

What can you do to cheer for you player?

The below are some suggestions for your club or community:

- **Marketing:** Use the marketing collateral provided, around the club, send to club members, display in local businesses etc.
- **Online:** Place information about AO Tennis Blitz (AOTB) on your website, e-newsletter, and social media (Facebook, twitter, instagram) etc. e.g.:
 - o The town mayor of Warrnambool was tweeting about Warrnambool cheering for Sharapova
 - o Consider sending good luck messages, poems, tweets to your player
 - o Use your players handle in social media messages to interact with your player. To find out their handle eg. @rogerfederer visit <https://twitter.com/AustralianOpen/lists/australian-open-players>
- **Council involvement:** There is an opportunity to engage the local Council and get the entire town involved
- **Parties:** Consider having an AOTB party at your club or in your community when your player is playing
- **Community landmarks:** Promote in prominent locations within the town, i.e. Warrnambool had 'Warrnambool is cheering for Sharapova' in led light 24/7 on the town theatre in the main street of Warrnambool or Watervale adding marketing collateral to their town sign
- **Attending the Australian Open 2015:** Email aoblitz@tennis.com.au if there are people from your town coming to the Australian Open



Kendall holding a Rafa party



Social media messaging by Parkes Tennis Club



Watervale using community landmarks

The opportunities are endless on how you can promote, leverage and maximise your club and community prior, during and after the Australian Open.

Informing the AOTB Team

Please keep us posted on all your activities and send through images of high resolution (good quality) to aoblitz@tennis.com.au.

What does the AO Tennis Blitz team do?

The AOTB team within Tennis Australia will engage with the players (where possible) and engage with local media.

We promote at the Australian Open, through big screens around the precinct, radio/onsite interviews, word up our channel 7 commentators and courtside announcers etc.

Connecting Communities to Tennis!

