



FACT SHEET FOR PARTICIPATING CLUBS

WHEN IS TENNIS DAY IN CANADA?

Saturday May 13, 2017

WHAT IS TENNIS DAY IN CANADA?

Tennis Day in Canada is a national festival of tennis aimed at encouraging Canadians to get out and play! Participating clubs from coast-to-coast will host free tennis activities and give players of all ages, levels and experience a chance to play tennis.

WHERE IS TENNIS DAY IN CANADA?

Tennis Clubs and TPA certified coaches are being asked to host free tennis activities at their tennis clubs or tennis facilities.

WHO CAN PARTICIPATE?

All Tennis Clubs and TPA certified coaches are invited to host *Tennis Day in Canada* activities. We encourage participating clubs and coaches to target new and returning able-bodied and wheelchair players of all ages, level and experience. It is the sole discretion of clubs and coaches to decide whether their event will be open to the public or strictly service their membership. If your event is available to your club membership only, please indicate “anonymous” when prompted during the online registration.

HOW DO I REGISTER?

Register your club or facility at www.tennisdayincanada.com. TPA Coaches and Member Clubs should register online; whereas, individual participants should register directly with the nearest participating club. Clubs must be registered to qualify for prizes.

WHY SHOULD WE SUPPORT TENNIS DAY IN CANADA?

The event will be a fun way to draw new interest to your club and drive participation in your community. *Tennis Day in Canada* is designed to promote tennis, highlight accessibility of the sport and inspire Canadians to keep playing! Your club can also earn a chance to win fabulous prizes.

WHAT IS TENNIS CANADA'S EXPECTATION IF WE DECIDE TO PARTICIPATE IN TENNIS DAY IN CANADA?

Tennis Canada requests that clubs and facilities hosting *Tennis Day in Canada* activities complete the following:

- Register your club or facility on the *Tennis Day in Canada* website www.tennisdayincanada.com
- Host free tennis activities lead by Certified TPA coaches such as round robins, clinics, camps, exhibitions or other tennis related activities targeting new and returning players of all ages on Saturday May 13th, 2017

- Display promotional materials prior to the event at your facility and through social media
- Post pictures and stories on social media (Facebook, Twitter, Instagram) on the day of the event

WHAT ACTIVITIES SHOULD WE HOST FOR *TENNIS DAY IN CANADA*?

Activities should be free of charge and can include round robins, clinics, camps, exhibitions or other tennis related activities. For ideas and activities to incorporate into your event, check out the *Tennis Day in Canada* Event Planning Tips located in the Resources section of the TPA website.

WHAT PRIZES CAN WE WIN?

Prizes will be awarded to clubs based on participation and social media presence along with one prize drawn for an individual participant. To be eligible for prizes, share your *Tennis Day in Canada* photos on social media with the hashtag **#Tennisday**. All prizes are outlined below:

- 1) Four clubs with the most participants are eligible to win \$250 worth of equipment courtesy of Wilson by posting a photo to social media with the hashtag **#Tennisday**. Prizes to be redeemed by a TPA member at the TPA e-store. Please reference the number of participants attending your event in your posting.
- 2) Four clubs drawn randomly across all those who share a post on social media with the hashtag **#Tennisday** will be awarded \$250 worth of equipment courtesy of Head to be redeemed by a TPA member at the TPA e-store.
- 3) One participant randomly selected from all participants who post on social media with the hashtag **#Tennisday** will receive Four Tickets to attend Opening Night of the Rogers Cup in Toronto or Montreal including flights and one-night accommodation.

WHAT SUPPORT WILL WE RECEIVE FROM TENNIS CANADA?

Tennis Canada and the TPA will support registered clubs and coaches with marketing materials and event promotion. The TPA will also award prizes to clubs and individual participants based on participation and social media presence.

Event posters, Facebook advertisements, member invitations and other helpful promotional and communication tools are downloadable from the resources section of the TPA website. Each registered club will also receive 11x14 printed posters, by mail, prior to the event. The TPA and Tennis Canada will also facilitate social media platforms to share event photos and successes.