The aim of this research is to investigate the effects of sport marketing, high school tennis players on the social side and attitudes of sportsmen towards the sport. In the collection of the data, "Attitude Scale Related to Sport Marketing in the Social Direction" developed by Ünal, 2009 was used. Validity and reliability analysis was conducted with attitude scale, inter-high school championship held in Izmir region and participated in the 14-19 age range from high school championship in Mersin, Turkey has implemented a total of 300 athletes. As a result, a valid and trustworthy attitude scale was developed to measure the attitudes of high-quality tennis players to sports marketing, and as a result, it has been determined that the image of the country as a positive or negative effect on the athletes, the healthy development of the children, the sport for the community and themselves are good for the attitudes of the participants in sports marketing. However, it is determined that the sports media does not inform the society sufficiently, the socially loved ones increase the sports consciousness, and they think that the sports consciousness is not infused in the schools. It was.