

# RELEASE THE PLAYER

*within*



Tennis Design Hub offers clubs and coaches consistent, professional tailored marketing collateral to help promote our sport and grow tennis coaching businesses.

With the tennis season in full swing, summer is the perfect time to encourage local participants and tennis fans to release the player within!

Tennis Design Hub offers assets for social media, website, email, and print for a range of programs and events, making your marketing easier than ever.

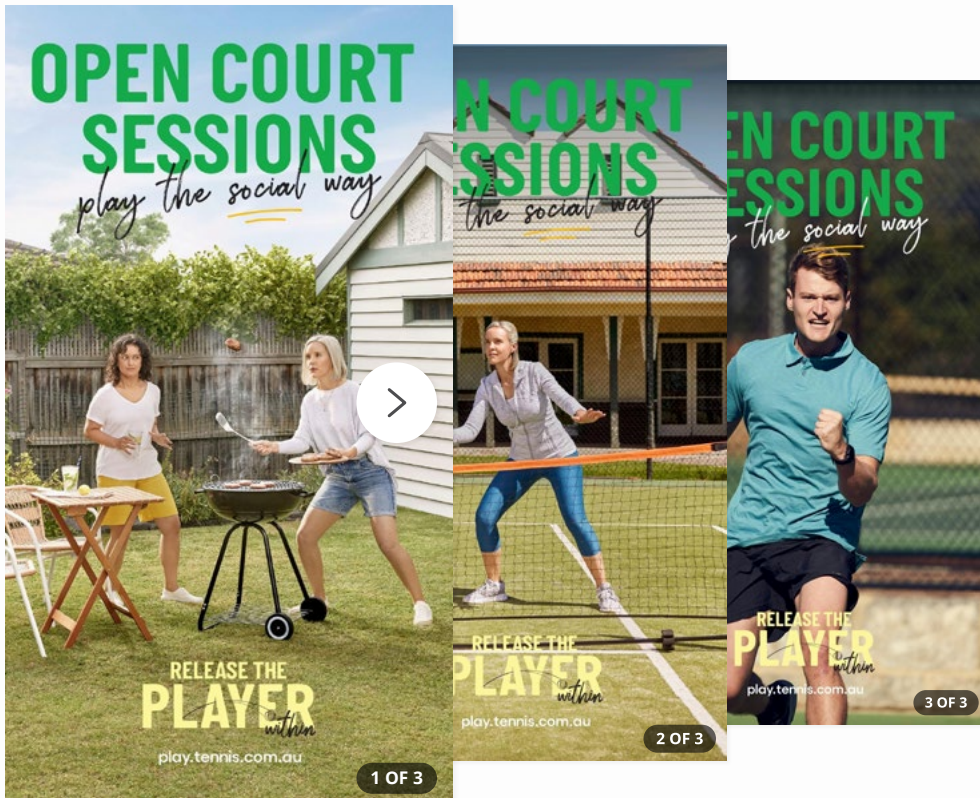
Did you know?

The Play Tennis website becomes 10 times more popular during the peak summer period

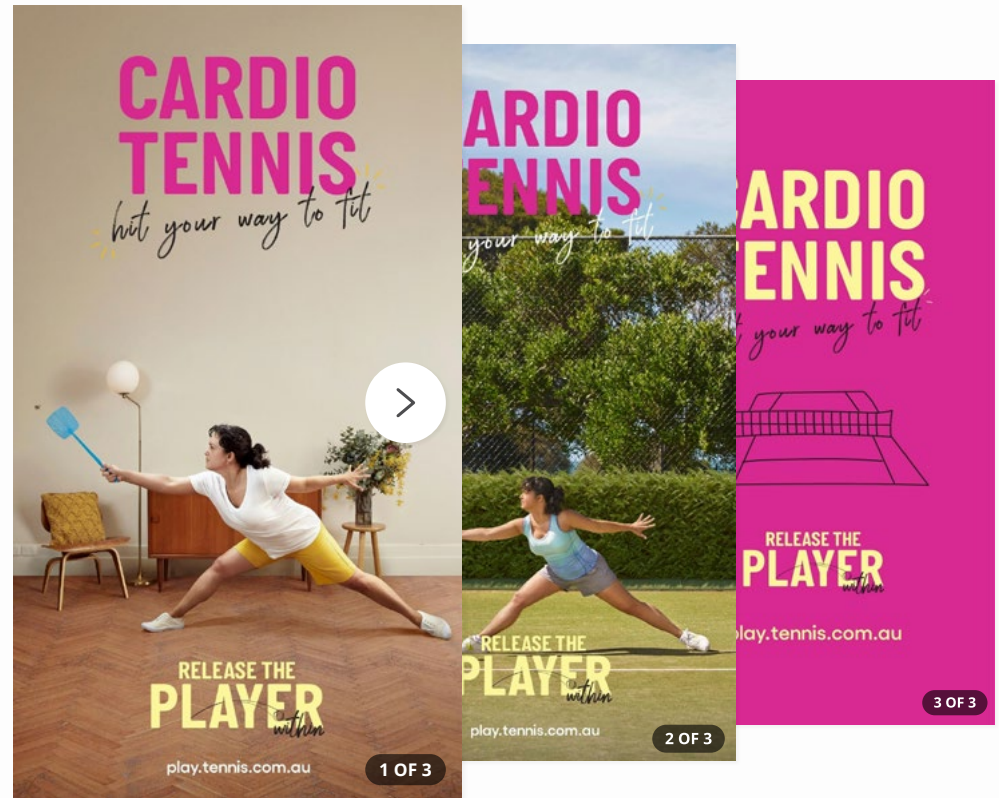
Make the most of the extra excitement around tennis, and request your personalised Release The Player Within assets today!



Three image options within each template



Example template



Example template, alternate design

You will find on Tennis Design Hub different iterations of each design. The templates include three image options:

1. *Release the Player Within* off-court images.
2. *Release the Player Within* on-court images.
3. *Play Tennis* brand images.

There are also text and illustration based designs as well! This freedom of design will allow you to really get behind the playfulness of this campaign and use it across social channels and websites alike.

We hope you love this new material and the flexibility it provides.

## How the assets use different image options

# TENNIS DESIGN HUB ASSETS

How do I use them?



## Social Tile

1080x1080 px

### USAGE

Use for posting on social media platforms such as Facebook and Instagram. These platforms display content in square tiles, so our TDH social tiles are specifically sized to fit perfectly to ensure important information such as registration details are not cut off.



### HANDY TIPS

- When posting your social tile, make sure you have a clear call to action to encourage your audience to take action. This could be asking them to REGISTER NOW via a website link.

## EXAMPLE:

Correct usage of assets on Social Media.



SOCIAL TILE on social media.  
= All information visible.



POSTER on social media  
= Information cut off.



## Flyers & Posters

A3 Posters and DL Flyers

### USAGE

Flyers & posters are for printing physical copies to distribute or display.



### HANDY TIPS

- Print in colour to help your poster or flyer stand out in the crowd!
- Laminate your posters if possible.
- Think about the placement of your poster, position them in high foot-traffic areas where people are most likely to see them.

## Facebook Event Banner

1920x1080 px

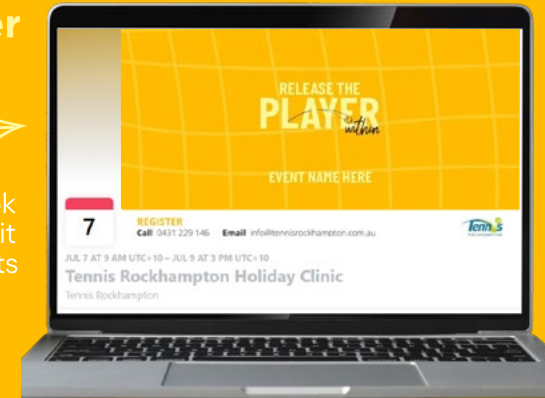
### USAGE

Use as a banner for your Facebook Event. This is specifically sized to fit the dimensions of Facebook Events and ensure nothing is cut off.



### HANDY TIPS

- Use your Club Facebook Page to create a Facebook Event to promote your next event!
- Be clear and concise in the description so your audience can easily read all of the important details.



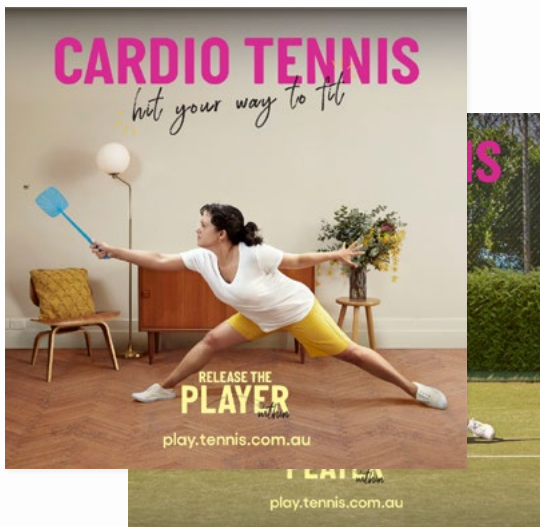


Bundle up Release the Player Within Assets to ensure your message reaches all your relevant audiences.

Design your own, or why not try:

## Release the Player Within: Cardio Tennis Bundle

- Facebook Cover Banner
- A3 Poster
- Instagram Tile



Social Tile



Facebook Event Banner



A3 Poster

## Release the Player Within: Casual Court Hire Bundle

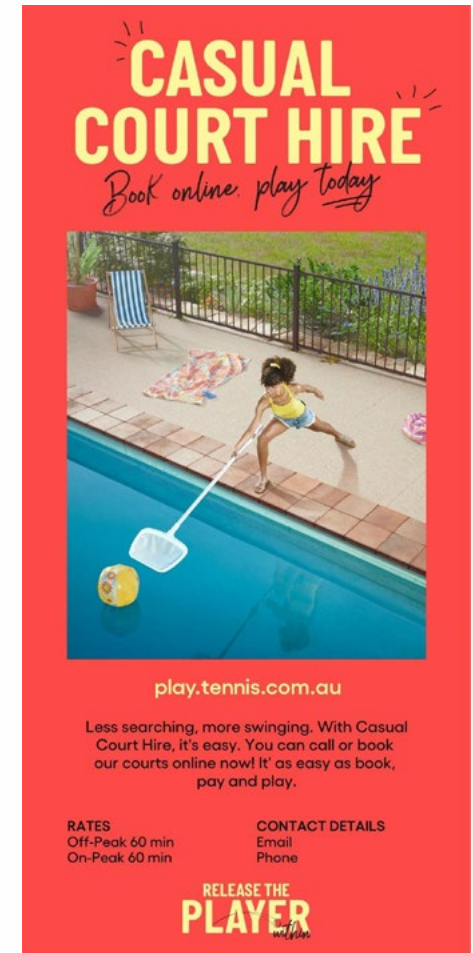
- DL Flyer
- Instagram Story
  - Court Hire Image 1
  - Court Hire Image 2
  - Court Hire Image 3
- Instagram Tile



Social Tile



Instagram Story



DL Flyer



## Release the Player Within: Play Tennis Bundle

- EDM Tile Header
- Instagram Story
- Instagram Tile
  - Play Tennis Text Generic 1
  - Play Tennis Text Generic 2



Instagram Story



EDM Tile Header



Social Tile

## Release the Player Within: ANZ Tennis Hot Shots Bundle

- Social Tile
- A3 Poster
- Instagram Story



Social Tile



A3 Poster



Instagram Story



Please pass this  
request form on to

Tennis club or coach  
business details

Club / business

Address

Phone

Website

Coach name

Coach number

Would you like the material personalised?

Personalised

Generic

Material deadline

Other important information to include on material  
(ie costs, event times, dates, etc)

List material you require  
(using exact file names)

Do you have a specific  
image in mind? Let us  
know which one.

Your Member  
Association contact

Tennis Design Hub Request Form

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**Release the Player Within  
Campaign**

Images  
Social Videos

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**Release the Player Within  
Brand**

Instagram Tiles  
Instagram Stories  
Facebook Event Banner

Facebook Cover Banner  
DL Flyer

EDM Tiles: 610x90  
610x180  
300x250  
200x300

---

**Release the Player Within  
Court Hire**

Instagram Tiles  
Instagram Stories  
Facebook Cover Banner

Facebook Event Banner  
A3 Poster  
DL Flyer

EDM Tiles: 610x180  
300x250  
200x300

---

**Release the Player Within  
Cardio Tennis**

Instagram Tiles  
Instagram Stories  
Facebook Cover Banner

Facebook Event Banner  
A3 Poster  
DL Flyer

EDM Tiles: 610x180  
300x250  
200x300

---

**Release the Player Within  
Open Court Sessions**

Instagram Tiles  
Instagram Stories  
Facebook Cover Banner

Facebook Event Banner  
A3 Poster  
DL Flyer

EDM Tiles: 610x180  
300x250  
200x300

---

**Release the Player Within  
ANZ Tennis Hot Shots**

Instagram Tiles  
Instagram Stories  
Facebook Cover Banner

Facebook Event Banner  
A3 Poster  
DL Flyer

EDM Tiles: 610x180  
300x250  
200x300

---

**Release the Player Within  
Tennis Coaching**

Instagram Tiles  
Instagram Stories  
Facebook Cover Banner

Facebook Event Banner  
A3 Poster  
DL Flyer

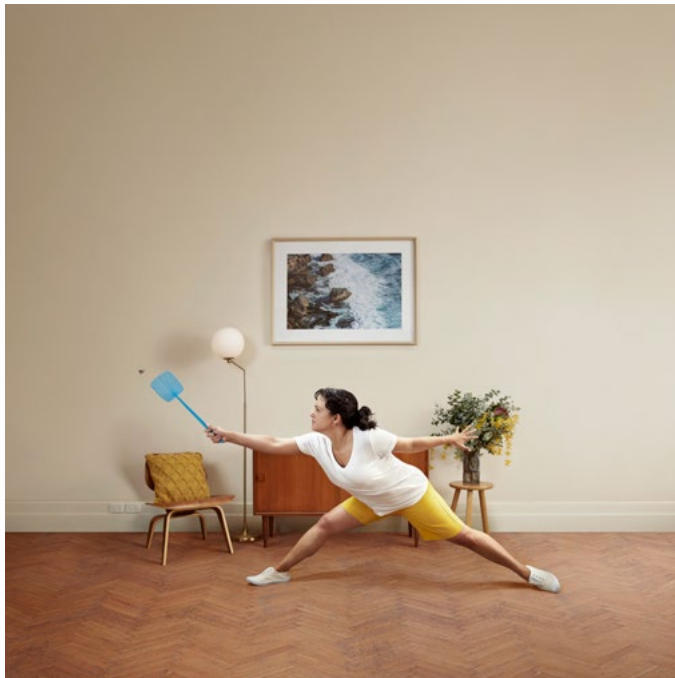
EDM Tiles: 610x180  
300x250  
200x300

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## Contents







RTPW Hero - Off-court



RTPW Hero - On-court



RTPW Hero - Play Tennis

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## Images - Hero/Cardio Tennis





RTPW Court Hire - Off-court



RTPW Court Hire - On-court



RTPW Court Hire - Play Tennis



RTPW Open Court Sessions - Off-court



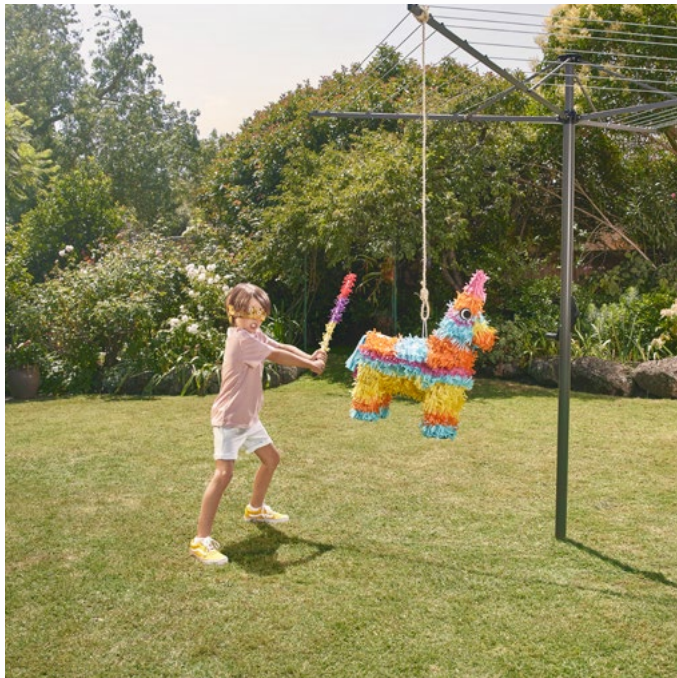
RTPW Open Court Sessions - On-court



RTPW Open Court Sessions - Play Tennis

## Images - Open Court Sessions





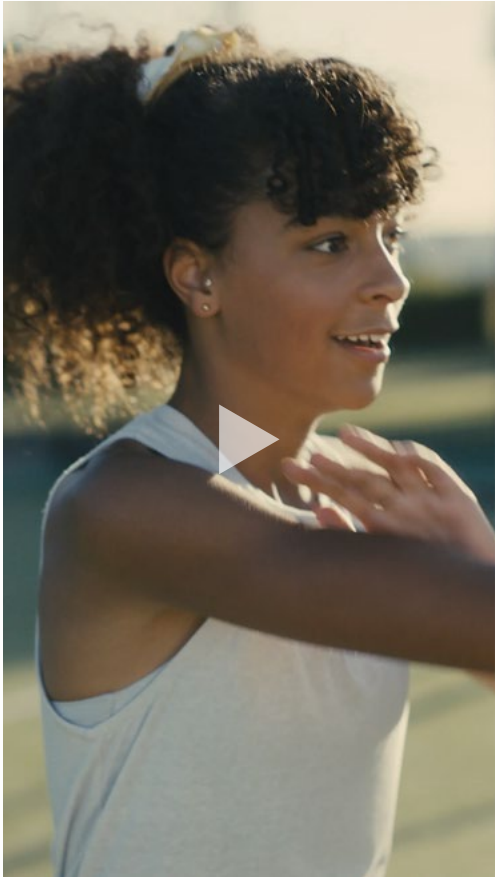
RTPW ANZTHS - Off-court



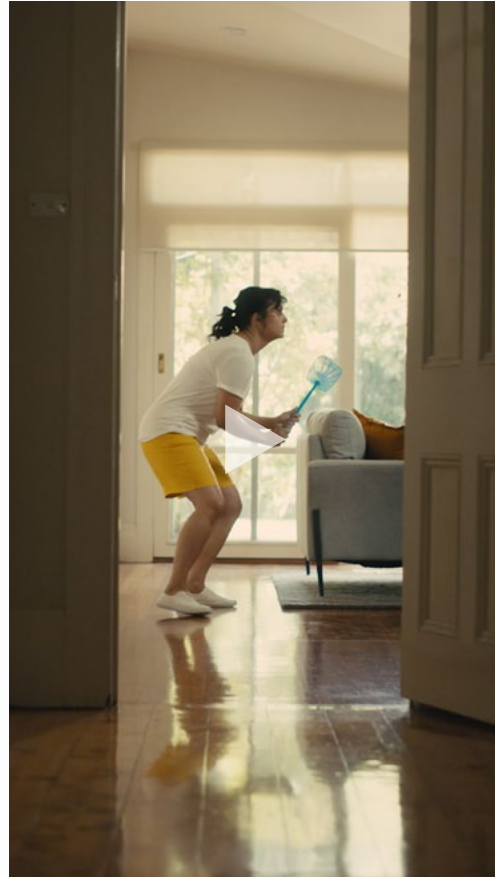
RTPW ANZTHS - On-court



RTPW ANZTHS - Play Tennis



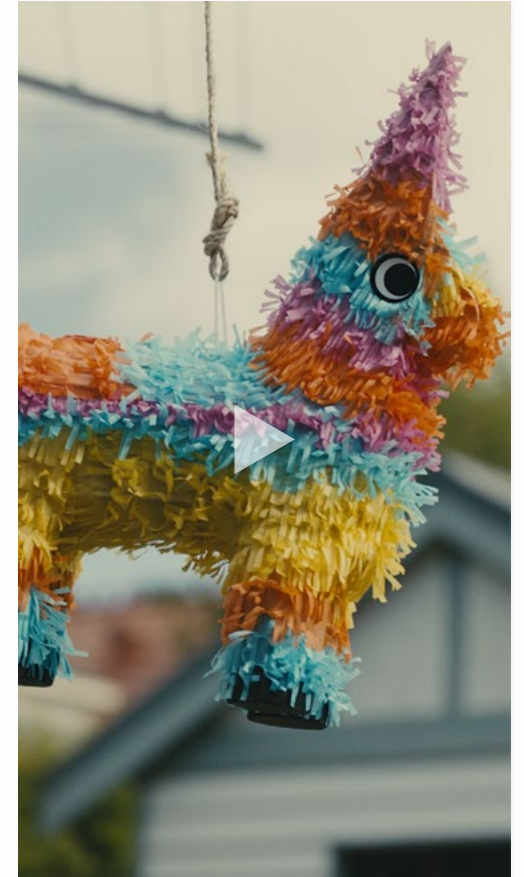
Instagram Stories (Court Hire)



Instagram Stories (Cardio Tennis)



Instagram Stories (Open Court Sessions)



Instagram Stories (ANZTHS)

## Social Videos - Instagram Stories

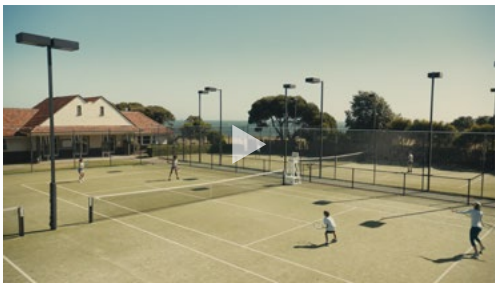
Dimensions

Instagram Story 1080x1920px





Social Media Landscape (30")



Court Hire Social Media Landscape (15")



Cardio Tennis Social Media Landscape (15")



Open Court Sessions Social Media Landscape (15")



ANZTHS Social Media Landscape (15")

## Social Videos - Landscape

Dimensions

Social Media Landscape 1920x1080px





Instagram Tile - RTPW (Brand 1)

## Instagram Tiles

Dimensions

Instagram Tile 1080x1080px





Instagram Story - RTPW (Brand 1)



Facebook Event Banner - RTPW (Brand 1)



Facebook Event Banner - RTPW (Brand 2)



Facebook Event Banner - RTPW (Brand 3)



Facebook Cover - RTPW (Brand 1)



Facebook Cover - RTPW (Brand 3)



Facebook Cover - RTPW (Brand 2)

## Facebook Cover Banner

Dimensions

Facebook Cover 820x312px







RELEASE THE  
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There's a tennis player in all of us, ready to swing into action. Find your way to play today.

play.tennis.com.au




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EDM Tile 610x180 - RTPW (Brand)

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EDM Tile 610x180 - RTPW (Brand)

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EDM Tile 610x180 - RTPW (Brand)

## EDM Tile Banner

Dimensions

EDM Tile 610x180px





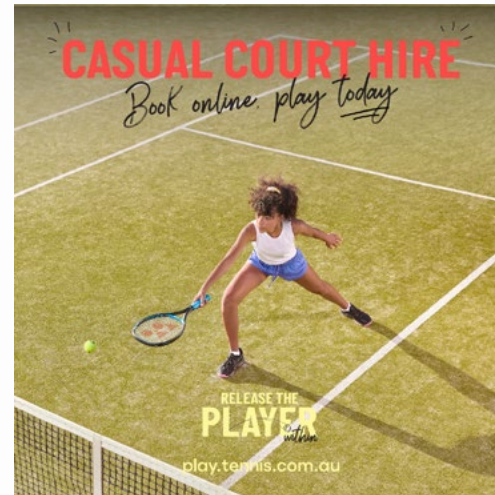
EDM Tile Banner 300x250 - RTPW (Brand)







Instagram Tile - RTPW (Court Hire 1)

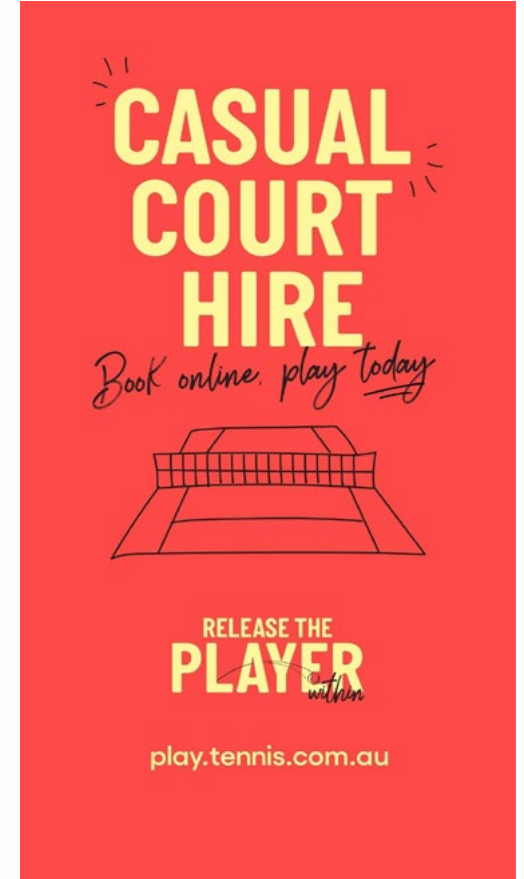
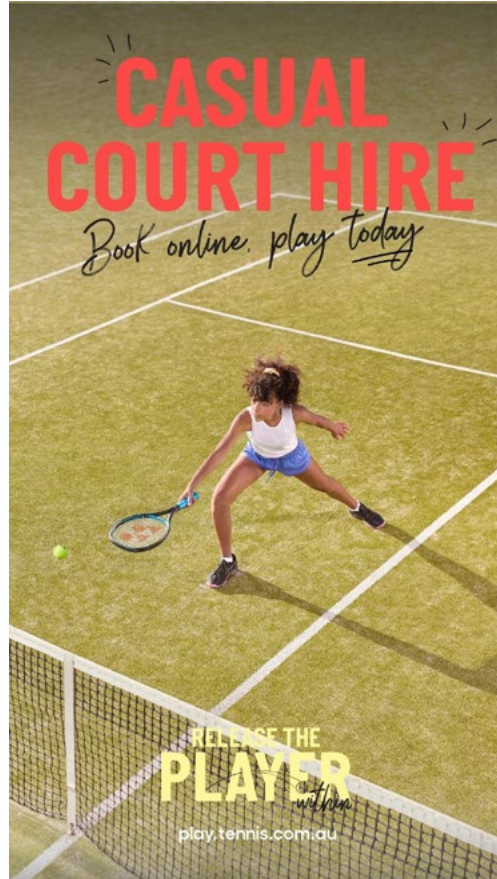


Instagram Tile - RTPW (Court Hire 2)

# Instagram Tiles

Dimensions

Instagram Tile 1080x1080px



Instagram Story - RTPW (Brand 1)

Instagram Story - RTPW (Brand 2)





Facebook Event Banner - RTPW (Brand 1)





Facebook Cover - RTPW (Brand 1)



A3 Poster - RTPW (Brand)



A3 Poster - RTPW (Logo)



DL Flyer - RTPW (Brand)





**CASUAL COURT HIRE**  
*Book online. play today*

Less searching, more swinging with casual court hire.  
 Book online, play today.  
[play.tennis.com.au](http://play.tennis.com.au)



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EDM Tile 610x180 - RTPW (Court Hire)

EDM Tile 610x180 - RTPW (Court Hire 2)



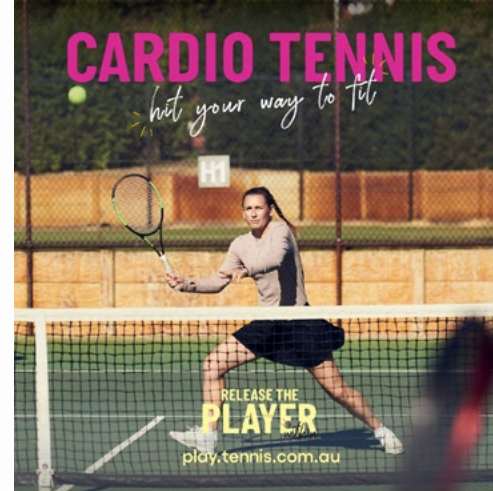
EDM Tile Banner 300x250 - RTPW (Court Hire)



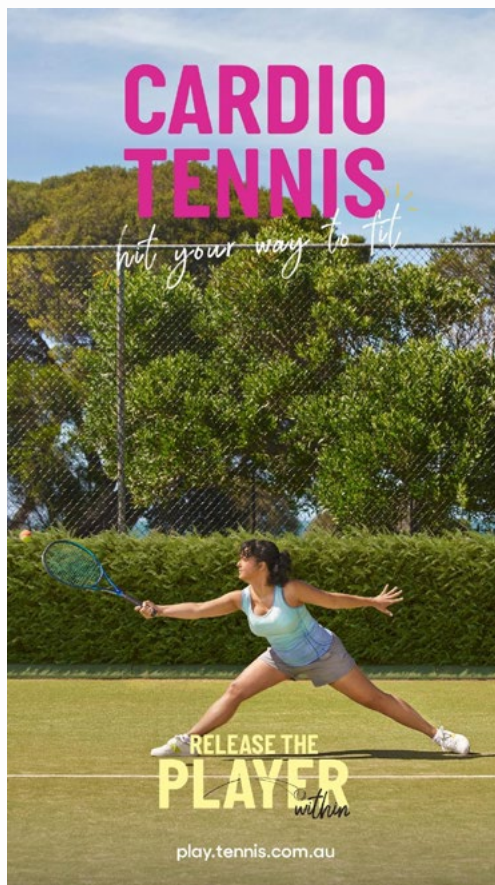




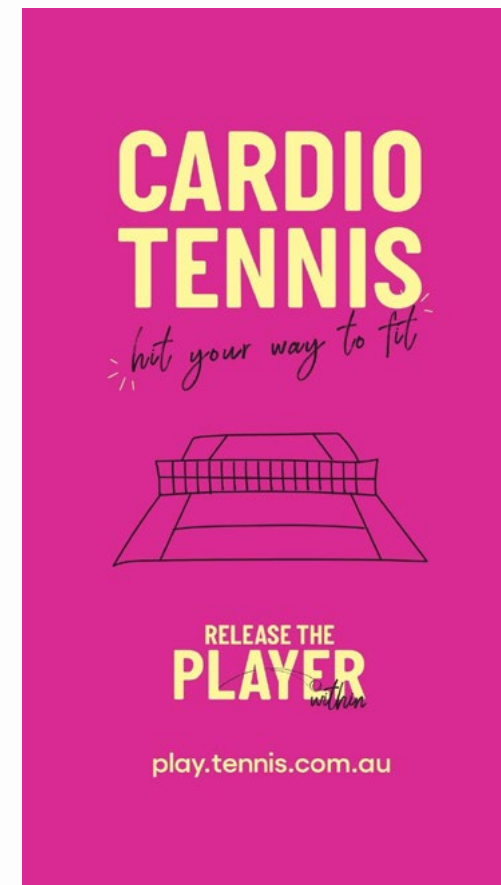
Instagram Tile - RTPW (Cardio Tennis 1)



Instagram Tile - RTPW (Cardio Tennis 2)



Instagram Story - RTPW (Brand 1)



Instagram Story - RTPW (Brand 2)

# Instagram Story

Dimensions

Instagram Story 1080x1920px





Facebook Event Banner - RTPW (Brand 1)



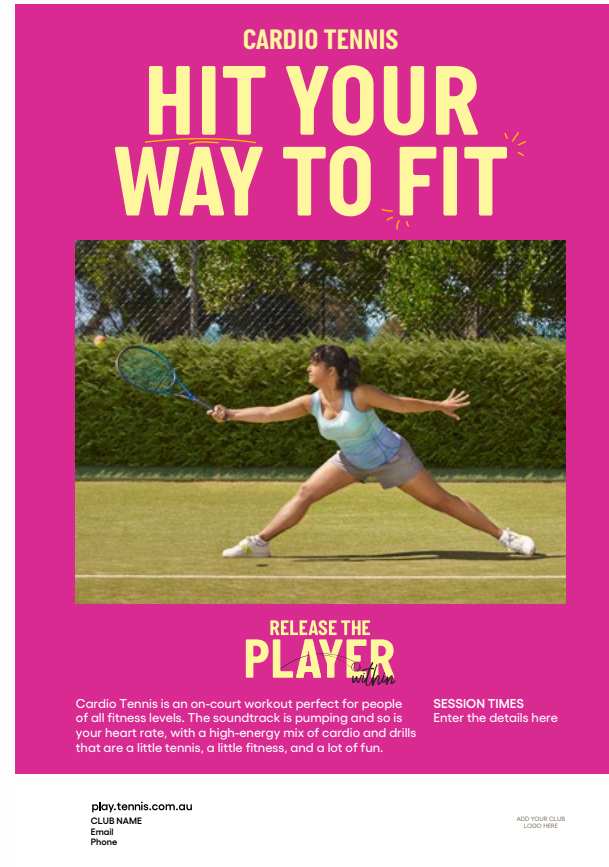


Facebook Cover - RTPW (Brand 1)





A3 Poster - RTPW (Brand)



A3 Poster - RTPW (Logo)



DL Flyer - RTPW (Brand)



**CARDIO TENNIS**  
*hit your way to fit*

There's a tennis play in all of us so hit your way to fit with Cardio Tennis.

[play.tennis.com.au](http://play.tennis.com.au)



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EDM Tile 610x180 - RTPW (Cardio Tennis)

EDM Tile 610x180 - RTPW (Cardio Tennis 2)





EDM Tile 300x250 - RTPW (Cardio Tennis)





Instagram Tile - RTPW (Open Court Sessions 1)



Instagram Tile - RTPW (Open Court Sessions 2)

# Instagram Tiles

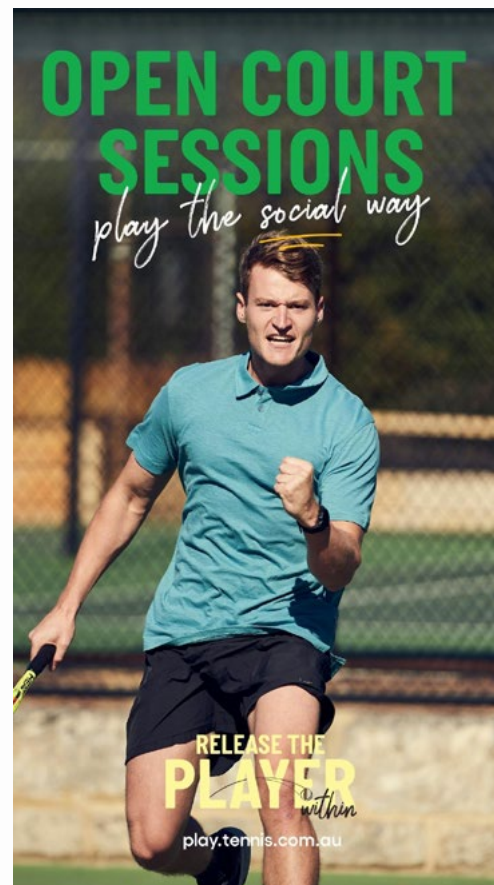
Dimensions

Instagram Tile 1080x1080px





Instagram Story - RTPW (Brand 1)



Instagram Story - RTPW (Brand 2)





Facebook Event Banner - RTPW (Brand 1)



OPEN COURT SESSIONS  
**PLAY THE SOCIAL WAY**  
RELEASE THE  
**PLAYER**  
WITHIN



OPEN COURT SESSIONS  
**PLAY THE SOCIAL WAY**  
RELEASE THE  
**PLAYER**  
WITHIN

Facebook Cover - RTPW (Brand 1)

OPEN COURT SESSIONS

# PLAY THE SOCIAL WAY



[play.tennis.com.au](http://play.tennis.com.au)

Open Court Sessions are for players who don't take themselves too seriously. Have a social hit with mates or make some new ones, over the net or a cool beverage. In a 90-minute session you'll have a hit of tennis then mingle over a drink and a bite to eat.

**COST**  
\$00

**DATE & TIME**  
TUESDAY NIGHTS, 7 PM

**CLUB NAME**  
Email  
Phone

RELEASE THE **PLAYER**  
*within*

A3 Poster - RTPW (Brand)

OPEN COURT SESSIONS

# PLAY THE SOCIAL WAY



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*within*

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\$00

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TUESDAY NIGHTS, 7 PM

[play.tennis.com.au](http://play.tennis.com.au)

**CLUB NAME**  
Email  
Phone

ADD YOUR CLUB LOGO HERE

A3 Poster - RTPW (Logo)

OPEN COURT SESSIONS

# PLAY THE SOCIAL WAY



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**COST**  
\$00


**CONTACT DETAILS**  
Email  
Phone

**DATE & TIME**  
TUESDAY NIGHTS, 7 PM

RELEASE THE  
**PLAYER**  
WITHIN

DL Flyer - RTPW (Brand)





**OPEN COURT SESSIONS**  
*play the social way*

Backyard barbie bringing out your backhand?  
Play the social way with Open Court Sessions.  
[play.tennis.com.au](http://play.tennis.com.au)




**OPEN COURT SESSIONS**  
*play the social way*

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**OPEN COURT SESSIONS**  
*play the social way*

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[play.tennis.com.au](http://play.tennis.com.au)



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*play the social way*

RELEASE THE **PLAYER** within  
[play.tennis.com.au](http://play.tennis.com.au)

EDM Tile 610x180 - RTPW (Open Court Sessions)

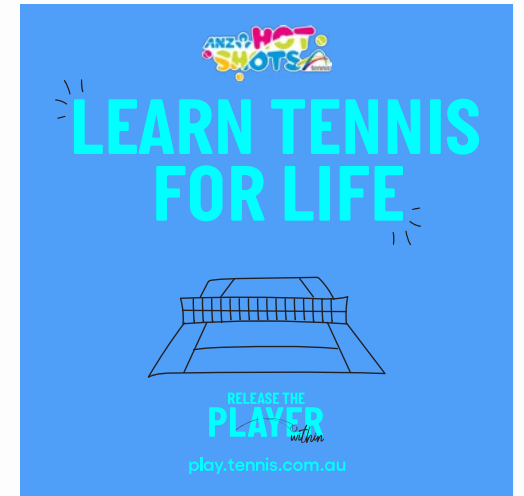
EDM Tile 610x180 - RTPW (Open Court Sessions 2)



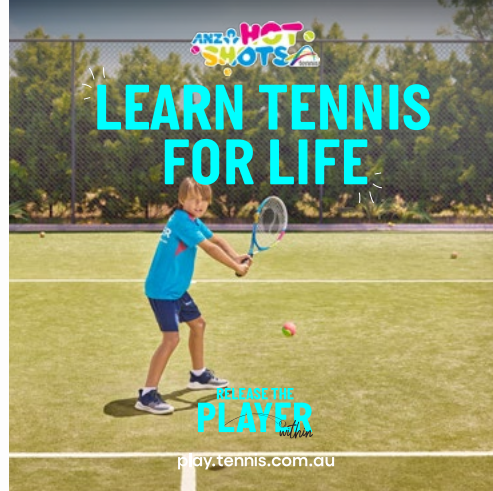
EDM Tile 300x250 - RTPW (Cardio Tennis)







Instagram Tile - RTPW (ANZ Tennis Hot Shots 1)

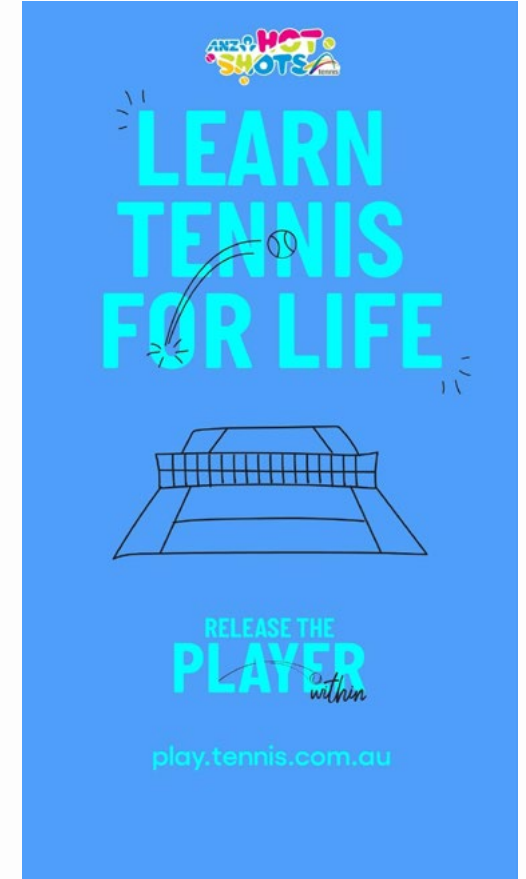
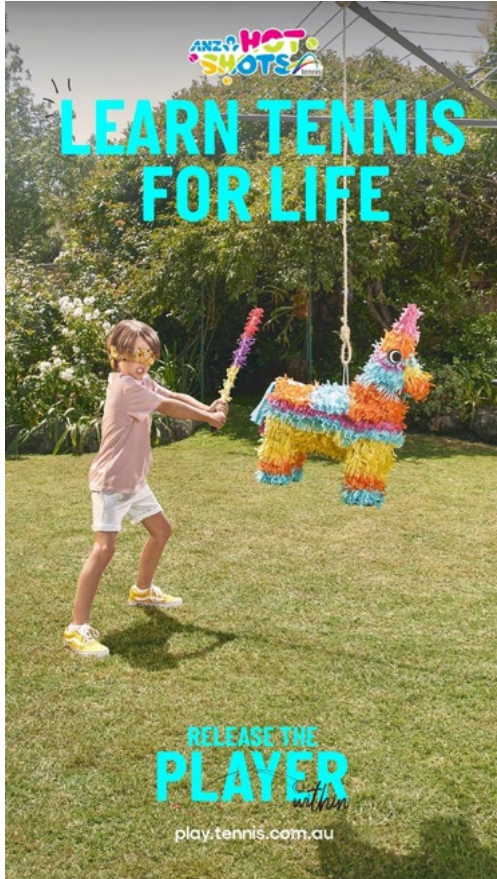


Instagram Tile - RTPW (ANZ Tennis Hot Shots 2)

## Instagram Tiles

Dimensions

Instagram Tile 1080x1080px



Instagram Story - RTPW (Hot Shots)





Facebook Event Banner - RTPW (Hot Shots)



Facebook Cover - RTPW (Hot Shots)





A3 Poster - RTPW (Hot Shots)



A3 Poster - RTPW (Hot Shots logo)



DL Flyer - RTPW (Hot Shots)



**LEARN TENNIS FOR LIFE**

There's a tennis player in all of us so learn tennis for life with ANZ Tennis Hot Shots.

play.tennis.com.au



**LEARN TENNIS FOR LIFE**

There's a tennis player in all of us so learn tennis for life with ANZ Tennis Hot Shots.

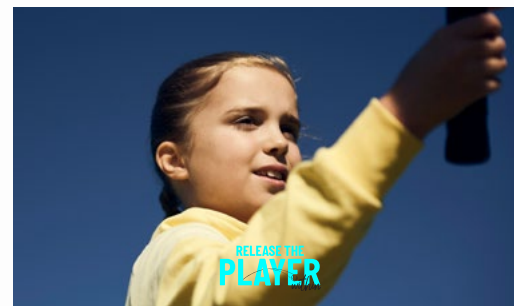
play.tennis.com.au



**LEARN TENNIS FOR LIFE**

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play.tennis.com.au



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play.tennis.com.au

EDM Tile 610x180 - RTPW (Hot shots)

**LEARN TENNIS FOR LIFE**

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RELEASE THE PLAYER within

EDM Tile 610x180 - RTPW (Hot shots 2)

**LEARN TENNIS FOR LIFE**

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RELEASE THE PLAYER within

EDM Tile 610x180 - RTPW (Hot shots 3)

# EDM Tiles

Dimensions

EDM Tile 610x180px



EDM Tile 300x250 - RTPW (Hot Shots)







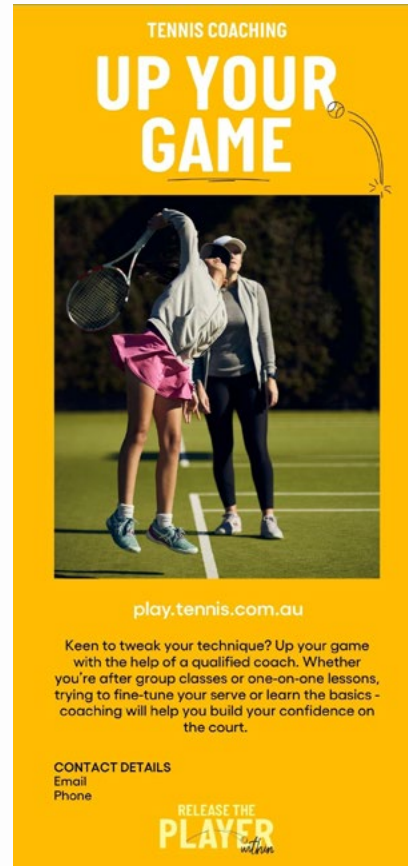
Facebook Cover - RTPW (Coaching)



A3 Poster - RTPW (Coaching)



A3 Poster - RTPW (Coaching logo)



DL Flyer - RTPW (Coaching)





EDM Tile 610x180 - RTPW (Tennis Coaching)





Thank you.

[play.tennis.com.au](https://play.tennis.com.au)