



VTA PINK TENNIS DAY

Case Study | Victorian Tennis
Academy



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About Pink Tennis Day

The Victorian Tennis Academy (VTA) have been running annual Pink Tennis Day's since 2015.

The event aims to raise vital funds for breast cancer research. All funds from the day are donated to the Breast Cancer Network Australia (BCNA).

VTA were proud to host over 100 people throughout the day in 2019, raising over \$6,000 to donate to BCNA.



What did the day consist of?

The day consisted of both on-court and off-court activities in an attempt to Engage all aspects of the community, regardless of whether they are tennis lovers or not.

On-court activities:

- ANZ Tennis Hot Shots
- Giant tennis racquets
- Cardio Tennis Australia

Off-court activities:

- Hit the target inflatable
- Speed serve + fastest serve competition
- Face painting
- Food (donated by Bakers Delight)

How was the community engaged?

The VTA tennis community plus wider community were engaged through a number of ways including:

- Website
- Newsletter
- Social media

Tennis Victoria and BCNA also promoted the event via their social media platforms, ensuring the event details reached a large number of people.

Top tips to running a successful fundraiser at your club

- Be organised
- Approach businesses early to arrange sponsorship
- Actively visit and approach businesses to sponsor the event
- Obtain and use activation equipment
- Sell merchandise to assist with generating funds