Be Legendary

Site Selection Criteria

Be Legendary offers an exciting opportunity to partner with the International Tennis Hall of Fame in a way that creates meaningful benefits for youth, your organization, and the border community. We greatly appreciate your interest in serving as a host site for this initiative and we are thrilled to consider you as part of this growing network.

The following criteria will guide the selection of host sites for Be Legendary. Sites are evaluated across partnership qualifications, sites and facilities, event execution, tournament relationships, and activation support. **Please check the boxes for areas you are confident your site can deliver.** This information helps ensure a consistent, equitable evaluation across candidate sites. Please reach out with any questions and we'll schedule a meeting.

Partnership qualifications
☐ Partner is/has an established youth tennis program serving a minimum of 30 players ages 10-18 with at least one year of playing experience.
☐ Partner is knowledgeable, organized, and responsive.
☐ Partner is willing to facilitate advance lesson preparation with youth participants and program evaluation (i.e., coach and participant surveys) following activation.
☐ Partner is able to facilitate collection of parental consent and media release forms for all participating youth.
Site and facilities
☐ Partner site is accessible via major transportation routes, with reasonable proximity to an airport or transit hub and available accommodations to support Hall of Famer and staff travel.
☐ Partner has access to an appropriate number of courts to support youth participants (approx. 3-4 courts per 30 participants) and weather-appropriate facilities (e.g., indoor courts, indoor meeting areas).

Event execution
☐ Partner is able to commit to one full day or two half-days for in-person activation, including a 60-90 min on-court event with Hall of Famers, on mutually agreeable dates.
☐ Partner is able to provide one highly skilled pro to lead, plus one coach per court to support on-court activation; pros/coaches should have demonstrated experience coaching and managing groups of youth players in structured settings.
☐ Partner carries appropriate general liability insurance for youth programming and on-court activities and is willing to execute a formal site agreement with Be Legendary prior to activation.
☐ Partner has prior experience hosting structured youth programming or similar on-court activations and special events.
☐ Partner is willing to organize and fund a donor reception following the Be Legendary activation.
Tournament relationship
☐ Partner has access to a college, ATP/WTA or other event that can accommodate a student-athlete experiential visit.
☐ Partner has the ability to facilitate tournament attendance through walkability, organized transport, or partnership arrangements that don't rely on individual parent transportation.
Activation support
☐ Be Legendary can confirm Hall of Famer availability.
☐ Be Legendary or site can confirm donor, board member, or program leadership is available to champion the site activations.
☐ Donor, board member, program leadership or partner has contacts with local media, and market provides opportunities for media presence.
☐ Partner is prepared to commit $100,000 to support Be Legendary general programming, the desired site activation, and other mutually agreed-upon events (e.g., cultivation event).

Thank you for your enthusiasm to support meaningful opportunities for youth through Be Legendary!