



Topic 9. ORGANIZING TENNIS COMPETITIONS

Module II. Management of small and medium sized sport clubs



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COMPETITION

Competitions are an essential and integral part of the sport.

Definition of sport:

Oxford:

Sport pertains to any form of **competitive** physical activity or game that aims to use, maintain or improve physical ability and skills while providing enjoyment to participants and, in some cases, entertainment to spectators.



COMPETITION

European Sports Charter:

Sport means all forms of physical activity which, through casual or organized participation, are aimed at maintaining or improving physical fitness and mental well-being, forming social relationships or obtaining results in **competition at all levels**.

Sport competition management is, simply stated, the organization of the functions required to conduct a sporting event or tournament.





COMPETITION – CLUB PERSPECTIVE

Competitions are one of the most important parts of a tennis club's life:

- Promotion of the club
- Marketing & sponsors
- Opportunity for club's players
- Attracting new players
- Creating social atmosphere
- Financial benefits





COMPETITION TYPES IN TENNIS

By range: international, national, regional, internal

By sports content: championships, tournaments, team matches, exhibitions

By participants: junior, professional, amateur, seniors | for different categories (college, school etc.)

By gender: men, women, mixed

By playing conditions: indoor, outdoor | different surfaces

Individual / team

By format: direct elimination, round robin, mixed

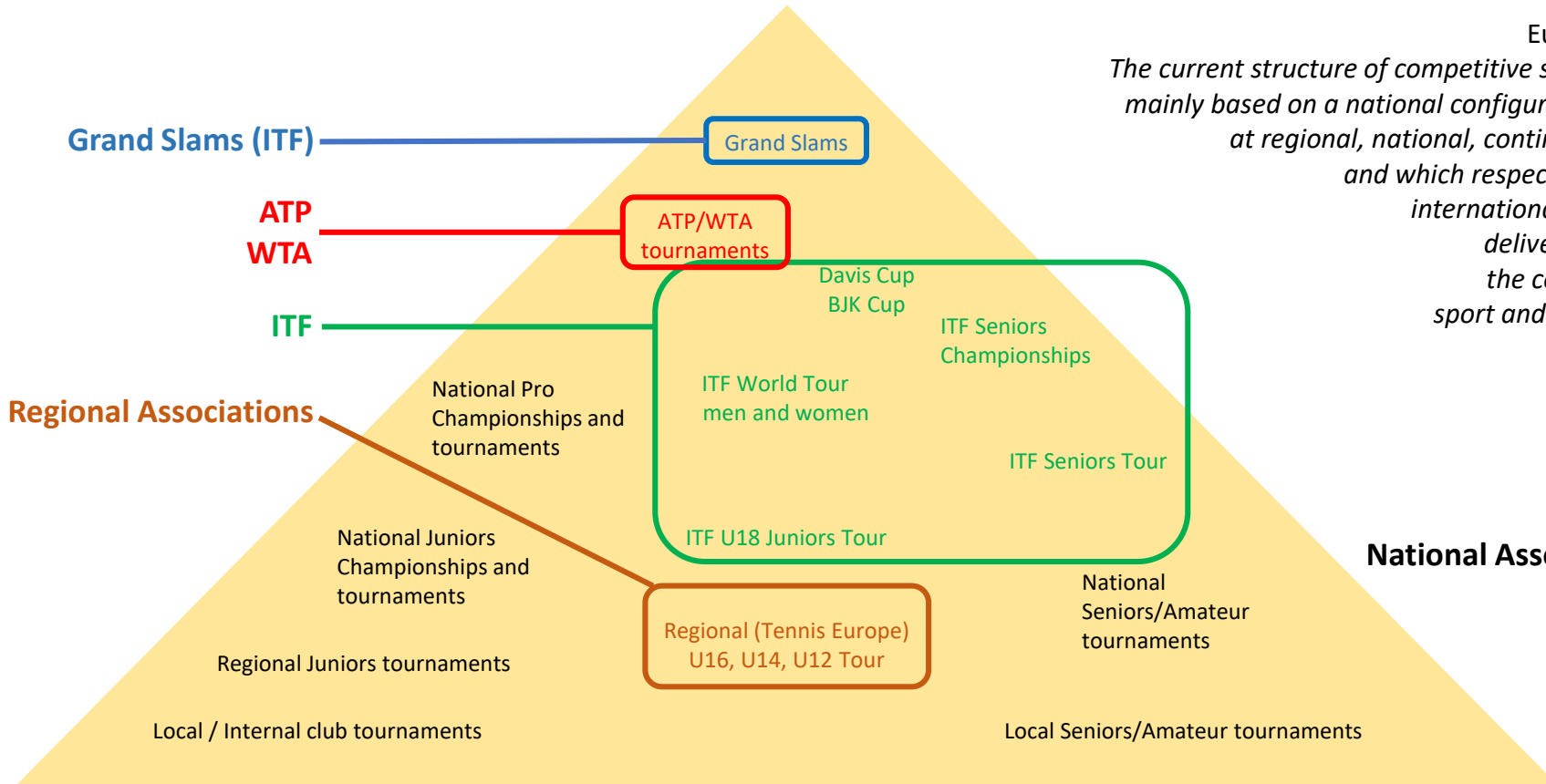


TENNIS COMPETITION STRUCTURE





TENNIS COMPETITION STRUCTURE



European Sports Charter:
The current structure of competitive sport in Europe, which is mainly based on a national configuration with competitions at regional, national, continental and global levels, and which respects the regulatory role of international governing bodies, has delivered benefits in terms of the coherent development of sport and international solidarity.

National Associations
Regions
Leagues
Clubs



TENNIS COMPETITION STRUCTURE





CLUB COMPETITIONS SCHEDULE

Planning for the entire year/season.

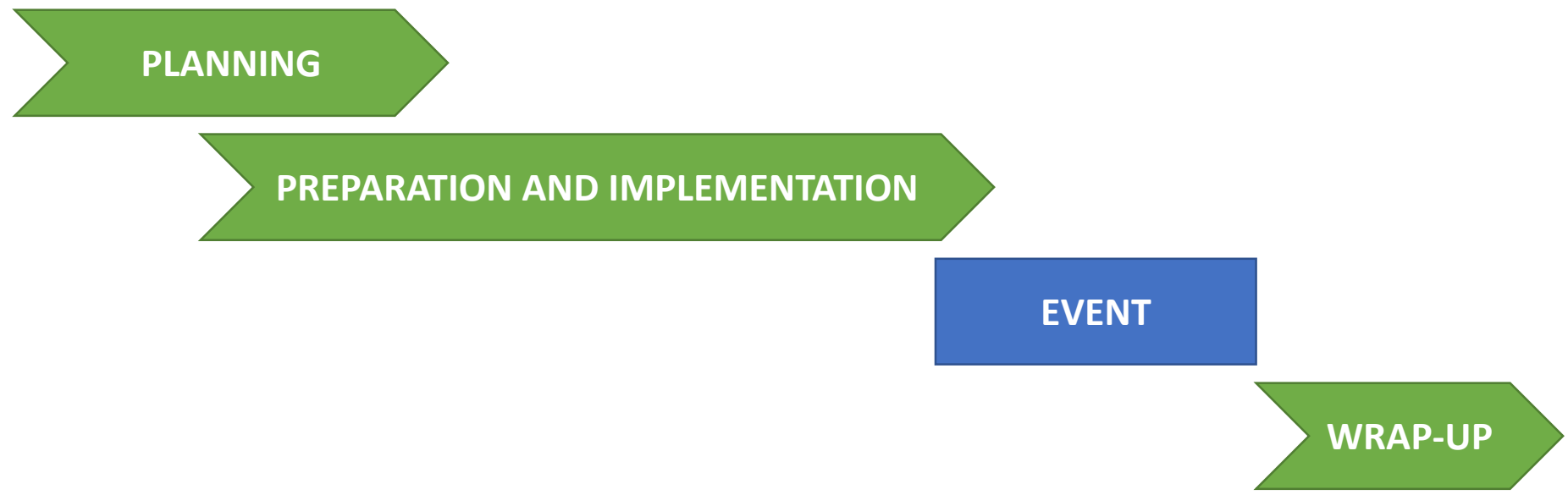
Key factors:

- Occupancy of courts
- Appropriate dates for different competitions (vacations, holidays etc.)
- Weather
- Breaks between competitions
- Experience from previous competitions
- National association's calendar





STAGES OF THE ORGANIZATION



A horizontal timeline with four vertical markers. The markers are labeled with the following text: "Tournament announcement, venue and dates confirmed", "Fact sheet release, event schedule determined", "First ball played", and "Final: Game, set, match!".



KEY AREAS

OPERATIONS

SERVICES

ADMINISTRATION

MARKETING

PR

FROM SMALLER TO BIGGER TOURNAMENTS – THE IMPORTANCE INCREASES FROM LEFT TO RIGHT





KEY ASPECTS

OPERATIONS

- Venue
- Courts, maintenance
- Balls, other equipment
- IT, technics
- Officiating
- Medical services
- Risk management
- Security
- Janitorial
- Logistics

SERVICES

- Accommodation
- Catering
- Transportation
- Accreditations
- Social activities

ADMINISTRATION

- Budget
- Contracts
- Human resources
- Correspondence
- Authorities relations
- Documentation

MARKETING

- Promotion
- Sponsors
- TV and other rights
- Tickets, invitations
- VIP relations
- Printed materials

PR

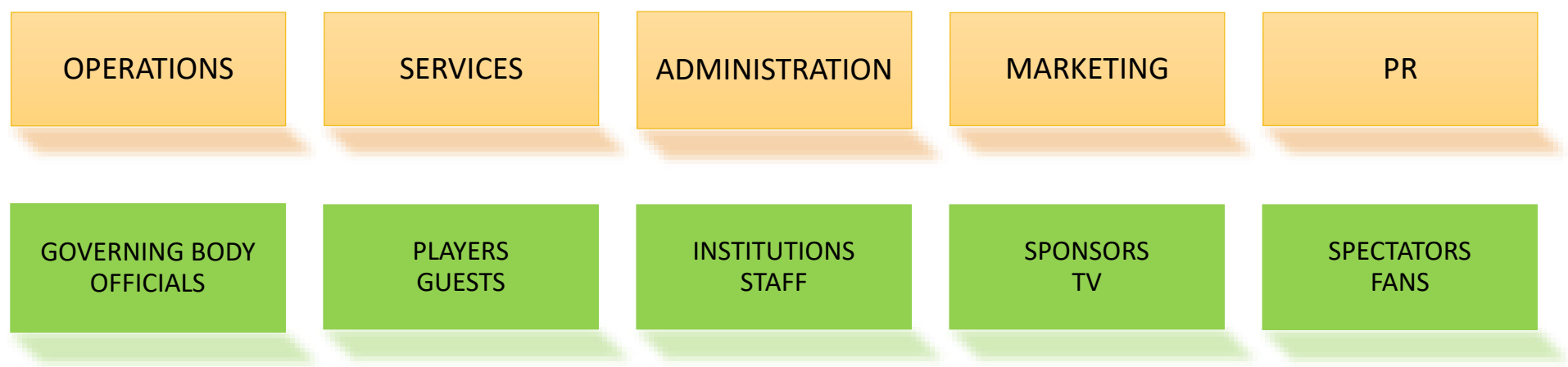
- Media relations
- Website, social media
- Photos
- Ceremonies, events
- Protocol

FROM SMALLER TO BIGGER TOURNAMENTS – THE IMPORTANCE INCREASES FROM LEFT TO RIGHT





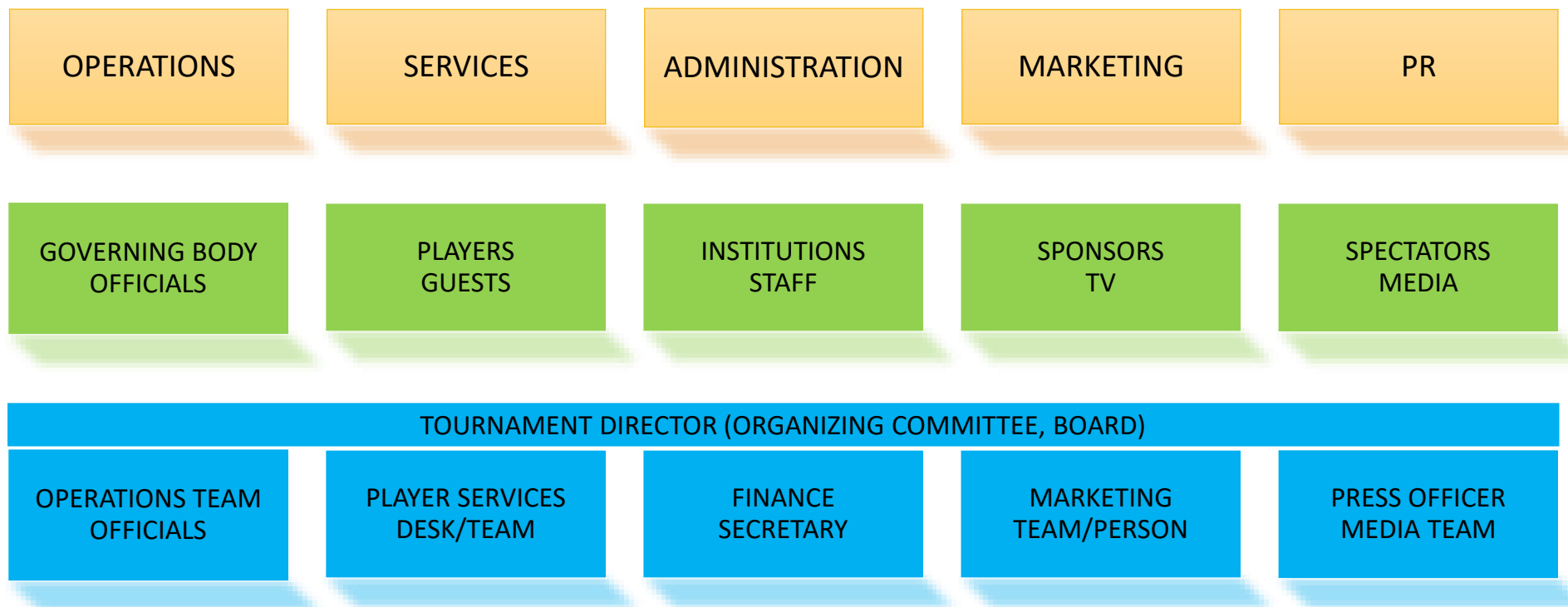

KEY STAKEHOLDERS



FROM SMALLER TO BIGGER TOURNAMENTS – THE IMPORTANCE INCREASES FROM LEFT TO RIGHT 



KEY TEAM MEMBERS



FROM SMALLER TO BIGGER TOURNAMENTS – THE IMPORTANCE INCREASES FROM LEFT TO RIGHT



PLANNING

OPERATIONS

SERVICES

ADMINISTRATION

MARKETING

PR

What do we need?

What participants will need?

What assistance will we need?

What do we want to achieve?

Who we want to reach?

1. Budget
2. Human resources
3. Organizational requirements
4. Timeline, checklists

"It should be noted, however, that there is a major difference between the effective planning of an event and the efficient conduct of it."



BUDGETING

Expenses:

- 'Must have' expenses – balls, officiating fee, medical services, water, trophies, court rental, staff payment
- If required – accommodation, catering, security, accreditations, IT, additional equipment
- 'Good to have' expenses – promotion and PR, branding and decoration, printed materials
- Contingency!

*"Creating a budget
and following it
are two different things"*





BUDGETING

Revenues:

- Entry fees
- Income from ancillary activities – restaurant, stringing, merchandising
- Sponsorship, TV rights, ticket sales, VIP packages
- Support from local institutions/government/national association
- Wild cards are not a source of income!

Barter deals



HUMAN RESOURCES

- Tournament Director
- Organizing Team – *identifying jobs to be done* – Operations; Players services; Secretary, accountant, legal consultant; Marketing; PR and media, photographer
- Officials – Referee, Chair umpires/Rowing umpires, Line umpires
- Ball kids
- Medical services – doctor/PHCP, physio, ambulance/first aid
- Court maintenance staff, cleaning staff, technicians
- Security, ushers
- **Volunteers!**





ORGANIZATIONAL REQUIREMENTS

Major governing bodies publish or send to tournament organizers their minimum standards:

ATP – Tournament Guide

Available only to tournament organizers (80+ pages book)

WTA – Minimum Standards and Operations Manual

Available only to tournament organizers (70+ pages book)

ITF – World Tennis Tour Organizational Requirements

<https://www.itftennis.com/media/4680/2021-mens-womens-itf-world-tennis-tour-organisational-requirements-v2-150221.pdf>

ITF – World Tennis Tour Juniors Organizational Requirements

<https://www.itftennis.com/media/7298/organisational-requirements-2022.pdf>

Tennis Europe – Junior Tour Operations Manual

<https://www.tenniseurope.org/file/28727/?dl=1>

Most national associations also publish guides/requirements for tournament organizers. Examples:

Tennis Australia: <https://www.tennis.com.au/vic/tournaments/tournament-director-resources>

LTA – How to run internal club competitions: <https://www.lta.org.uk/globalassets/officiate--volunteer/documents/organiser--official-resources/support-in-organising-tournamnets/how-to-run-internal-club-competitions.pdf>





OPERATIONS

- Event schedule, Fact sheet preparation
- Venue – changing rooms, toilets, cleaning, offices, treatment room, players lounge, signage, internet
- Courts – number, surface, equipment (nets, benches, umpire's chair, windbreakers, scoreboards, umbrellas etc.), maintenance
- Balls
- Officiating, ball kids, clothing
- Medical services, supplies, Covid-19 requirements, doping control requirements





OPERATIONS (CONTINUED)

- Security
- Venue management – parking, access control, ushers, crowd control, venue map, media seats, VIP seats
- Risk management, critical incidents management plan
- Facility – sound system, lights, radios, office equipment
- IT – tournament software, live scoring, ELC system, TV requirements
- Tennis aspects of ceremonies (trophies, draw)
- Tennis aspects of branding, decoration
- Logistics





SERVICES

- Accommodation
- Catering
- Transportation
- Accreditations
- Water, ice, beverages, bananas
- Practice balls
- Towels
- Laundry
- Stringing
- Fitness
- Social activities





TOURNAMENT ADMINISTRATION

- Budget
- Contracts
- Human resources documentation
- Correspondence, relations with the authorities
- Insurances
- Visa invitations, Covid-19 regulations





RUNNING THE TOURNAMENT

*"The unexpected always
pops up at the last minute."*

Daily tasks:

- Order of play
- Practice schedule
- Daily check of the entire venue and equipment
- Daily planning of all activities





WRAP-UP

- Financial summary
- Equipment inventory
- Thank you letters
- Reports
- Feedback from participants, officials, spectators
- Event evaluation!

SUMMARY AND CONCLUSIONS	
Summary of positive remarks	
Conditions and Procedures requiring improvements	
Suggestions for future events	
General remarks (add separate paper if needed)	
DATE AND SIGNATURE	Signature
Date	

