



ROGERS  
**First Set**



**PROVIDER INFORMATION**





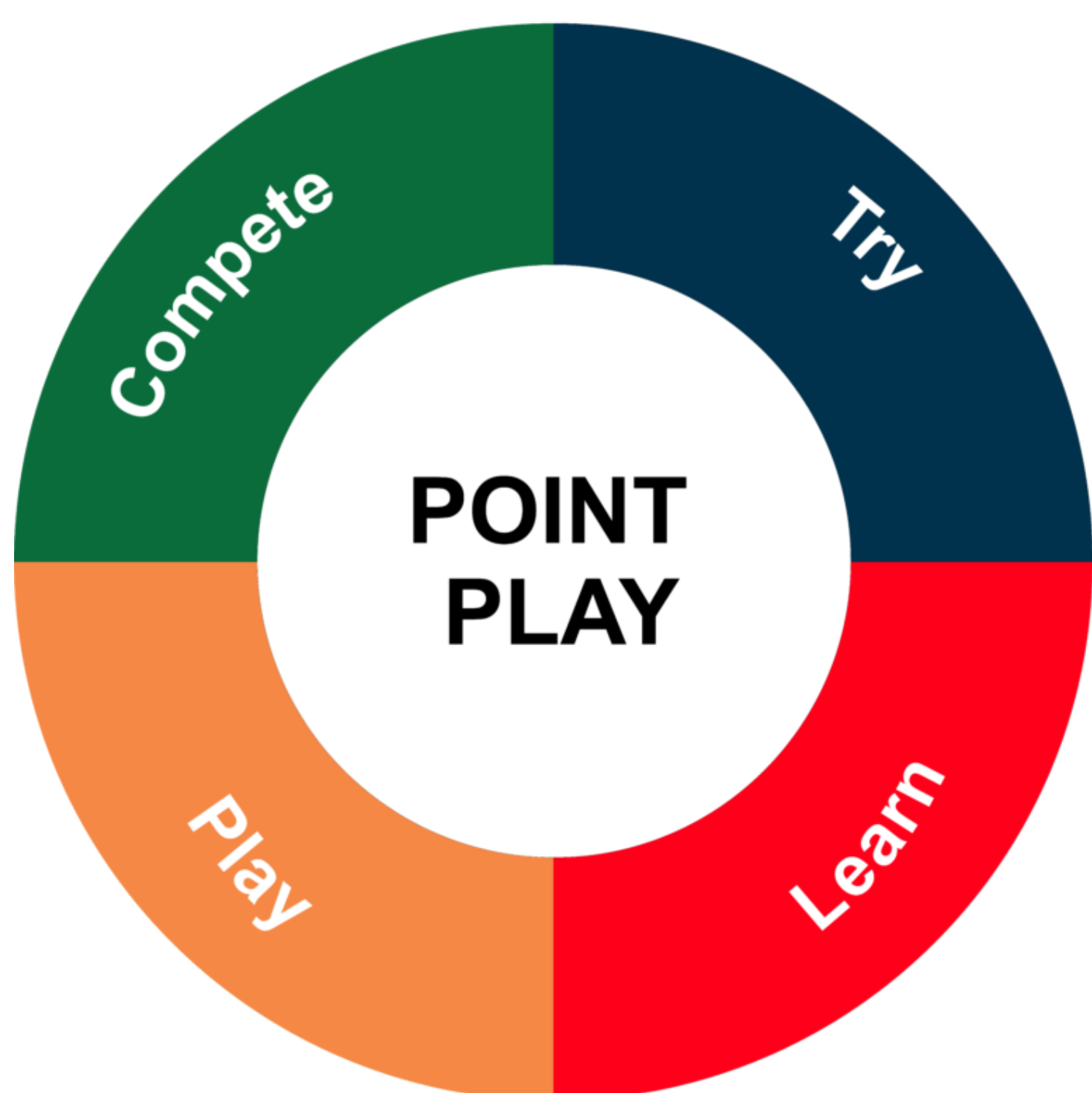
## WELCOME TO ROGERS FIRST SET

Tennis Canada, in partnership with Rogers, has launched a new national program to introduce Canadian youth to the sport of tennis. At the heart of the program is the belief that every Canadian should have the opportunity to play and enjoy tennis, regardless of their background or ability.

Designed to inspire youth and families in communities across Canada to play tennis, this program helps players learn fundamental tennis skills in a fun, welcoming, safe, and positive environment.

Rogers First Set adopts the “progressive tennis” approach (red, orange, and green) through which participants play, develop, and compete with the appropriate racquet and balls, on the right-size court. All the activities in the program are designed to connect to playing tennis, building a participant’s identity as a tennis player right from the start of their tennis journey.

The long-term goal of Rogers First Set is to grow participation in tennis in Canada exponentially over the next five years, in partnership with new and existing tennis program delivery partners in all provinces and territories.



The program builds fundamental skills through four key pillars:

1. **Try:** providing participants the opportunity to try and celebrate tennis, fostering an excitement for the game.
2. **Learn:** quality programming that builds tennis skills and provides positive experiences.
3. **Play:** opportunities to participate in point play that develops a participant’s identity as a tennis player.
4. **Compete:** take part in organized competition which includes tournaments for youth.

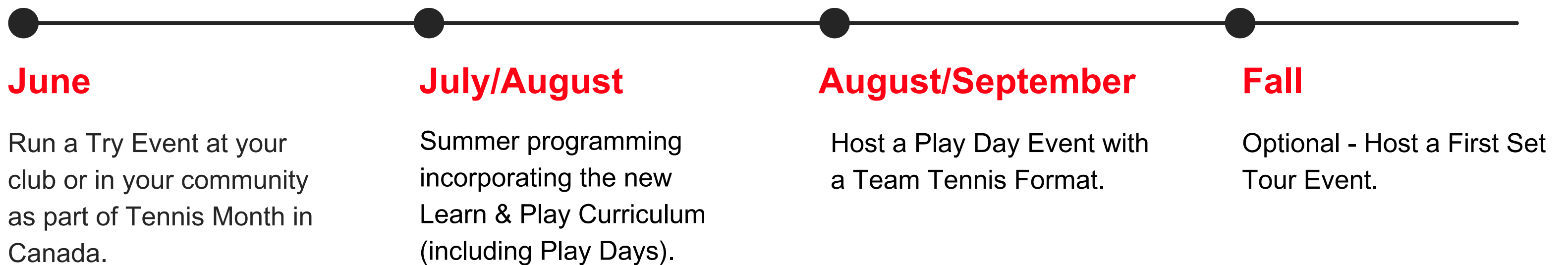
**JOIN THE MOVEMENT AND SHAPE TENNIS IN CANADA**



# BECOME A ROGERS FIRST SET PROVIDER

As a Rogers First Set Program provider, you have the incredible opportunity to shape the future of tennis in Canada by introducing new players to the game and retaining players for life. The program offers a **systematic framework** that helps youth experience frequent competitive opportunities while simultaneously developing the tactical and technical skills needed to **serve, rally, and score**. The program follows a **holistic approach** to player development, emphasizing the development of the whole person including their character, confidence, connections, and competence. By becoming a provider of this program, Tennis Canada will provide you tools, resources and support to deliver the program's **Try, Learn** and **Play** pillars. Positive first experiences will build a solid foundation to launch players further along the pathway toward a **lifelong love of tennis**.

## PROGRAM TIMELINE



## BE PART OF A NATIONAL INITIATIVE

### Benefits



#### Be Part of a National Initiative

Be part of a national participation program that grows the sport, creates positive experiences, and fosters tennis players for life. Be recognized by Tennis Canada and your PTTA as a Rogers First Set provider.



#### Resources & Support

Receive easy-to-follow templates for events and programs. There are event templates, program session plans for various formats, online education and ongoing support.



#### Merchandise

Receive a Rogers First Set Start Up Kit that includes merchandise such as drawstring bags, vibration dampeners, stickers, and team wristbands.

### Requirements



#### Online Education

Take an online module that explains in more detail the background, benefits, and delivery of the Rogers First Set Program (1-2 hours to complete). Must be an active TPA coach to be an official program provider.



#### Run Try, Learn, Play Experiences

Program providers are asked to offer a Try event in June, implement the new Learn & Play curriculum in summer programming, and run a Play Event following summer programming.



#### Provide Feedback

Complete a brief end-of-program questionnaire (less than 15 minutes) that provides information about participation and overall feedback.

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