

## Request for Proposal

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### Mapping the Future of Tennis: Participation, Court Access, and Emerging Racquet Sport Trends in Canada

#### 1. Issuing Organization

Tennis Canada  
1 Shoreham Drive, Suite 100  
Toronto, Ontario, M3N 3A6  
[www.tenniscanada.com](http://www.tenniscanada.com)

#### 2. Contact Information

Primary Contact: Eva Havaris, Senior Vice President, Tennis Development and Partnerships  
Email: [ehavaris@tenniscanada.com](mailto:ehavaris@tenniscanada.com)

#### 3. Budget

CAD \$15,000 - \$18,500 (excluding applicable taxes)

#### 4. Proposal Deadline

12pm ET May 16, 2025

#### 5. Project Overview

Tennis Canada is seeking a research partner to deliver actionable, innovative insights on:

- Tennis participation trends and demographic reach
- Competition and crossover with other top interest sports and emerging racquet sports including pickleball and padel.
- Court usage, access, and repurposing trends within the top 100 municipalities (Tennis Canada to provide the list)
- Barriers and motivators to tennis participation
- Demonstrate equity in access and participation among underrepresented communities (e.g., newcomers, BIPOC, women and girls)
- Identify gaps in public infrastructure to support targeted advocacy and facility development initiatives across Canada

## **6. Scope of Work**

### **Core Areas of Measurement**

#### **A. Participation & Demographics**

- National participation in tennis, including core and frequent players
- Participation trended over time and benchmarked to other racquet sports as defined above.
- Participation trended over time and benchmarked against top participation sports in Canada
- Breakdowns by age, gender, region, income level, ethnicity, and newcomer status

#### **B. Court Usage, Access & Planning**

- Public court usage and municipal monitoring
- Number of courts lost or repurposed (e.g., to pickleball, padel, other park amenities or infrastructure, commercial or residential development, other)
- Regional gaps between court supply and tennis /racquet sport demand
- Tennis court planning noted in municipal recreation facility plans
- Tennis court policies noted in municipal parks and recreation policies and/or municipal tennis or racquet strategies

#### **C. Competition with Other Racquet Sports**

- Growth trajectories of pickleball and padel
- Cross-participation with tennis
- Court-sharing trends and public perception of multi-use courts

#### **D. Barriers & Motivators to Participation**

- Top reasons for playing/not playing tennis
- Motivators for newcomers, women/girls, families, and lapsed players
- Willingness to pay, access to indoor/outdoor facilities, weather influence

#### **E. Equity & Inclusion**

- Tennis participation among: New Canadians, BIPOC communities, Low-income households, Women and girls
- Tennis as a tool for inclusion, community-building, and health promotion

#### **F. Program & Impact Evaluation (Optional)**

- Awareness and participation in Tennis Canada programs
- Community perception of Tennis Canada's social and development impact

### **Value-Add and Innovation Priorities**

Vendors are encouraged to propose creative, forward-thinking approaches that go beyond standard data reporting and provide added value to Tennis Canada's strategic objectives. Examples may include:

- **Geospatial mapping** of tennis court supply versus community demand
- **Forecast modeling** to project participation trends across age groups, regions, or racquet sports
- **Sentiment analysis** comparing public perception of tennis to emerging racquet sports (e.g., pickleball, padel)
- **Real-time dashboards** or **interactive data tools** for stakeholder engagement and decision-making
- **Innovative IP or value reinvestment** models that support Tennis Canada's long-term growth

*Note: Tennis Canada is currently collaborating with ActiveXchange to analyze court data across Canada's top 100 municipalities. Their current focus includes:*

**ActiveXchange Advanced Movement** (up to 100 sites, CPRA Network)

- 12-month historic and rolling data (updated monthly)
- Estimated visits by day, time, and duration (with heat maps)
- Visitor origin data (at subdivision level)

**Community Reach Dashboard**

- Profiles of visitors to tennis sites using origin data enhanced with demographic and health variables

**ActiveXchange Movement Basic (area-wide)**

- Movement mapping across Canada using indexed quad-keys
- Nationwide data available since January 2022

## **8. Desired Partner Qualities**

- Strong research credentials and understanding of Canadian sport or not-for-profit sectors
- Bilingual (English/French) capacity an asset
- Ability and openness to reinvest a portion of the contract value or deliverables back into Tennis Canada via charitable donation or contribution towards Tennis Canada's Unmatched Gender Equity in Sport conference.

## **9. Deliverables**

- Full analytical report (PowerPoint or written brief) with clear visuals and summaries
- Raw data tables and segmentation (Excel/SPSS/CSV)
- Optional: interactive dashboard or data visualization tool
- Presentation of findings to Tennis Canada executive or board

## **10. Proposal Requirements**

- Company profile and relevant experience
- Methodology and timeline
- Detailed budget
  - Overview of proposed innovation components
  - Description of reinvestment value (if any)
- Relevant past clients or case studies
- References

## **11. Timeline**

RFP issued: April 23, 2025

Question Period: April 24 to April 30, 2025

Deadline to submit proposals: May 16, 2025 by 12pm ET

Vendor selection: May 31, 2025

Project kickoff: no later than September 1<sup>st</sup>, 2025

Final report delivered: suggest 6–8 weeks post-kickoff

## **12. Selection Criteria**

Proposals will be evaluated based on the following criteria:

Relevance and clarity of proposed methodology – 25%

Demonstrated expertise in sport participation research – 10%

Innovation and value-added capabilities (e.g., dashboards, mapping, forecasts) – 20%

Budget alignment and overall cost-effectiveness – 25%

Willingness and ability to reinvest in Tennis Canada initiatives – 20%

Shortlisted vendors may be contacted for interviews or follow-up discussions before final selection.

### **Payment Terms :**

Payments will be made in two installments: 50% upon contract signature and receipt of detailed invoice and 50% after the final report is delivered upon receipt of final invoice.

### **Termination for Cause**

Tennis Canada reserves the right to terminate the contract if the agency:

- Fails to meet deadlines without justified cause.
- Delivers substandard or incomplete work.
- Breaches confidentiality or other contractual obligations.

**Termination for Convenience**

Tennis Canada may terminate the contract with a 30-day written notice, provided that compensation for work completed up to that point is settled accordingly.