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ENGLISH

GUIDANCE DOCUMENT

FOR TENNIS CLUBS,
ORGANISATIONS & TENNIS
ENTHUSIASTS



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Introduction

Following the success of the inaugural World Tennis Day in 2013 with 58 nations engaged, the ITF is encouraging their member National Tennis Associations around the world to support next year's event on **Monday 3rd March 2014**. The ITF would like to encourage you too.

Anyone can get involved in World Tennis Day. Whether you are a regular tennis player playing once a week, have not played for many years, have never picked up a racket or simply wish to encourage your children, family and friends to try tennis, it is easy to do so. Simply grab a racket and a ball and have a go in a location convenient, it may be in your garden or in a local park. Check whether the local tennis club or sports / leisure centre is organising any activities. Schools, companies, social groups can all get involved and do some simple serving, rallying and scoring.

The ITF would like to encourage tennis clubs, organisation and tennis enthusiasts organising activities and specific events to communicate the details of these in advance by completing the short survey online [here](#) or by emailing worldtennisday@itftennis.com.

This guidance document has been produced by the ITF to assist and support the planning of activities and specific events for World Tennis Day 2014, providing examples of they that can be organised, how to engage people in the celebrations and how to best promote World Tennis Day 2014.

World Tennis Day 2014 will centred around a series of high profile Showdown events around the world, including the well-established BNP Paribas Showdown in New York's Madison Square Garden and a new event, World Tennis Day Showdown with the Financial Times, at Earl Court Two, London. Each of the events, organised by the promoter StarGames, will feature current and former professionals together with demonstrations of the ITF Tennis Play and Stay campaign aimed at increasing participation among players around the world. Further updates on player participation will be announced via worldtennisday.com.

During World Tennis Day 2014, the ITF will be promoting World Tennis Day across the official social media channels on Instagram, Twitter and on Facebook, and using the hashtag [#worldtennisday](#) and encourage you to show your support and share your pictures and videos.

The ITF looks forward to your support.



web. worldtennisday.com
email. worldtennisday@itftennis.com

Organising Activities & Events

There are a variety of activities and specific events that can be organised for World Tennis Day 2014. In most cases, the National Tennis Association of each country will drive the activities and specific events organised, however tennis clubs, organisations and tennis enthusiasts can get involved too. If you are looking to organise your own activities and specific events, please get in contact with your National Tennis Association to find out their plans first.

The ITF would like to encourage tennis clubs, organisation and tennis enthusiasts organising activities and specific events to communicate the details of these in advance by completing the short survey online [here](#) or by emailing worldtennisday@itftennis.com.

The following examples provide some suggestions:

Large scale / Mass participation event

Large scale or mass participation events are events that involve many participants in an organised manner in one location. The event may involve many tennis courts being set up so many people can enjoy playing at the same time or a series of activities over a set period of time.

EXAMPLE: For World Tennis Day 2013, the Argentine Tennis Association closed the widest road in the world, the Avenida 9 de Julio, in Buenos Aires. A Tennis10s exhibition was staged involving more than 40 tennis clubs.



Iconic events

An iconic event is where tennis activity or an organised event takes place in a location that is nationally recognised or at a landmark that is not usually involved in organised sporting activity or tennis. The event would generate a high level of media and public interest due to the location.

EXAMPLE: For World Tennis Day 2013, a tennis club from Peru visited the historic landmark 'Sacsayhuamán', a walled complex on the northern outskirts of the city of Cusco, the former capital of the Inca Empire, and played tennis at the top (Left). In Egypt, players and coaches demonstrated tennis in front of the pyramids and posed with a World Tennis Day banner with a camel (Right).



"Out of the Ordinary"

Such events that may be organised that are 'Out of the Ordinary' and may never have been previously organised. It is likely to involve a location that is not traditionally involved in organised sporting activity or tennis.

EXAMPLE: In a nation where the equator passes through, the National Tennis Association may decide to play tennis using the equator as the net or a tennis court may be temporarily built on boat. During a recent demonstration, Novak Djokovic and Rafael Nadal played tennis on a barge in front of the Perito Moreno Glacier, off Argentina (see [YouTube link](#)).

Associated events linked to another non-related event

The World Tennis Day 2014 activities or specific event may be organised in conjunction or in association with another event, such as a local concert or other occasion celebrated.

EXAMPLE: For World Tennis Day 2013, Confederação Brasileira de Tennis organised Tennis10s demonstrations during the WTA Event in Florianópolis. A demonstration took place before the Final and there were opportunities for the spectators to take part in Tennis10s. The federation also organised free lessons, clinics and tournaments run by coaches across Brazil in association.



Engaging your club members

Tennis clubs or facilities look to promote increased participation amongst their members and encourage them to stage their own related activities or open their doors to the community for one day or encourage increased activity.

EXAMPLE: For World Tennis Day 2013, a local club in the Dominican Republic staged a Tennis10s festival and opened their doors to the public to play.



Engaging the local schools

Tennis clubs or facilities look to engage in as many local schools throughout one day or encourage the physical education (PE) teachers to focus on tennis in all PE sessions.

EXAMPLE: For World Tennis Day 2013, the Belarus Tennis Federation encouraged Tennis10s activities in local schools.



Linked to National Tennis Association promotional campaigns

A tennis club or facility would look to associate their National Tennis Association's development programmes or promotional campaigns to World Tennis Day and build the celebrations into their programme of events.

EXAMPLE: For World Tennis Day 2013, the Great Britain LTA visited a primary school which was announced as the 15,000th school supported by the national Aegon Schools Tennis Programme. Some of Britain's top players were present to help with the celebrations including Jonathan Marray, Elena Baltacha and David Phillipson.



Community events

A community event is where tennis is taken to the community specifically, rather than at the existing tennis facilities. Taking the activity to where a lot of the public will be is very effective in increasing exposure and interest.

EXAMPLE: For World Tennis Day 2013, the Kosovo Tennis Federation staged a Tennis10s festival with over 12 Red courts marked in a public area in the centre of the capital city Pristina (See [YouTube link](#)).



Sponsor events

An existing or prospective sponsor may look to stage a promotional event linked to their products or services and World Tennis Day activities may be linked to generate greater exposure.

EXAMPLE: For World Tennis Day 2013, the Asociación Paraguaya de Tennis staged a tennis festival linked to their national sponsor Itaú, a national bank.



Other

Some other suggested example activities or events that may be able to be organised include:

- Disability Tennis Day e.g. Wheelchair Tennis demonstrations
- World Records attempts
- Beach Tennis festival
- Tennis in the sea / swimming pools
- Week long tennis events
- Links with multiple sports through the national sports ministry
- Three-day competition for Tennis Xpress players using the Orange and Green ball



Financial Assistance

The ITF are **unable** to subsidise any National Tennis Association's World Tennis Day activities or specific events with any financial assistance or equipment support. The ITF is aware that some activities and specific events are heavily reliant on financial assistance to deliver. The ITF encourage National Tennis Associations, clubs and organisations to utilise their existing resources or seek external funding or sponsorship for their activities and specific events linked to World Tennis Day.

Some examples of where to attract external assistance from are stated below:

Potential Funders

- National Government
- Local Embassies
- National Olympic Committees
- Ministry of Education / Sport / Tourism
- Regional development funds
- Non-Government Organisations
- Local Charities

Potential Sponsors

- National Banks
- Supermarkets
- Beverage companies
- Car Manufacturers
- Insurance companies
- Construction businesses
- Telecommunication providers
- Sportswear manufacturers

Examples for how to support

- Providing equipment
- Producing and printing promotional materials
- Production of a new website
- Support for transport / Mini-bus
- Clothing e.g. tee shirts for participants / coaches
- Facility hire support
- Providing a Public Address System / Music System
- Staffing / Coaching fees
- Organising competition
- Attracting local celebrities / pro-players
- Refreshments & food
- Giveaways and gifts

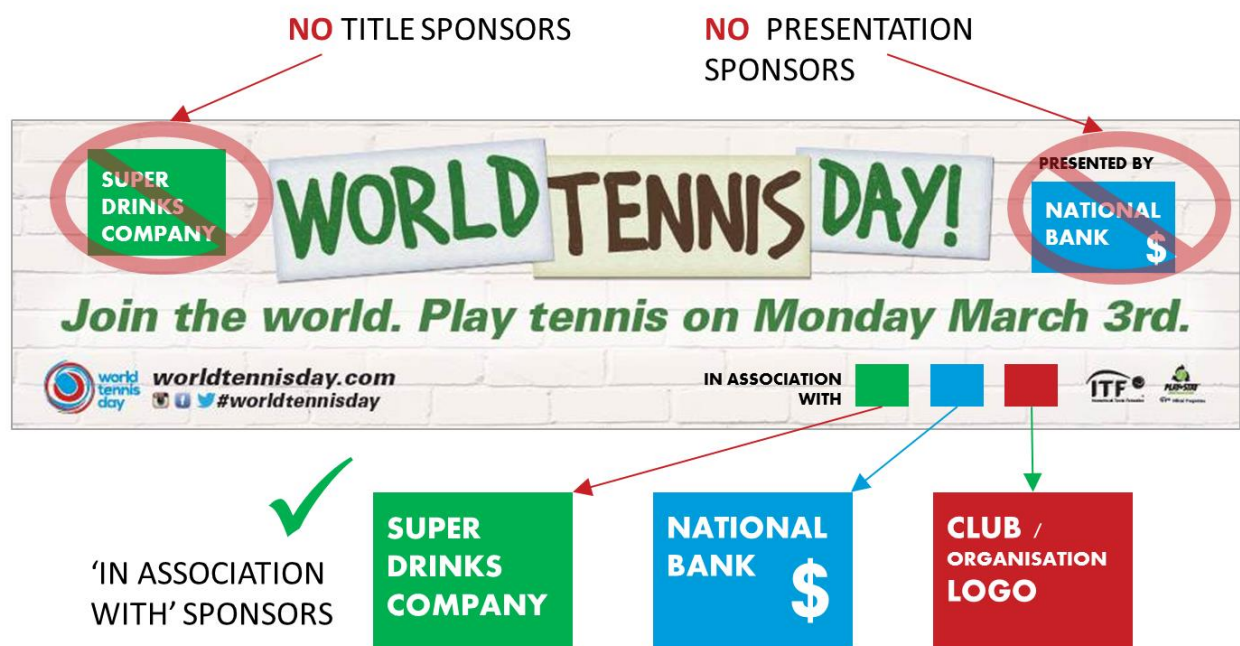
Attracting Sponsorship

World Tennis Day is non-exclusive and the ITF are encouraging member National Tennis Associations who are able to, to seek their own specific sponsors or external funders to support their local events and activities. World Tennis Day must be kept clean. **No sponsor should be credited as being a title or presenting sponsor, although national and local sponsors can be associated with World Tennis Day.** The ITF and StarGames Inc. remain the sole rights holders of the World Tennis Day brand. See figure 1 below. Tennis clubs and organisation looking to organise activities or specific events may seek their own sponsors or external funders too.

When attracting potential sponsors, it is important to provide them with exposure and benefits that meet their specific brand values and business objectives. Some examples of how your activities or specific events may provide such exposure and benefits to the prospective sponsor for World Tennis Day are detailed below:

- Displaying sponsor logo / name on
 - Clothing e.g. tee-shirts
 - Banners / Promotional materials
 - Website / Facebook page
- Access to all participants involved in World Tennis Day 2014 to promote their company / products / services
- Association with a global development initiative by the International Tennis Federation and the associated exposure globally of the event
- Association with the National Tennis Association, if they support your club or organisation
- Access to the community

Figure 1: Sponsorship association examples for clubs and organisations



Exposure of World Tennis Day 2014

24 hours of TV coverage will be provided by Tennis Channel, which will include coverage of the organised major Showdown events. Coverage of specific National Tennis Association activities and specific events linked to World Tennis Day will be broadcast too. It is important that you look to share your images and video content online via the official World Tennis Day social media channels, as these may be shared during some of the broadcast.

Promotional Materials Available

Accessing the World Tennis Day logos and Promotional Materials

The ITF has produced a World Tennis Day marketing kit with materials that can be used by National Tennis Associations, clubs, organisations and tennis enthusiasts supporting World Tennis Day. A Poster, two-sided Postcard and Banner are available in English, French and Spanish languages.

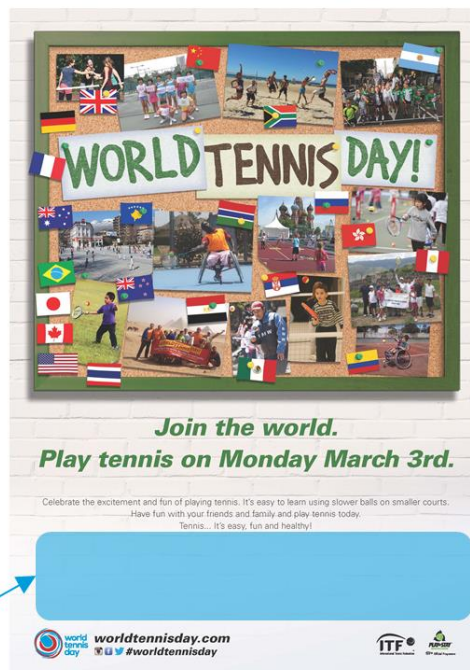
All available promotional materials can be downloaded by:

[CLICK HERE TO DOWNLOAD THE MATERIALS](#)

BANNER (3,000mm x 750mm)



POSTER (A4)



POSTCARD – DOUBLE SIDED (A6)



National Associations can place specific details regarding their planned activities and events in the spaces provided

Communicating World Tennis Day

Social Media Campaign

During World Tennis Day 2014, the ITF will be engaging in a social media campaign and will be asking for professional players, celebrities and participants to show their support for the event by posting a 'I support World Tennis Day' message on the official World Tennis Day Instagram, Twitter or Facebook pages. A specific 'I support World Tennis Day' poster (A4 Landscape) has been produced and will be made available to download from [here](#).

The official hashtag on Twitter for World tennis Day 2014 is **#worldtennisday** and should be used on all tweets posts.



POSTER (A4 LANDSCAPE)



Write a message of support



Post a photo with the message on social media

Official Website

- The official World Tennis Day website is worldtennisday.com
- Please promote the World Tennis Day website on all social media and in articles on your National Tennis Association website.
- Both websites will be kept up-to-date with all the latest news and photos from all of the activities around the world.

Instagram

- The official World Tennis Day Instagram account is [instagram.com/worldtennisday](https://www.instagram.com/worldtennisday).
- Any link to World Tennis Day should use the hashtag **#worldtennisday** and/or mention **@WorldTennisDay** with any pictures posted.

Twitter

- The official World Tennis Day Twitter account is twitter.com/worldtennisday.
- All tweets about World Tennis Day should use the hashtag **#worldtennisday** and/or mention **@WorldTennisDay** with any tweets posted.
- Please "follow" all ITF Twitter feeds.

Facebook

- The official World Tennis Day Facebook account is [facebook.com/worldtennisday](https://www.facebook.com/worldtennisday).
- Please "LIKE" the World Tennis Day page on Facebook and "SHARE" updates.
- Please "LIKE" all ITF Facebook pages.

Suggestions for Instagrams, tweets and Facebook posts

- What are you doing for #worldtennisday ?
- Happy #worldtennisday !
- 7 day countdown on Monday 25 February – Only one week to go until #worldtennisday ! How will you be celebrating?
- What would you like to see happen on #worldtennisday ? (This year or next year)
- Ask people to send us photos of what they're doing on World Tennis Day and we will include the photos in a gallery on the website.
- Upload any images or videos direct to Facebook or Twitter while National Tennis Association activities are taking place from mobile devices direct from the activity

Disclosure

By submitting any content to the ITF, the ITF will have the rights to access and use the content where appropriate to promote World Tennis Day and any related activity for increasing participation of tennis.

Example Images to be submitted

Some examples of the style of images that should be shared on the official World Tennis Day social media channels related to World Tennis Day 2014 may include:

Close up of players playing the game



Image of activity taken from a distance

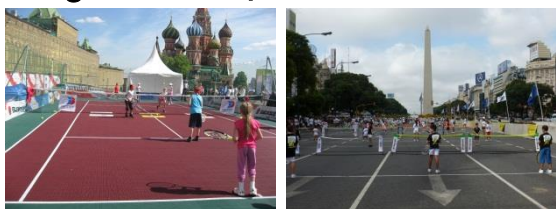


Image of all players involved – large group shot



Players making contact with the slower balls



Other images linked to the activity – Professional players involved





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