



## SunSmart Coach Grant Sponsorship Next Steps

Congratulations on your successful grant application!

We've created this handy reference guide to assist you before, during and after your event to ensure all requirements of the SunSmart Grant Sponsorship Program requirements are met.

### Key Objectives

- To increase awareness and understanding of the SunSmart & Healthy eating messaging through tennis participants and spectators
- Provide opportunities for Western Australians to choose a healthy lifestyle through tennis
- Encourage behaviour change at tennis clubs that lead to good health and facilitate structural and policy changes to create healthy tennis club environments
- Increase access to local Tennis West Affiliated clubs through coaching programs opportunities
- Increase awareness and the profile of Tennis and encourage participation at local clubs
- Provide opportunities for participation at all levels, for all abilities and for all within the community
- Strengthen the link/pathway between schools and local clubs

### Pre Event

- Arrange to collect your SunSmart Merchandise and Banner Kits from Tennis West in the week before your event
- Promote your event, **remembering the SunSmart naming rights and logo**
- Plan your SunSmart and Healthway messages execution – refer to 'Messages guide'
- Plan your healthy food and beverage options if on offer
- Work with Tennis West to determine how best to collect data on the day i.e. participant info (male/female, ages, activity involved in, further information requested by parent, signed up etc)
- Take pre-event photo's ensuring to capture signage, sunscreen station, healthy food and drink available

### During Event

- Display SunSmart promotional material
- Execute your SunSmart and Healthway message promotion plan
- Ensure all participants are promoting the SunSmart message eg. Wearing hats, applying sunscreen, etc.
- Remember to post at least 1 social posting during the event
- Remember to take photos during the event for your final report (be mindful of consent) inclusive of SunSmart branding in the background

### Post Event

- Remember to post at least 1 social posting post event. A suggestion would be thanking the club, SunSmart (make sure to tag #sunsmart, @sunsmart) and participants for making the day a success
- Complete and submit your final report, within 28 days, consisting of photos, receipts, invoice and other supporting evidence
- Return any applicable items to Tennis West
- It is a good opportunity to collect feedback on the event.