



# **BACK TO TENNIS**

## **How it will help Coaches & Venues**

June 2020

#FedCup

# WEBINAR OVERVIEW

## WHY ARE WE HERE TODAY

The time is now! Tennis is in a unique position to enable thousands of people to pick up a racket and play our sport.

We have a marketing campaign set to reach 35%+ (18 million) of the population of the UK, creating huge demand for the sport.

We can work together to increase participation and drive revenue opportunities for coaches & venues.

## WEBINAR OBJECTIVES

Part 1: Understand the national marketing campaign & how you can be part of it.

Part 2: Be aware how your venue & coaching programme maximise the increased demand through LTA Rally.

Part 3: Understand how you can access resources to help you open up tennis to the nation.



# **PART 1:** **National marketing campaign**



# THE CAMPAIGN HAS ALREADY BEGUN

**PLAY YOUR WAY CAMPAIGN IS LIVE  
CHANGING PERCEPTIONS OF TENNIS**



## SOCIAL MEDIA ADVERTISEMENT

Facebook, Twitter and Instagram activity live from 8<sup>th</sup> June.

## OUT OF HOME ADVERTISING

Billboards and bus stops running from 15<sup>th</sup> – 28<sup>th</sup> June in close proximity to 300 priority park courts across the UK

## LTA.ORG.UK/PLAYYOURWAY

Web page encouraging people to find a coach or find and book a court via Rally.

# ACTIVITY BUILDS FROM 22 JUNE

## A 30 SEC ADVERT TO INSPIRE ACTION – FOCUSING ON THE STORY OF THE BALL



We all find tennis balls in weird and wonderful places.

Every ball has a story. Whether it's a brand new ball, fresh out of the packet, a brightly coloured low compression ball or a ball that's been in circulation for 10 years – they all ended up stuck in that bush or fence because someone was giving tennis a go.

Our film will celebrate the best of the game and finish with the rallying cry – however you play, just play.

# HIGH VISIBILITY FILM DISTRIBUTION

**AN ADVERTISING PLAN THAT WILL REACH  
IN EXCESS OF 35% OF THE UK POPULATION  
- 18.2M ADULTS**

**SIX FIGURE SUM INVESTMENT**

**TV & DIGITAL MEDIA FROM JUNE 22<sup>ND</sup>  
CHANNEL4 / SKY SPORTS / SKY  
ENTERTAINMENT / YOUTUBE / SOCIAL  
MEDIA**



sky sports main event

sky sports

sky sports football

sky sports cricket

sky sports golf

sky sports F1

sky sports action

sky sports arena

sky sports mix

sky sports news

sky atlantic

sky one

sky witness

sky two

sky arts



GOLD

Dave ja vu

alibi

Food

FOX

REAL Lives

COMEDY CENTRAL

M4

LIFETIME

EXTRA

E!

MOVIES24

TLC

TCM

GINX ESPORTS TV

SYFY

UNIVERSAL

VICE

QUEST

QUEST RED

home&health

Shed

Discovery

HISTORY

# TRANSLATING INSPIRATION INTO SUSTAINED PARTICIPATION

## MARKETING MATERIALS AVAILABLE FOR COACHES & VENUES TO USE ON YOUR CHANNELS

- Social media, website and email assets are available to download on dropbox.
- Additional assets to be added from June 22<sup>nd</sup>.

## INCREASED VISIBILITY OF PRODUCTS & PROGRAMMES

- There will be ongoing announcements of the return of products via email & social, as restrictions on play lift.
- We will be directing people to book via LTA Rally.





## **PART 2:**

# **How Your Venue & Coaching Programme can take advantage of 'Play Your Way'**



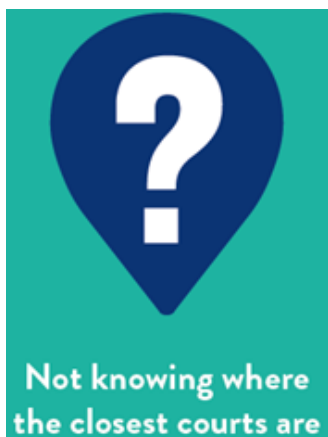
# HOW CAN COACHES AND VENUES MAXIMISE THIS OPPORTUNITY?

	Venue	Coach
Speak to your venue & coaching team about working together	<input type="checkbox"/>	<input type="checkbox"/>
Open your <b>court time</b> to the general public for pay & play on Rally	<input type="checkbox"/>	
Upload adult <b>coaching courses</b> , with 'appear on Rally' checked		<input type="checkbox"/>
Ensure your <a href="#">Find a Coach</a> profile contact details are displayed.		<input type="checkbox"/>

# OUR CHALLENGE: FINDING AND BOOKING TENNIS IS NOT EASY

Potential players consistently tell us that organising tennis is a big barrier, stating;

“it’s tough to find a court availability or book a coaching session”.



By continuing to use this site you are agreeing to our use of cookies. Find out more by viewing our [Privacy policy](#).

## FIND *Your court*

Find, book and play tennis in your local area.



Search



# CLUBSPARK IS THE PLATFORM THAT POWERS RALLY

To appear on LTA Rally, you need to upload **coaching courses** and/or **court availability** on to ClubSpark using the Coaching & Court Booking modules.

If you are not already using ClubSpark, it can be a solution to your venue management and coaching programme management. It can digitally manage:



Court Booking



Membership



Flexible Scheduling



Website



Payment



Coaching Programme



Book and Pay on the Go



Reporting & Analysis

# Further Resources



**LTA**  
Rally

**FIND**  
*Your court*

Use LTA Rally to book a court or group lessons, play a match or find free tennis events, no membership required

[www.lta.org.uk/rally](http://www.lta.org.uk/rally)



**OUT'S THE NEW IN.**

**PLAY YOUR WAY**



**GROWING CLUB MEMBERSHIP**

*A bite-size guide to putting marketing campaigns into action*

**LTA** TENNIS FOR BRITAIN



**BIG TIMERS AND MIS-TIMERS WELCOME.**



**LTA**  
Rally

**HOW TO BOOK A TENNIS COURT**

If you are not a member/season ticket holder at this venue, please follow the steps below:

- 1  VISIT [LTA.ORG.UK/RALLY](http://LTA.ORG.UK/RALLY)
- 2  SEARCH FOR A COURT NEAR YOU
- 3  SELECT THE COURT, DATE AND TIME
- 4  ENJOY YOUR TENNIS

Members/season ticket holders please book via your usual method.

[www.lta.org.uk/rally](http://www.lta.org.uk/rally)

# LTA TENNIS BALL GIVEAWAY

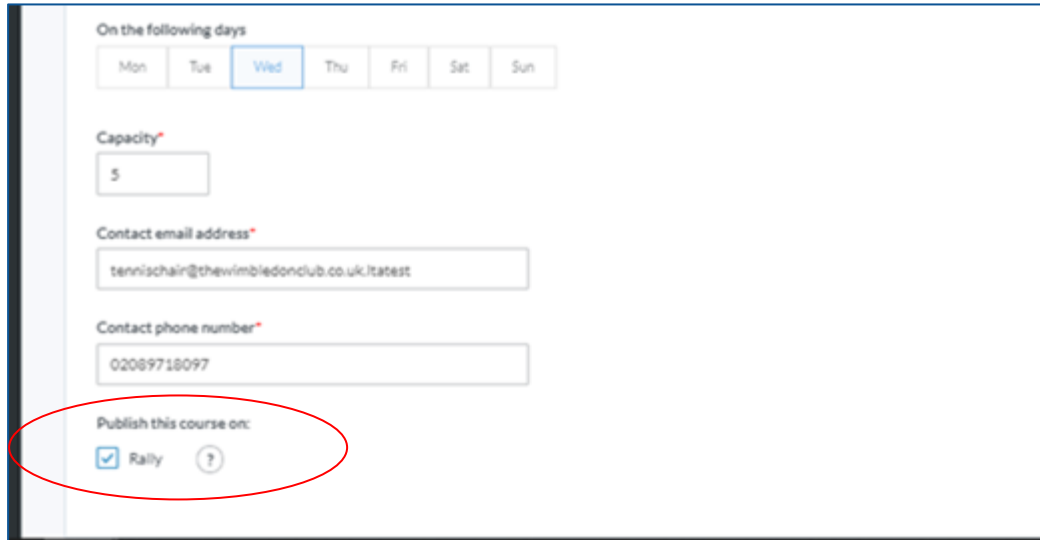
- **45,000** tennis balls to giveaway.
- **6 dozen** Slazenger Wimbledon tennis balls per venue or per coach.
- **£15.00 + VAT in England.**
- Once activated through LTA Rally and court time /coaching sessions uploaded request your access code from our Participation Support Team at [Participation.Support@lta.org.uk](mailto:Participation.Support@lta.org.uk)





# COACHES NEXT STEPS TOWARDS LTA RALLY ACTIVATION

- 1- Upload New Adult Coaching courses to your ClubSpark Account.
- 2- Ensure you leave the checkbox titled 'Publish this course on; Rally' checked.



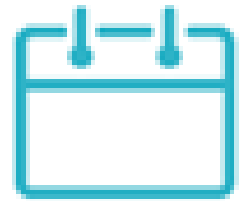
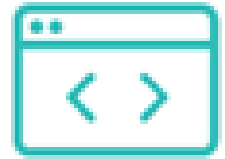
The screenshot shows a web form for creating a course. At the top, it says 'On the following days' with a row of buttons for the days of the week: Mon, Tue, Wed, Thu, Fri, Sat, Sun. The 'Wed' button is highlighted. Below this is a 'Capacity' field with a red asterisk and a text input box containing the number '5'. Next is a 'Contact email address' field with a red asterisk and a text input box containing 'tennischair@thewimbledonclub.co.uk.itatest'. Below that is a 'Contact phone number' field with a red asterisk and a text input box containing '02089718097'. At the bottom, there is a section titled 'Publish this course on:' with a checked checkbox next to the word 'Rally' and a question mark icon in a circle. This entire section is circled in red.

- 3- Plan methods to convert new customers in to regular players!

ClubSpark is a benefit of Venue Registration and Coach Registration, and is free to those users.

# VENUES NEXT STEPS TOWARDS LTA RALLY ACTIVATION

- 1- Activate your ClubSpark Venue Account, and request to activate the 'Membership' and 'Booking' Modules, (there is a 24 turnaround time for this).
- 2- Use the ClubSpark Help Video Series to complete the necessary settings in the Profile Area & Booking Module (plus membership if required). These Videos, along with FAQ's can be found at <https://sportlabs.zendesk.com/hc/en-us> (link will be sent to all attendees after this webinar).
- 3- Email your Regional PDP or [Rally@LTA.org.uk](mailto:Rally@LTA.org.uk) to request that LTA Rally is activated for your venue.
- 5- Receive and display your Rally Activation Marketing Pack.
- 4- Plan to convert Pay & Play bookers to members or regular players



# CONTACTS

- **Support@ClubSpark.com** or call on 020 8247 3857 & [North@lta.org.uk](mailto:North@lta.org.uk)
- Regional Team
- [Paul.bennett@lta.org.uk](mailto:Paul.bennett@lta.org.uk)
- [Laurie.haines@lta.org.uk](mailto:Laurie.haines@lta.org.uk) – North East & Yorkshire
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