

INNERCITYTENNIS
SERVE & RETURN



SPONSOR INFORMATION

75th Anniversary Celebration

MAY 11-17, 2026



Dear Friends,

On behalf of InnerCity Tennis, I invite you to sponsor Serve & Return, our annual celebration that builds and sustains our critical youth development work across Minneapolis.

Serve & Return is ICT's most important annual community-building and fundraising event. It brings together players, donors, staff, volunteers, program partners, and community leaders committed to using tennis to connect youth with mentors who care for and challenge them, create community in which they belong and matter, and instill in them a lifelong love of safe, fun, and engaging physical activity.

In 2026, Serve & Return will kick off our 75th summer of impact in Minneapolis. To mark this milestone, this year's event will look a little different from past iterations.

Serve & Return 2026 will expand to include several events: a fun and elevated Trustee Dinner, an all-ages, multi-draw mixed doubles tournament, and a community celebration in MLK Park—ensuring that our entire community can be active, outdoors, and together. Sponsors will be recognized throughout the full week of festivities.

As always, Serve & Return will provide critical support for ICT's community programs, including:

- **Tennis in the Schools / Tennis After School:** ICT coaches deliver no-cost Kidspeed and Net Gen Tennis programs through Minneapolis schools and partner organizations.
- **Super Saturdays:** Free tennis and multi-sport Kidspeed instruction for youth ages 3–18 nearly every Saturday during the school year.
- **Summer Tennis in the Parks:** Our flagship six-week summer camp serves more than 1,000 youth across approximately 20 Minneapolis parks, with scholarships available for families in need.
- **Cities Academy and Excellence Team:** Providing top-quality, whole-person tennis training for youth, regardless of family financial capacity.
- **NextGen:** Our off-court program for teens focused on volunteership, academic success, and leadership development.

Your support will make a lasting impact on the youth we serve and help us reach even more young people. To become a sponsor, please complete the enclosed form and return it promptly, or register online at www.innercitytennis.org/serveandreturn.

If you have questions, please contact ICT Associate Director John Bussey at john.bussey@innercitytennis.org.

With gratitude,




John Wheaton
Executive Director



ABOUT INNERCITY TENNIS

InnerCity Tennis develops and unleashes the potential of youth, on and off the tennis court, by engaging and serving a supportive community.

At InnerCity Tennis, we believe:

- All people—especially youth—need safe, fun, and compelling opportunities to develop and enjoy a passion for lifelong healthy activity.
 - All people—especially youth—need caring, supportive mentors who challenge them and expand their sense of what is possible.
 - All people—especially youth—need to matter and belong in nurturing communities.
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That is why, for 75 years, we have used tennis as a vehicle to engage young people and provide a pathway to success in school and beyond. Our on- and off-court programming is designed to improve physical health, develop social and emotional skills, and build character—while intentionally working to close the opportunity gap for underserved youth in Minneapolis.

ABOUT SERVE & RETURN

In 2026, to mark 75 years of impact, Serve & Return is growing to encompass a full week of events, including:

- **The Trustee Dinner** – A fun, elevated evening of gratitude and giving at Travail Kitchen and Amusements.
- **The Cup** – A full day of doubles action, with a half-dozen categories ensuring there is something for everyone.
- **Spring Singles Flex Season Finals** – Semifinal and final matches for our youth players, capping off our inaugural flex season.
- **The Party** – In collaboration with several key partners, an afternoon for all ages to be together, outside, and active.

ABOUT SPONSORSHIP

Sponsorship of Serve & Return sustains ICT programming across Minneapolis. Each year, we engage more than 5,000 youth ages 3–18 from diverse racial and ethnic backgrounds, religious traditions, socioeconomic circumstances, genders, family structures, and physical abilities.



Funds raised through sponsorship allow us to make life-shaping programs accessible to all children—regardless of financial means—and support our efforts to remove non-financial barriers to participation.



Scan here to
complete the
Sponsorship
Pledge Form



SERVE & RETURN

SPONSORSHIP LEVELS

INNERCITYTENNIS.ORG/SERVEANDRETURN



CELEBRATE 75 YEARS OF IMPACT

For three-quarters of a century, InnerCity Tennis has been more than tennis; we are a community where the sport serves as a vehicle for character, confidence, and connection.

Sponsors are vital to Serve & Return's success. As we evolve our annual fundraiser to mark this milestone, sponsors don't just get a seat at an event—you are helping to power our legacy.

BENEFITS OF SPONSORING SERVE & RETURN

This year, sponsors and hosts will be integrated directly into the events, reaching our audience of over 10,000 through facility signage, marketing communications, and event announcements. All sponsors and hosts receive invitations to the Trustee Dinner or registrations into the Legacy Cup proportionate to their sponsorship level, along with other benefits. Hosts are additionally recognized as members of our honorary 'Host Committee,' reflecting their role in ensuring the event's success before it even starts.

LEVEL	Presenting	Lead	Ace	Smash	Community	Host
BENEFIT	\$20,000	\$10,000	\$5,000	\$2,500	\$1,000	\$640
Naming Rights	Primary	Secondary				
Trustee Dinner Invite/ Legacy Cup Registration	4	4	4	4	2	4
Auction Branding	X	X	X	X		
Event Series Activation	X	X	X	X	X	
Digital Display Feature*	X	X	X	X	X	
Social Media Spotlight*	X	X	X	X	X	
75th Anniversary Wall*	X	X	X	X	X	X
Email Reach (10k+ list)*	X	X	X	X	X	

*Logo size proportionate to sponsorship level