

UK Tennis Innovation Award CALL FOR ENTRIES

The Tennis Industry Association UK is now inviting entries for The UK Tennis Innovation Award in association with tennishead

The Award aims to recognise products or services marketed in the UK that make the most positive impact to the delivery or presentation of tennis. Launched in April at the Business of Tennis Forum at The Queen's Club, entries are open to tennis businesses that can demonstrate product or service innovation for tennis from a wide variety of application areas. It could be a new court booking system or an inventive piece of learning or training equipment: mobile re-locatable facilities or adaptive playing forms of the sport to increase the sports' accessibility.

ENTRY CRITERIA

- There are two awards, one for UK-owned businesses with less than 20 employees and one for larger companies that have a UK distributor or UK base.
- Products or services being entered must have been available for purchase in the UK market no earlier than January 2014.

JUDGING

The judging panel is composed of key individuals who have business skills and experience from a range of sectors across the tennis industry. The panel is chaired by Steve Matthews (Chairman TIA UK).

Dr Stuart Miller (ITF Senior Executive Director, Development and Integrity)

Alastair Marks (LTA Participation Director)

Judy Murray (Creator of Miss-Hits, TensiontheRoad, SheRallies, set4sport)

Ross Matheson (Manager AELTC)

Bridget Marrison (Director AMN/Publisher tennishead)

David Minton (Founder and Managing Director Leisure Database Ltd)

Jon Southcombe (Group Chief Executive Officer RMI Ltd)

Judging will take place in October and the winners will be presented with their awards at the TIAUK Business of Tennis Network Lunch in December 2017 at The Queen's Club, London.

TYPES OF PRODUCTS OR SERVICES THAT CAN BE ENTERED

Any product or service developed or specially adapted for tennis can be entered. Examples might include:

- Management tools and booking systems
- Learning and training aids
- Communication and marketing tools
- Customer engagement software
- New racket and equipment technology
- New playing formats and entry-level programmes
- Facility design and innovation

Please contact Phillip Sandilands phil@tiauk.org for any clarification regarding eligibility

JUDGING CRITERIA

The judges will be looking for:

- The creative idea and how it changes the way people engage with tennis (50%)
- The execution of the idea (25%)
- The communication to its target market (25%)

PRIZES

All entrants will receive valuable marketing exposure on the TIA UK website and at TIA UK events during 2018.

The winner in the UK-owned business category will receive free TIA UK membership for 2018; free business development mentoring*; a trophy, editorial and advertising exposure in tennishead

The winner in the UK-distributor business category will receive free TIA UK membership for 2018 along with a trophy and editorial and advertising exposure in tennishead.

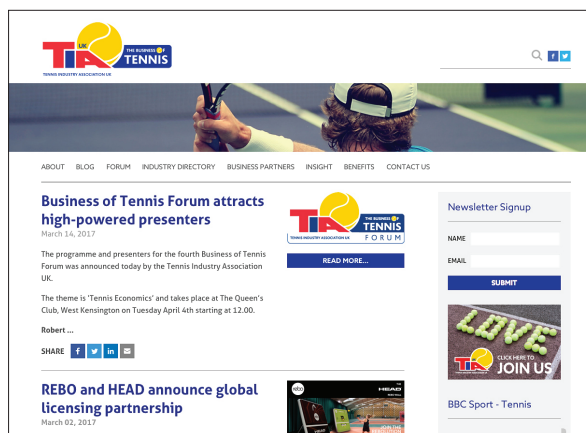
*The winner will be able to select from TIA UK business partners and experts, specialist advice relevant to the needs of the company up to a value. This mentoring may include specialist advice on raising finance, business upscaling, intellectual property rights, risk management, marketing and public relations and/or other critical business development and growth areas.

HOW TO ENTER

1. Download an entry form from www.tiauk.org
2. Complete and return the form to: **Phillip Sandilands, TIA UK Business Development Manager** (contact details on Entry Form) to arrive no later than 11th September 2017.
3. Submit any material to support your product or service that will assist the judges in assessing the entry.

CONDITIONS OF ENTRY

Full details and conditions of entry can be found on the TIA website, tiauk.org



The screenshot shows the TIA UK website interface. At the top, there's a navigation menu with links: ABOUT, BLOG, FORUM, INDUSTRY DIRECTORY, BUSINESS PARTNERS, INSIGHT, BENEFITS, CONTACT US. The main content area features two news articles:

- Business of Tennis Forum attracts high-powered presenters** (March 14, 2017). The article mentions the program and presenters for the fourth Business of Tennis Forum, announced by the Tennis Industry Association UK. The theme is 'Tennis Economics' and takes place at The Queen's Club, West Kensington on Tuesday April 4th starting at 12.00. It lists Robert ... as a presenter.
- REBO and HEAD announce global licensing partnership** (March 02, 2017).

On the right side, there is a 'Newsletter Signup' form with fields for NAME and EMAIL, and a SUBMIT button. Below the form is a 'LOVE TENNIS JOIN US' graphic and a 'BBC Sport - Tennis' link.