

Over 5 million Australians have played tennis at some point in their life but don't currently.

WE'RE ASKING THEM TO COME BACK TO TENNIS TO

GET YOUR RACQUET ON!

AND TO COME AND PLAY AT AN **OPEN COURT SESSION** AT YOUR CLUB

OPEN COURT SESSION

play.tennis.com.au

We're bringing them back to tennis with the biggest, most integrated campaign ever!

GET YOUR RACQUET ON!

NEW DIGITAL GATEWAY FOR TENNIS BOOKINGS

NATIONAL ADVERTISING CAMPAIGN

AO & THE SUMMER OF TENNIS EVENT ACTIVATIONS

NEW TENNIS FORMAT FOR YOUR CLUB

 PARTNERSHIP

Tennis has an incredible opportunity to

RE-ENGAGE

25-45 year olds if;



It's easy to find online and in a convenient location.



They don't have to commit to a membership and can pay as they play.



It's at a time that can fit into their busy schedule. Preferably after work.



It's welcoming, inclusive and they can play with their friends or meet new people.



It's more than just tennis. They'd love the chance to socialise, listen to music and have something to eat and drink.



They can play fun formats that help them to ease back into tennis regardless of their ability.

OPEN COURT SESSIONS: CLUB RESOURCES

1 **FORMAT AND GUIDES**

2 **MARKETING ASSETS**

3 **EVENT MANAGEMENT
PLATFORM**

4 **WEBSITE**

5 **SPEAKER AND
PLAYLISTS**

6 **MERCHANDISING**

OPEN COURT SESSIONS: THE BASICS

2
HOSTS

2
COURTS

20
PLAYERS

10

*minutes of the
serious stuff.
You know, the
briefing and
instructions.*

50

*minutes of the
fun stuff on court.*

*Mini courts, red balls,
sponge balls, pickleball,
orange court, singles,
doubles & triples, scoring
for fun or not at all.*

30

*minutes of
social over eats
and drinks.*

90

*minutes all up with music
playing the whole time.*

**THERE'S LOADS ON
OFFER FOR CLUBS!**

**HURRY,
STOCK LIMITED!**



WHAT'S NEXT?

LET'S GET YOU

**KITTED UP,
TRAINED UP**

- & -

**READY
TO PLAY**

For more information contact your
Club Development Officer.

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OPEN COURT SESSION

Register your club at
tennis.com.au/opencourtregister