## TENNIS EUROPE



50 MEMBER NATIONS |1,900 INTERNATIONAL TOURNAMENTS 37,500 CLUBS | 112,000 COACHES | 207,000 COURTS 5,500,000 CLUB MEMBERS |25,000,000+ PLAYERS

With 50 member nations, ranging from the giants of the tennis world to the tiniest principalities, Tennis Europe is the largest and most diverse regional association of the sport's governing body, the International Tennis Federation.

Through sanctioning, supporting and managing over 1000 international tennis events each year, Tennis Europe services over 25 million players of Europe's most popular individual sport.

## HISTORY

## 1975-1985

The European Tennis Association was founded in Rome on May 31st 1975, in order to represent the united interests of its member national tennis federations, and to strengthen and develop the bonds of friendship in the European tennis community. Within the first ten years, membership increased from 17 to 26 nations.

1985-2005
A stratified membership system of $\mathrm{A}, \mathrm{B}$ and C -nation status was established to reflect the differing needs of the members of an increasingly diverse organisation.

2005-2017
An emphasis on digitalisation yields a range of new services, Including online tournament entry systems. With 50 constituent National Tennis Associations, Tennis Europe now represents all European nations.

## 2018 - present

Focusing on the key pillars of 'Competition, Development and Promotion', a business strategy is implemented to enhance Tennis Europe's position as a modern European Federation. The new 'President's Fund' provides direct and rapid additional assistance to member nations, while a focus on innovation and education leads to the creation of new events and programmes.

"Tennis Europe works with our 50 member nations and the ITF to strengthen and unite the European tennis family, offering a comprehensive range of services for players and administrators of all levels."

# The mission of Tennis Europe, together with our member nations, is to promote and 

## develop the game of tennis in Europe.

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        ALBANIA FEDERATA SHQIPTARE E TENISIT
        ANDORRA FEDERACIÓ ANDORRANA DE TENIS
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            AUSTRIA ÖSTERREICHISCHER TENNISVERBAND
            AZERBAIJAN AZӘRBAYCAN TENNIS FEDERASIYASI
            BELARUS БЕЛАРУСКАЯ ТЭНІСНАЯ ФЕДЭРАЦЫЯ /
                БЕЛОРУССКАЯ ТЕННИСНАЯ ФЕДЕРАЦИЯ
            BELGIUM FÉDÉRATION ROYALE BELGE DE TENNIS
            KONINKLIJKE BELGISCHE TENNISBOND
BOSNIA & HERZEGOVINA TENISKI SAVEZ BOSNE I HERCEGOVINE
            BULGARIA БЪЛГАРСКА ФЕДЕРАЦИЯ ПО ТЕНИС
            CROATIA HRVATSKITENISKI SAVEZ
            CYPRUS OMO\SigmaПON\triangleIA ANTI\SigmaФAIPI\SigmaH\Sigma KYПPOY
    CZECH REPUBLIC ČESKÝ TENISOVÝ SVAZ
            DENMARK DANSK TENNIS FORBUND
            ESTONIA EESTITENNISE LIIT
            FINLAND SUOMEN TENNISLIITTO / FINLANDS TENNISFÖRBUND
            FRANCE FÉDÉRATION FRANÇAISE DE TENNIS
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            GERMANY DEUTSCHER TENNIS BUND
        GREAT BRITAIN LAWN TENNIS ASSOCIATION
            GREECE E^^HNIKH ФI^A\Theta^H OMO\SigmaПON\triangleIA ANTI\SigmaФAIPI\SigmaH\Sigma
            HUNGARY MAGYAR TENISZ SZÖVETSÉG
            ICELAND TENNISSAMBAND ÍSLANDS
            IRELAND TENNISIRELAND
            ISRAEL איגוד הטניס בישראל
                    ITALY FEDERAZIONE ITALIANA TENNIS
            KOSOVO FEDERATA E TENISIT E KOSOVËS / TENISKI SAVEZ KOSOVA
            LATVIA LATVIJAS TENISA SAVIENİBA
    LIECHTENSTEIN LICHTENSTEINER TENNISVERBAND
        LITHUANIA LIETUVOS TENISO SA_JUNGA
    LUXEMBOURG FÉDÉRATION LUXEMBOURGEOISE DE TENNIS
            MALTA FEDERAZZJONI MALTIJA TENNIS / MALTA TENNIS FEDERATION
        MOLDOVA FEDERAȚIA NAȚIONALĂ DE TENIS A MOLDOVEI
            MONACO FÉDÉRATION MONÉGASQUE DE TENNIS
    MONTENEGRO TENISKI SAVEZ CRNE GORE
    NETHERLANDS KONINKLIJKE NEDERLANDSE LAWN TENNIS BOND
        NORTH MACEDONIA МАКЕДОНСКА ТЕНИСКА АСОЦИЈАЦИJА
            NORWAY NORGES TENNISFORBUND
            POLAND POLSKI ZWIAZEK TENISOWY
            PORTUGAL FEDERAÇÃO PORTUGUESA DE TÉNIS
            ROMANIA FEDERAȚIA ROMÂNĂ DE TENIS
            RUSSIA ФЕДЕРАЦИЯ ТЕННИСА РОССИИ
            SAN MARINO FEDERAZIONE SAMMARINESE TENNIS
            SERBIA ТЕНИСКИ САВЕЗ СРБИJE
            SLOVAKIA SLOVENSKÝ TENISOVÝ ZVÄZ
            SLOVENIA TENIŠKA ZVEZA SLOVENIJE
            SPAIN REAL FEDERACIÓN ESPAÑOLA DE TENIS
            SWEDEN SVENSK TENNIS FÖRBUND
    SWITZERLAND SWISS TENNIS
            TURKEY TÜRKIYE TENIS FEDERASYONU
            UKRAINE ФЕДЕРАЦІЯ ТЕНІСУ УКРАЇНИ
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## Tennis Europe Junior Tour events represent

## a first step outside their home countries and an early taste of international competition.

## Junior Tennis

## Tennis Europe Junior Tour

Since its inception in 1990, the Tennis Europe Junior Tour has become a vital stepping stone on the path to a successful professional career, with virtually all of today's top professionals having spent some time on Europe's 12, 14 and 16 \& Under circuits on route to future successes.

With around 20,000 registered players eligible to take part, the Tour currently consists of almost 400 international tournaments and passes through 48 European countries each year. Boys and girls can also compete in some of the world's largest junior team competitions, along with the ultimate prize - the European Junior Championships. The Tour also incorporates a weekly rankings system, ‘Player of the Year' awards and a season-ending Masters tournament.

## European Junior Championships

An exclusive event held over three age categories (14, 16 and 18 \& Under) for the top players from each of the 50 member nations, the European Championships has traditionally been the place where tomorrow's stars shine first. 12 former singles champions have gone on to become world \#1, including the likes of Martina Hingis, Steffi Graf, Justine Henin, Novak Djokovic, Stefan Edberg, and Ivan Lendl, a fine illustration of the prestige of the Tour's most coveted title.

## Tennis Europe Junior Masters

A season-ending event for the top eight ranked players of the Race to Monte-Carlo rankings 14 and 16 \& Under age categories, the Tennis Europe Junior Masters provides a unique opportunity for the Tour's biggest talents to compete against each other in an exclusive elite championship.

## Team Events

The European Summer Cups (for 14, 16 and 18 \& Unders) and Nations Challenge by HEAD (12 \& Under) are the pinnacle of the summer season for each nation's best players playing as a team.

The Summer Cups also serve as the European regional qualifying events for global team competitions, such as ITF World Junior Tennis (14 \& Under) and the Junior Davis Cup and Junior Billie Jean King Cup (16 \& Under).

For most of the competitors, these events provide a first chance to wear their national team track suits, the first step on a road that will eventually lead to them becoming members of their national Davis Cup or Billie Jean King Cup teams.

The Tennis Europe Winter Cups by HEAD highlight the indoor season for teams of players aged 12,14 and 16 \& Under, and is the world's largest indoor team tennis competition.

The scale of these team competitions is enormous, with well over 400 teams from across Europe taking part throughout the year.


## Tennis Europe Junior Champions



## Professional Tennis

ITF World Tennis Tour Tournaments in Europe
Tennis Europe's Professional Tennis Department is the service point for all European men's and women's professional Tournaments. The men's tournaments offer $\$ 15,000$ and $\$ 25,000$ in prize money, whilst the women's tournaments range from $\$ 15,000$ to $\$ 100,000$. The Tour consists of almost 600 events in Europe each year and has a total prize money fund of around $\$ 12,000,000$.

For the vast majority of players, these entry level professional events are an essential stepping stone to the ultimate goal of competing on the ATP and WTA Tours.


## Padel

As a result of popular demand from national tennis federations, Tennis Europe manages and coordinates the communication regarding Padel between its 50 member nations.

## Seniors Tennis

ITF Seniors Tour in Europe
Europe is home to a vibrant Seniors Tennis circuit, comprising of well over 300 international events held in around 40 countries, and catering for players of all age groups from 30+ to 90+. Tennis Europe's events include the European Senior Championships and European Senior Club Championships. These massive tournaments include all age categories, offer valuable ranking points and regularly see participation from player fields as large as those competing at the Grand Slams.


Beach Tennis


Tennis Europe led the way in recognising this fast-growing offshoot of the sport, which made its debut on the international tennis scene with the first European Beach Tennis Championships in 2007. This was quickly followed by the establishment of the ITF Beach Tennis Tour, a professional circuit of men's and women's events. As the event continues to grow, a junior competition for players aged 18 \& Under was added in 2016, and a 14 \& Under age category also incorporated from 2019.


## European Tennis Trophy



Established in 1991, the European Tennis Trophy is an annual competition to recognise and reward member nations for their achievements throughout the year. Points are accumulated during the season according to performance in the various aspects of the sport. Trophies are awarded to the best-performing nations in Professional, Junior, Senior and Wheelchair Tennis (with Beach Tennis to be incorporated), while the main Trophy goes to the nation with the best overall performance.

## Tennis Europe Junior School



The Tennis Europe Junior School is a brand new player education programme that has been created by Tennis Europe in consultation with the sport's governing bodies and is tailored to help prepare the sport's best young players for a life as tennis professionals.

The programme includes a series of short online videos and interactive in-person workshops, which are held at some of the biggest tournaments in the 14 and 16 and under age groups yearly. The programme includes advice from experts across tennis and other sports, including representatives of the ITF, ATP and WTA Tours, manufacturers, management companies and agencies, some of the world's most accomplished coaches and top ranked professional players.


The Tennis Europe Junior School is the first athlete education programme in tennis that specifically targets players in this age-group and covers a wide range of topics, including:

- Anti-doping
- Agents and Sponsorship
- Tennis Integrity
- Coaching
- Safeguarding
- Nutrition and Hydration
- Media and Social Media
- Physical wellbeing


## Conferences

Tennis Europe also hosts a number of annual and biennial conferences and meetings, devised to inform, educate and share key information between representatives from all member nations. These vital forums include the Annual General Meeting, the Top Executives' Meeting (a sports management Conference for CEOs, Managing Directors and commercial executives), the Tennis Europe Coaches Conference (for Head Coaches, Technical Directors and national team captains), the Tennis Europe Junior Tour Conference and the Tennis Europe Pro Tennis Conference (a platform for national coordinators of entry level professional tennis).

"Player education is a priority for Tennis Europe, as it is for all the governing bodies within our sport. We are in a privileged position to be able to give these amazing young athletes a foundation of knowledge from an early age, which they can build on throughout their careers and as they become more experienced. We see this as part of our responsibility as custodians of junior tennis in Europe."


The ITF/Tennis Europe Development Programme currently invests around $\$ \mathbf{1 . 4}$ million each year in the development of European tennis.

Tennis Europe administers European development projects on behalf of the International Tennis Federation, while international projects are managed by the ITF Development department. Tennis Europe's Development department works closely with the ITF Development Officer for Europe to support National Associations, providing a range of initiatives from the grass roots level to participation at Grand Slams.

Development activities carried out by Tennis Europe have two core strategic objectives:

- Increasing participation in tennis worldwide for all ages, genders, playing standard and physical abilities.
- Developing talented players, particularly those from nations that are both un-der-resourced and under-represented.

Activities include touring teams, funding for junior and professional tournaments, funding for tennis facilities, travel grants for talented players, training centers and coach education, the supply of tennis equipment and the Junior Tennis Initiative.

A number of top players have directly benefitted from ITF/Tennis Europe development initiatives. Amongst the former participants of the ITF/Tennis Europe Development Championships, a 14 \& Under event devised to give players from developing countries the opportunity to compete at back-to-back high level Tennis Europe Junior Tour events, are the likes of Victoria Azarenka (BLR), Marcos Baghdatis (CYP), Grigor Dimitrov (BUL), Simona Halep (BUL) and Kaia Kanepi (EST).

## Development Projects

A variety of development activities are carried out by Tennis Europe and the ITF, and member nations can apply to benefit from them depending on their eligibility status. These activities are divided into four areas of development support, listed below with examples of projects carried out in Europe:

## Coaching

Coaches Courses
Worldwide Coaches Conference
Tennis Europe Coaches Conference

## Events

Regional Qualifying Junior Team Competitions 14 \& Under Regional Qualifying Junior Team Competitions 16 \& Under European 12 \& Under Development Training Camp
European 14 \& Under Development Championships

## Facilities

## ITF Facility Grant Programme National Training Centre Programme

Programmes
Performance:
European 14 \& Under Team
European 16 \& Under Team
International Grand Slam Player Grants
International GSDF Teams
International Junior Player Grants
Participation:
Digitalisation ranking/rating programme
Junior Tennis Initiative
14 \& Under National Projects
ITF Subscription Rebate Programme
"Tennis Europe, along with a number of other organisations and agencies, plays an important role in promoting the game of tennis, especially at junior level. Their help, and also that of the ITF/Tennis Europe Development Programme, aided me significantly in the early stages of my junior career, setting me on the road to becoming one of the world's top players."

Marcos Baghdatis, 2006 Australian Open finalist

## Marketing \& Promotion

A new Marketing Strategy designed in collaboration with a leading agency sees a focus on competence-based sponsorships, new sponsorship packages and the restructuring of commercial rights and benefits.

Tennis Europe has taken the role of the leader in information relating to Junior Tennis and has transformed its communications content, with a heavy presence on social media channels such as Instagram, Twitter and Facebook, which are the preferred ways of connecting with this young audience.

## Tools for Tournament Organisers

Tennis Europe provides a wide array of tools for organisers of Tennis Europe Junior Tour events to promote their tournaments both digitally and in print. The range of available assets includes templates for posters, magazine/brochure articles, social media posts, leaflets/flyers and e-mail footers.


## Administration \& Finances

During the last decade Tennis Europe has continued to grow and now has a team of 14, plus an additional network of many hundreds of others, including tournament directors and officials, committee members and consultants, regularly collaborates with Tennis Europe from all across the continent. Tennis Europe is a non-profit organisation, whose finances are continually re-invested for the good of the game.

## Surveys \& Statistics

In recent years Tennis Europe has been at the forefront of research projects to foster greater knowledge and understanding of tennis in Europe. The triennial European Tennis Report is a unique and rich source of statistical information from the 50 member nations and combines data ranging from the numbers of players, coaches, clubs and courts with long term trends and analyses.


## Communications and Publications

Our website tenniseurope.org receives around 70,000,000 hits per year from tennis enthusiasts across the world. Updated seven days a week, the mobile-friendly site was relaunched in 2018 and contains a unique European Calendar with information from all official international events in Europe (Juniors, Men, Women, Seniors, Wheelchair and Beach Tennis) as well as results, rankings, photos, player profiles, head-to-head match records, statistics and much more... all just a click away!

Social media users can also follow Tennis Europe's activities
 on Facebook, Twitter, Instagram and YouTube, while the regular e-newsletter 'Tennis Europe News' is sent directly to tens of thousands of subscribers. Supplementary press releases, brochures, magazines and official handbooks are also published frequently, drawing on a library of photos and literature spanning over 40 years of the history of the


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