



## Ideas for Promoting a Tournament

Planning and promotion are two crucial steps to getting more attendees to your event. Starting the process 8-10 weeks ahead of your event is key. Here are a few tips on how to maximize your exposure and build interest in your event:

1. Start promoting to your current clients during lessons and current events.
  - Use 2-3 minutes of your lesson time to make an announcement to your current students about your upcoming tournament. Remind them of registration deadlines and special incentives.
  - Multiple reminders are fine; consider once a week. Update them on how many participants have signed up and what a great time you expect that it will be.
  - Use your tournament, if possible, as a way to wrap-up a session, depending on what your club or park clinic schedule is.
2. Find out where your potential customers hang out and where they look for information.
  - Who is your target market?
  - What events are taking place in your community such as school events, volunteer events, and festivals. Promote your tournament at these events.
  - Bring flyers, business cards, and tournament registration forms.
3. Post information on your website at least 8 weeks prior to the tournament and keep details and info updated as the entry deadline approaches.
4. Promote your event online.
  - Promote your event on your business and personal social media accounts – especially if you already have a regular following. Encourage your followers to share your posts! Post multiple times.
    - Twitter is great for announcements and updates.
    - Facebook and Instagram are great for sharing photos and videos to show people how fun your tournament will be.
  - Create an “event” on websites such as Eventbrite or other industry - or community – relevant websites and public calendars. Facebook also offers an event calendar.

5. Don't forget the paper trail. Not everyone is high tech.
  - Newspaper event calendars
  - Hang a flyer in your local coffee shop, barber shop, local sport centers, etc.
  - What about an announcement in church bulletins?
  - Consider lawn signs placed in strategic locations.
  
6. Use email.
  - Put your database to good use!
  - Mail Chimp or Constant Contact are both good tools for mass emailing.
  - Announce your event 6-8 weeks in advance
  - Send another email reminder 1-2 weeks in advance
  - Send a reminder email the day before the event.
  
7. Create an online registration system.
  - Allows you to communicate with new and current participants before and after the event and to create more targeted marketing campaigns in the future.
  
8. Post your tournament in Tennis Link/TDMS to get all of the benefits of these systems.
  - Remember...this is where many tournament players go to see what tournaments are available to them for the calendar year.
  
9. Offer incentives for early registration.
  - Determine the minimum number of participants that you would like to have and offer an incentive to those that register first.
  - Offer food or drink discounts if you plan to have vendors at the tournament. Consider a discount on the tournament fee.
  - For assistance with navigating the functionality of discount coupons and codes, contact USTA Georgia directly.