorize Tennis Canada to identify funded organizations and share general information about the Program, including organization name, location, Program description and funding amount.

Any collection or use of participant photographs, video, quotes or personal information must comply with applicable consent, privacy and safeguarding requirements.

8. General Conditions

By accepting funding, the successful applicant agrees that:

- Information provided in its application is accurate and complete.
- Programming will be delivered substantially as described in the approved application.
- Material changes to approved schools, programming, Try Event delivery or use of funding require prior approval from Tennis Canada.
- Tennis Canada may request additional information reasonably required to administer, evaluate or promote the Program.
- Tennis Canada is not responsible for costs incurred because an application is declined, modified or withdrawn.
- Funding decisions are final and subject to the availability of Program funds.
- Failure to comply with these Terms and Conditions may affect current funding and eligibility for future Tennis Canada funding opportunities.

Submission of an application constitutes acknowledgement of and agreement with these Terms and Conditions.