

A tennis player in a white outfit is celebrating a victory, running on a tennis court with a large crowd in the background. The player is holding a tennis racket and has a joyful expression. The crowd is cheering and waving. The image is overlaid with a semi-transparent blue filter.

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 8th June.

OUT OF HOME ADVERTISING

Billboards and bus stops running from 15th – 28th 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 22ND
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



home&health



Discovery



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 22nd.

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'

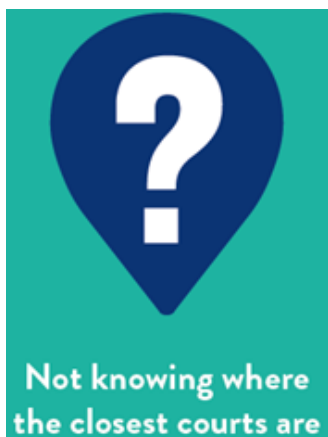
HOW CAN COACHES AND VENUES MAXIMISE THIS OPPORTUNITY?

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



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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



Flexible Scheduling



Payment



Book and Pay on the Go



Membership



Website



Coaching Programme



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



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
- 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

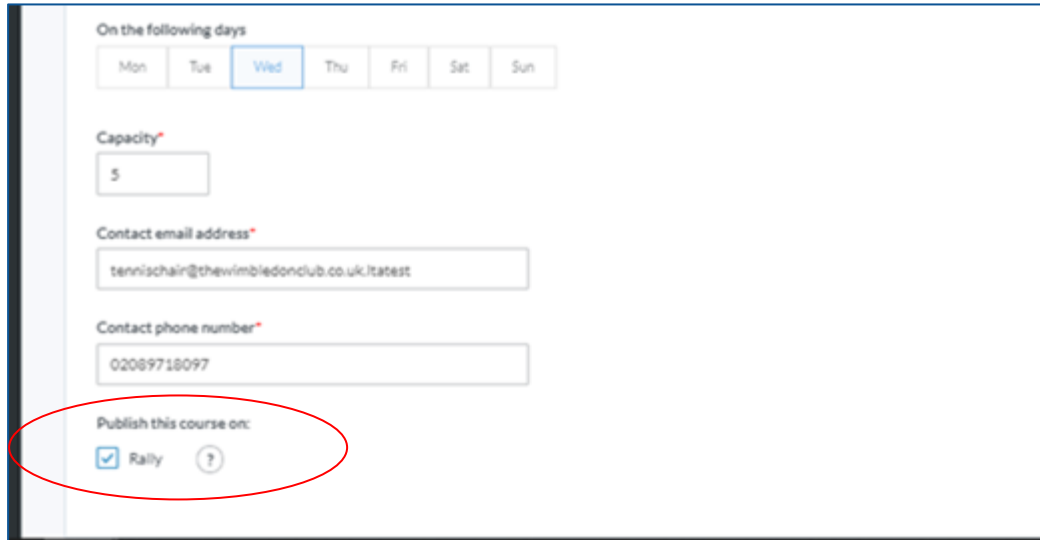
LTA TENNIS BALL GIVEAWAY

- **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



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.



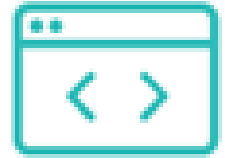
The screenshot shows a form for creating a course. At the top, it says 'On the following days' with a row of buttons for the days of the week: Mon, Tue, Wed, Thu, Fri, Sat, Sun. The 'Wed' button is selected. Below this is a 'Capacity' field with the value '5'. Then there is a 'Contact email address'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

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

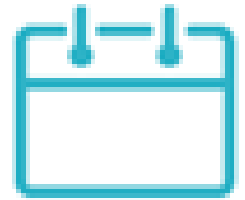
ClubSpark is a benefit of Venue Registration and Coach Registration, and is free to those users.

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 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
- Regional Team
- Paul.bennett@lta.org.uk
- Laurie.haines@lta.org.uk – North East & Yorkshire
- Laura.lattimore@lta.org.uk – Yorkshire
- Allison.lewis@lta.org.uk – Lancashire and Cumbria
- Nicki.harrison@lta.org.uk – Cheshire - IOM