



ITTA Division I Team Match Protocol

Official Time Management Guidelines

Effective January 1, 2015

(approved by the Division I Operating Committee)

(document updated 1/14/15)

These Time Management Guidelines are intended for individual dual meet matches and may not apply to team matches played during a Tournament (e.g. ITA Kick-off Weekend, ITA National Team Indoor Championships, Blue Gray National Tennis Classic). Coaches should refer to Tournament specific rules and policies since circumstances vary from tournament to tournament.

Additionally, these are guidelines intended to ensure that all matches start at the published match time by providing more structure to the hour prior to the start of the match. Certain portions of this guide may need to be adjusted based on facility, institutional resources and pre-match event management procedures some institutions may already have in place.

This guide begins one hour prior to the start of the team match and takes into consideration the reduction of time in between doubles and singles (now 5 minutes).

➤ Prior to Start of Doubles

60 minutes prior to match time:

- Timer starts countdown to match time
- Head Referee (or official) meets with both head coaches
 - Line-up exchange (and appeals)
 - Official conducts the coin toss
 - For the team that wins the coin toss – the players on Courts 1 and 3 for doubles and Courts 1, 3, and 5 for singles will have the right to choose either: (i) to serve or receive first (opponent chooses end of court), or (ii) the end of court (in this case opponent chooses to serve or receive), or (iii) to defer (requiring opponent to choose either (i) or (ii) above.
 - For the team that loses the coin toss – the players on Court 2 for doubles and Courts 2,4, and 6 for singles will have the right to choose from (i), (ii), or (iii) from above.

5 minutes prior to match time:

- Courts are cleared
- 5 minute time warning given by Official
- Players equipment to courts
- Teams line up for National Anthem

4 minutes prior to match time:

- National Anthem (average anthem length 1:34)

2 minutes prior to match time (or post-anthem):

- Team chant
- Doubles line-ups announced by Official or public announcer (PA)

1 minute prior to match time:

- Final time warning given by Official

When timer reaches 00:00:

- Play begins
- Lateness penalties will apply consistent with “*ITA Regulation I.N. Penalties for Lateness at Start of Match.*” (p. 274 in 2014 FAC)

➤ **At the Completion of Doubles & Prior to Singles (Intermission)**

Immediately following clinching of doubles point:

- Timer starts 5 minute countdown to the beginning of singles
- PA announces that singles will begin in 5 minutes
- ***The referee to check with each head coach regarding any line-up changes and once all changes have been reported, the referee will relay this information to each coach.***
- Any match promotions to begin immediately

3 minutes prior to singles match time:

- Visiting team line-up announced

2 minutes prior to singles match time:

- Home team line-up announced and players enter the courts

1 minute prior to singles match time:

- Final time warning given by Official
- Courts cleared and promotions complete

When timer reaches 00:00 :

- Play begins
- Lateness penalties will apply consistent with ***“ITA Regulation I.N. Penalties for Lateness at Start of Match.” (p. 274 in 2014 FAC)***

Please note – There is NO warm-up with opponents. For facilities with less than 6 courts - Singles players in matches 4-6 are permitted a 10 minute warm-up with their opponent (with used tennis balls – new balls to be used at the start of the match). This warm-up time may be altered if both coaches agree to do so.



Promotional Coaches Worksheet

1) Meet with the USTA Local Rep

Name: _____ E-mail: _____

2) Meet with my Athletics Marketing person

Name: _____ E-mail: _____

3) Meet with the USTA Tennis on Campus captain

Name: _____ E-mail: _____

4) Our team's Facebook page link is: _____

5) Our team's Twitter page link is: _____

6) Our team's Instagram page link is: _____

7) Meet with the local country club directors, and they are:

a) Director: _____ E-mail: _____

b) Director: _____ E-mail: _____

c) Director: _____ E-mail: _____

d) Director: _____ E-mail: _____

e) Director: _____ E-mail: _____

8) Meet with a Professor in the Business School or Advertising department.

Name: _____ E-mail: _____

9) Create a mass e-mail list called _____ and e-vite this group to every match. I will have this list by _____.

10) The best time to play on weekends is: _____

weekdays is: _____

11) The best date to do a free clinic for the community is: _____ and the best way to promote it is:

12) The 3 things my players will do to help promote matches:

a)

b)

c)

13) The 3 matches I will promote this season are:

a)

b)

c)

14) 3 new ideas that will make our matches more of an event are:

a)

b)

c)

15) Between singles and doubles we will _____

to entertain fans



Promotional Suggestions

Grab a **highlighter** and pick your favorites!

Create an Atmosphere

- Use music before, during and after a match (live band)
- Barbecues and picnic tables
- Fun player/coach/team introductions with personalized songs
- Fans on court after matches with team (autographs)
- Matchday program (talk to SID, who could do this)
- Video fans at matches and share
- Be informative during matches between doubles/singles
- Put ball kids on court (cover them in school colors or sponsor gear)
- Have a fraternity/sorority "host" a match (pick a theme, decorate, pick music)
- Charge for admission – creates value and tickets become a marketing tool
- Bounce houses/carnival games
- Notable student or alumni hitting "First Serve" for matches
- Charge for VIP Section with special seating, food, parking, clothing, etc.
- High-end dinner for members of administration at match
- Showcase school's star athletes between doubles & singles
- Separate senior days for each senior: they pick warmup music, decide food for fans, raffle their racket, facility decorated in honor of them

Use your PLAYERS

- Go to clubs and have clinics
- Support club events
- UTR level-based "virtual match"
- Send Valentine's Day cards with pictures and "Be my Valentine"-type quote
- Handout flyers on matchday wearing uniform
- Social media presence
- Invite classes and professors
- Collect their promotional ideas and implement them
- 20 calls by each player to different people in the tennis community
- Competition among team members to see who can bring the most fans throughout the dual match season (prize awarded at the end)

Use your SCHOOL

- Get a student group to use "promoting college tennis" as a **group project**
- Get a professor to lead a **focus group** to find out what fans and students want
- Find and utilize **promotions/advertising/marketing student organizations**
- Utilize/collaborate with **Athletic Communications** dept.
- Have business student work as intern for team

Use SOCIAL MEDIA

- Snapchat
- Facebook events for matches w/invites
- Facebook banner change for every match
- Give T-shirts to students that "like", "follow" or "share" your pages
- Share photos and constant updates about your team
- Promote Flyers about upcoming matches/events
- Videos of play during practice/matches

Use CONTESTS/GIVEAWAYS

- Reduced court costs or clinic rates
- 10 & Under/adult clinic before/after matches
- Fastest serve contest
- Hit for prizes between doubles and singles (Prizes as gifts from local business)
- Food trucks or catered matches
- Twitter/Facebook "fan of the day"
- Attendance races between Greek life, leagues, country clubs, dorms, etc.
- Sorority "best host" competition
- Raffles/drawings (iPad, gift card, team gear, signed oversize tennis ball, etc.)
- "Beat the athlete"
- "Meet the team"
- "Stump the ump" – Bring in an official to answer rules questions
- "True Blue" – Buffalo fan base -> *what's yours?*
- Prize drawing for trip to any US pro tournament: Fan can enter as many times as how many matches they attend (1 per outing)
- Greek challenge where all Fraternities and Sororities compete for a donation
- Host dodgeball events

Sample Demographic Groups for "Themed Days"

- Wheelchair tennis, USTA leagues, senior citizens, high schools, middle schools, elementary school field days, academic faculty/staff, athletic department, military support, Greek life, students groups, country clubs, lower-income neighborhoods, support a cause, Tennis on Campus, international students, USTA junior players, boosters...and many more!

Additional/detailed ideas

- [USTA/ITA Campus Kids' Day](#)
- Free clinic for USTA team captain who brings most people to season's matches
- Use USTA resources to promote free clinics and events

- Create a volunteer group to help promote and decorate for matches
- Pair with ROTC to raise money to send gift packages overseas
- **Speak** to Student Life
- **Speak** to former players who may know contacts in the area
- **Speak** at community outings
- **Speak** on radio and television
- Reading to elementary school children
- E-newsletters about upcoming matches/recent results
- Tournaments/matches/play with USTA league members
- Practice matches against club team
- Polar plunge with tennis community
- Sell team gear at matches w/discounts
- Attend charity events hosted by tennis pros
- Head and assistant coaches play competitively
- Community service projects
- Relationships with other sports teams
- Big tennis racket in Student Center on match days
- Schedules posters
- Attend PE classes and offer clinics
- Tennis Operations person rather than Administrative Asst. (can be full-time position with flexible hours)

William & Mary Promotional Plan

(in doubles only):

- Officials are all provided with green flags, which they are instructed to raise on all no-ad points

- When a flag is raised our PA announcer (who is stationed above/behind the courts in our spectator seating section) says something like “OK Tribe Fans, we’ve got a green flag point on court #2!” He uses a wireless mic which broadcasts to the courts and to the seating section.

- If W&M wins this point, the PA announcer throws a t-shirt into the crowd. He does this from his position amongst the spectators. If this happens he often says something like “watch out Tribe fans, here comes your t-shirt!”

- At the moment our electronic scoreboard is out of service, which makes it challenging for spectators to know what the scores are on all 3 courts. During gaps in play, the PA announcer occasionally updates the scores over the mic.

While our PA announcer is mindful of ongoing play when making announcements, there are occasions when it’s impossible to draw attention to a no-ad point without announcing the occurrence in the midst of play on adjacent courts. It also happens on occasion that multiple courts simultaneously experience no-ad points, in which case the PA announcer may say something like “no-ad points on courts 2 and 3, Tribe fans.”