



GB Tennis Masters Tour

Tournament Directors' Guidelines 2023

This document is designed to provide guidance for Tournament Directors planning to operate a tournament as part of the "GB Tennis Masters Tour" during 2023. This document replaces and supersedes any previous guidance issued.

1 The GB Tennis Masters Tour

The "GB Tennis Masters Tour" is a series of tournaments sanctioned by Seniors Tennis GB (STGB) on behalf of the Lawn Tennis Association (LTA Operations Limited). STGB also has delegated authority from the LTA for the sanctioning of GB Tennis Masters Tour tournaments for inclusion on the International Tennis Federation (ITF) World Tennis Masters Tour. Each tournament within the GB Tennis Masters Tour is required to operate as both an LTA sanctioned tournament and an ITF sanctioned tournament. This means that players taking part will be awarded both ITF world ranking points and LTA British Tennis ranking points and ratings.

All GB Tennis Masters Tour tournaments will be subject to the regulations of both the LTA and the ITF.

Further information, guidelines and regulations for LTA tournament organisers can be found on the LTA website at the following locations:

<https://www.lta.org.uk/officiate/competition-organiser-resources>

<https://www.lta.org.uk/competitionregulations>

<https://www.lta.org.uk/4ac614/siteassets/about-lta/file/competition-grading-guidelines.pdf>

Further information, guidelines and regulations for ITF Tennis Masters Tour tournament organisers can be found on the ITF website at the following location:

<https://www.itftennis.com/en/about-us/governance/rules-and-regulations/?tour=masters-tour&type=tour-regulations>

These include the ITF Masters Tour Regulations, the Masters Code of Conduct, the Constitution of ITF Limited and the ITF Rules of Tennis.

2 Tournament Naming Rights & Sponsorship

STGB recognises the need for tournament organisers to raise their own revenues for their long-term sustainability. STGB grants all tournament organisers the right to secure local sponsors as long as they do not conflict with the LTA's commercial partners or any national circuit sponsors secured by STGB.

Areas of potential conflict include but are not limited to the following:

- a) Financial services
- b) Water
- c) Sports clothing and footwear
- d) Cars / car hire
- e) Protein/snack bars
- f) Tennis equipment

STGB insists that no tobacco, alcohol, pornography or betting/gaming companies be secured as sponsors for any GB Tennis Masters Tour events. STGB also prohibits any sponsorship that promotes disparaging views or behaviour relating to an individual or group's colour, race, nationality, ethnic or national origins, sex, sexual orientation, religion, gender identity or certain other visible or non-visible difference, age or disability.

Tournament Directors should submit details of any potential local sponsors to STGB for approval prior to entering into any local sponsorship agreements. If any potential local tournament sponsors could conflict with national sponsorship rights, STGB will seek written consent from the LTA on behalf of the tournament organiser.

In the event that approved local sponsorship includes the naming rights of a tournament, STGB will agree a specific form of words that can be used by the Tournament in both the LTA and ITF Tournament Calendars. Once agreed, this form of words must be used in all promotional material issued by the tournament organiser.

3 ITF Sanctioning

For 2023, applications for ITF sanction will be made in two tranches: January to June and July to December each year. Higher graded tournaments (MT700 & MT1000) should be completed as soon as possible. STGB will send a Formstack form to all Tournament Directors by email together with completion guidelines for completion and submission within the required timescale. An approved signature will be required from STGB for all applications. The signature section will be completed using a Formstack link.

The ITF Masters department will publish the tournament application to the ITF Masters Calendar and the ITF will return the original form for further information from the Tournament Director (this replaces the previous factsheet form). This is normally required for submission at least fifteen weeks before the start date of the tournament. Again, a copy of the confirmation copy should be forwarded to STGB for their records..

4 Enhancements to the LTA Seniors ranking system

The enhancements to the LTA Senior ranking system allows to automatically incorporate both domestic and international ITF World Tennis Masters Tour events where British players are competing, using the same point allocations that the ITF World Tennis Masters Tour is using. A multiplier of 2 will be applied to both domestic and international ITF World Tennis Masters Tour

point allocations. All ITF ranking information will be imported into the LTA on a weekly basis, there is no further requirement for TP files to be sent to the LTA.

5 LTA Competition Sanctioning

With the introduction of the new Seniors rankings system, the LTA no longer requires sanctioning of the event. Organisers must, however, add their tournament via the Competition Management System for promotional purposes. Please ensure the competition name is input in the following format; '*ITF – MT400 Scottish Senior Open Championships – (Entry via ITF website)*'. The following will assist in adding the competition to the Competition Management System:

<https://www.lta.org.uk/4908e7/siteassets/roles/officials/files/cms-user-manual--organiser-portal-v2.2.pdf>

For quick reference, the tournament grades are as follows for 2023.

ITF Grades	Tournaments (listed chronologically)
Grades MT700 and MT400	<i>MT700</i> : Indoor, Clay, Closed Grass, Open Grass <i>MT400</i> : Scottish Indoor, Welwyn, Frinton, Woking
Grades MT200	<i>MT200</i> : Leicester, Canterbury, Halton, Felixstowe, Harpenden, Tunbridge Wells, Gerrards Cross, Welsh, Roehampton Club
Grades MT100	<i>MT100</i> : Newquay, Great Malvern, Ipswich

6 ITF Submission of Results

The referee must submit results using the ITF Tournament software several times during the day and at end of play each day. Immediately after the tournament, the referee and tournament director must complete the Tournament Director's and Referee's reports via a Formstack link that will be sent to them by the ITF office. New for 2023 is the request for all Tournament Directors to send at least one photograph of the venue/tournament to the ITF Masters Team (masters@itftennis.com)

7 Marketing & Media Guidelines

All GB Seniors Circuit tournaments will be promoted in the Tournament Calendars of both the LTA and the ITF. Both organisations will provide additional promotional support as described in the ITF World Tennis Masters Tour Regulations and the LTA Competition Regulations. STGB will also provide additional promotional support as described below:

STGB Website All STGB sanctioned tournaments are included in the annual "Competitions Calendar" that is published online at www.seniorstennisGB.org. Each entry will include tournament dates, ITF grade, and the contact email address for the Tournament Director. The Calendar should be prominently displayed at the tournament venue.

STGB Email Marketing STGB publicises forthcoming tournament news and entry deadlines in a bi-monthly email newsletter that is sent to the database of British players who have taken part in one or more STGB-organised events during the last 12 months. This database includes players who have played in the British Indoor Open, British Clay Open, British Grass Closed and British Grass Open events. It does not currently include players who have played in other STGB sanctioned events. STGB

also works in partnership with the LTA to promote seniors' tennis within their national email marketing campaigns and marketing initiatives.

STGB Social Media STGB promotes sanctioned events throughout the year on their social media channels:

www.Facebook.com/seniorstennisgb

www.Twitter.com/seniorstennisgb

www.Instagram.com/seniorstennisgb

Posts include announcements on entries opening, countdowns to closing dates, reports and/or photos from tournaments while they are taking place and results at the end of each tournament. Tournament Directors and host venues are encouraged to share their own social media posts with STGB so that they can be re-tweeted or re-posted to reach the widest possible audience. Please tag STGB on any posts you would like us to share by using the @SeniorsTennisGB handle or the #SeniorsTennisGB hash tag.

GB Tennis Masters Tour Logo



or



The Seniors Tennis GB official "British Seniors Circuit" logo is available for Tournament Directors to download from the Seniors Tennis GB website on the "About Us" page. This logo must be used in all online or printed promotional material. The logo has also been made available as a banner which must be displayed in a prominent courtside position throughout the Tournament.

The STGB logo is an integral element of the GB Tennis Masters logo. However the use of the standalone STGB logo is restricted for the exclusive use of events organised by STGB, i.e. The British Indoor Open, British Clay Open, British Grass Closed, British Grass Open, Four Nations and Inter Club Championships. The standalone STGB logo may not be used on any online or printed promotional material relating to any other sanctioned events.

LTA Approved Logo



Tournament Directors are requested to display the "LTA Approved" logo within their promotional material. This logo is also available to download from the Seniors Tennis GB website on the "About

Us" page. Please note that no other LTA logos may be used on promotional material relating to sanctioned events.

ITF Masters Branding There should be no reference to ITF Seniors Tour – this should be replaced by ITF Masters Tour or ITF World Tennis Masters Tour. All tournaments will have access to logo templates and banner templates. All Tournaments are able to access extensive brand resources to create digital material to promote your tournament. The following link provides you with access to the Tour Logo, Symbol, Age/Gender button and Various file types - including a specific logo for your tournament(s):

Web Link: <https://ftp.itftennis.com/login>

Login: WorldTennisMastersTour

Password: MastersTOur!

Local Promotions STGB is unable to offer any specific support for local marketing initiatives but Tournament Directors are strongly encouraged to contact their local county tennis associations, neighbour clubs and venues to raise awareness of their event. STGB sanctioned events may also be able to get coverage from local TV, radio, newspapers and websites.

8 Security

Tournament Directors are responsible for managing all areas of safety and security at GB Tennis Masters Tour sanctioned events in accordance with the ITF Sanctioned Circuits Security Guidelines:

<https://www.itftennis.com/media/287348/287348.pdf>

This document is subject to ongoing review. The latest version can be viewed online at www.seniorstennisgb.org. Any enquiries to vw@seniorstennisgb.org or tomjtennis@gmail.com

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