

WORLD TENNIS DAY!

Join the world. Have a hit at your local club.

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World Tennis Day is coming – More reasons to join in the fun!

There are many ways your club can make the most of your World Tennis Day celebrations, including these ideas and handy hints:

In the lead-up...

- Email your customised e-flyer (supplied by Tennis Australia) to local community groups to invite them to your event, be it an open day, free coaching clinic, free court hire session or other great idea
- Display posters (supplied by Tennis Australia) at the clubhouse and around the neighbourhood – local schools, shop windows, supermarkets, community halls, sports centres and more – to help spread the word
- Send a media release (supplied by Tennis Australia) to your local newspaper
- Invite the local paper to attend on the day, or supply the paper with photos and a story on the event
- Encourage club members to invite their friends and family
- Outline the key outcomes you want to achieve from the day – attract potential members, target kids/juniors, fun day for current members or other goals you might wish to achieve.

On the day...

- Supply racquets and balls for visitors to use
- Offer free coaching sessions for adults and children
- Open up the courts for free play
- Invite visitors to join in fun modified tennis games – return the coach's serve, target practice competition, mini round-robin, quick-set tennis and more
- Hold a BBQ/sausage sizzle – use this as a fundraiser if possible
- Hold a mini prize draw every half hour to encourage participants to stick around
- Hold a major raffle to fundraise money for the club
- Organise an exhibition match with club players or local identities
- Conduct MLC Tennis Hot Shots and Cardio Tennis activities.

Maximising the increase in visitors to your club...

- Consider if you can waive joining fees or provide special incentives for visitors who show great interest and commitment
- Nominate a club representative to chat to visitors about the club
- Have club information flyers available at the welcome table
- Talk to the club coach about special offers
- Collect visitors' contact details so you can tell them more about the club
- Send a follow-up email to attendees thanking them for coming along and providing them with information on how to access courts and more.