



## **GB SENIORS CIRCUIT**

### **2019 Guidelines for Tournament Directors**

v.09 November 2018

This document is designed to provide guidance for Tournament Directors planning to operate a Seniors Tournament as part of the "GB Seniors Circuit" during 2019. This document replaces and supersedes any previous guidance issued.

#### **1. The GB Seniors Circuit**

The "GB Seniors Circuit" 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 Seniors Circuit tournaments for inclusion on the International Tennis Federation (ITF) Seniors Circuit. Each tournament within the GB Seniors Circuit 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 Seniors Circuit 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/globalassets/officiate--volunteer/documents/organiser--official-resources/support-in-organising-tournamnets/competition-grading-guidelines.pdf>

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

<http://www.itftennis.com/seniors/tournaments/organisers-info.aspx>

<http://www.itftennis.com/seniors/tournaments/rules-regulations.aspx>

These include the ITF Seniors Circuit Regulations, the Seniors Code of Conduct, the Constitution of ITF Limited and the ITF Rules of Tennis.

#### **2. Tournament Naming Rights & Sponsorship**

Seniors Tennis GB 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 Seniors Circuit 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**

**ITF Tournament Application Forms** for 2019 will be sent out by STGB during August for tournaments taking place in January to June. The form for tournaments taking place in the July to December period will follow later in the year. These forms need to be completed and sent to STGB for checking and counter-signature and for forwarding to the ITF within the required timescales. STGB will retain a copy for records.

STGB will send Fact Sheets to all Tournament Directors when they are published early in 2019. They need to be completed and returned to STGB for examination and return to the ITF at least 15 weeks before the start date of your tournament.

### **4. LTA Sanctioning**

All Tournaments are required to be sanctioned by the LTA Competitions Teams and should be created online using the LTA Competition Creation Tool once sanctioning by the ITF is received. This will enable competitors to receive British Tennis ratings and ranking points. Tournament Directors can request help from their LTA Regional Office if required.

The equivalent LTA tournament grades were as follows in 2018:

ITF Grades	LTA grade	Tournaments (listed chronologically)
Grades A, 1 and 2	1	<i>Grade A:</i> Bournemouth Clay <i>Grade 1:</i> Tipton Indoor <i>Grade 2:</i> Frinton, Closed Grass, South of England
Grades 3 and 4	2	<i>Grade 3:</i> Scottish, Welwyn, Leicester, Tunbridge Wells, Gerrards Cross, Woking <i>Grade 4:</i> The Avenue, Felixstowe, Welsh, Bolton
Grade 5	3	<i>Grade 5:</i> Canterbury, Halton, Harpenden, Regents Park

## 5. Submission of Results

Immediately after the tournament, the referee must send the completed Sen TP file to ITF Seniors for the recording of results for world ranking points to be awarded along with the Tournament Director's and Referee's reports. The Sen TP file must also be sent to Competitions Support at the LTA for conversion to the LTA's database system so that the results can be loaded for British Tennis ratings and rankings purposes.

If you have run a TTP file alongside the TP file, please ensure that all BTM numbers have been checked and verified before sending it in to the LTA. Results will not be accepted unless the tournament has been created in point 4 above.

## 6. 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 Seniors Circuit 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](http://www.SeniorsTennisGB.org). Your entry will include tournament dates, ITF grade, links to the Fact Sheet on the ITF website and the contact email address for the Tournament Director.

### STGB Email Marketing

STGB publicises forthcoming tournament news and entry deadlines in a quarterly 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 South of England 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](http://www.Facebook.com/seniorstennisgb)

[www.Twitter.com/seniorstennisgb](http://www.Twitter.com/seniorstennisgb)

[www.Instagram.com/seniorstennisgb](http://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 Seniors Circuit Logo**



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. This logo may also be made available as a banner which, if provided, should be displayed in a prominent courtside position throughout the Tournament.

### **STGB Logo**

The STGB logo is an integral element of the GB Seniors Circuit 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, South of England, Four Nations, Inter Club and Inter County Championships. The standalone STGB logo should not to be used on any online or printed promotional material relating to any other sanctioned events.

### **LTA Approved Logo**



Approved

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 should be used on promotional material relating to sanctioned events.

### **Local Promotions**

STGB is unable to offer any specific support for local marketing initiatives but Tournament Directors are encouraged to contact their local regional and 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.

## **7. Security**

Tournament Directors are responsible for managing all areas of safety and security at GB Seniors Circuit 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](http://www.seniorstennisgb.org)*