

How to stage a Wheelchair Tennis Exhibition

The key to a successful wheelchair tennis exhibition is the professionalism in which wheelchair tennis and the athlete(s) are perceived by the audience. The organizers of the exhibition event must accept the responsibility to insure the integrity of wheelchair tennis and its athletes. These ingredients will ensure the success of the wheelchair tennis exhibition event.

Communication is essential with your event host and the wheelchair athletes. Contacts at the local parks department, local rehabilitation center, public schools, colleges, other established wheelchair programs, community tennis associations, and your USTA district, sectional and national offices. The wheelchair tennis coordinator in the area needs to be in touch and communicate with their community for support of the program.

1. A person(s) responsible for the wheelchair tennis event is identified, communication with your event host (i.e. professional tournament director, local parks department, local rehabilitation center, established wheelchair programs, community tennis associations, and your USTA district office) should begin.
2. Secure a time slot to host a wheelchair tennis exhibition.
3. Hire elite wheelchair tennis Athlete(s), negotiate a fair price for their time.
4. Secure funding to pay for the athlete(s) appearance fee, hotel, meal and travel.
5. Setup the exhibition venue of the event (tours, speaking engagements, exhibition(s), media, etc.)
6. Make the hotel and meal arrangements for the athlete(s).
7. Ensure there is media coverage of the events(s). Obtain bio(s) of the athlete(s) and write the press releases for the media.
8. Ensure local travel to the event(s) is covered for the athlete(s).
9. Ensure the athlete(s) are given a proper departure.
10. After the events are completed, follow up with contacts to continue the awareness and establish wheelchair tennis programs in the community.