

TENNIS BC INSIDER NEWSLETTER GUIDELINES: MEMBER CLUB ACCESS

1. Purpose of the Newsletter

The purpose of the Tennis BC Insider Newsletter is to serve as a method of bringing the tennis community across the province together and reinforce the benefits of Tennis BC to that community while creating value for our partners (sponsors, funders, clubs, etc.) and ensuring content is relevant to the strategic plan and mission of Tennis BC and supports readership.

2. Strategies and Objectives

Utilize the newsletter to assist member clubs with their goals, share their news and accomplishments, and create a sense of inclusiveness and community while engaging member clubs from all regions of BC.

2.1. Add value for member clubs by:

- (a) Circulation of information provided by clubs;
- (b) Club developments;
- (c) Member outreach;
- (d) Player/parent information;
- (e) Club management and board resources;
- (f) New members; and
- (g) Information sharing.

2.2. Creating two-way conversations by:

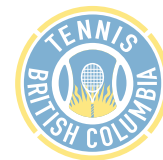
- (a) Articles by third parties (from Member Clubs);
- (b) Feedback mechanisms (via surveys) and activations; and
- (c) Links to outside sources (from Member Clubs).

3. Key Priorities and Guidelines

3.1. Titles and leads including newsletter placement will, first and foremost, be driven by strategies and objectives, which include commitments to Sponsors (see Section 3.4).

3.2. Personal articles for business purposes will not be accepted, unless via Advertising (see General Newsletter Guidelines or Advertising - Newsletter Guidelines documents at tennisbc.org). An article for business purposes consists of a graphic, content piece, link(s) or other form of online media that has the primary purpose of benefiting financially or otherwise an individual or company that is not a sponsor, member club or otherwise an affiliate of Tennis BC.

3.3. Full Clubs and Associate Clubs will have Tennis BC Insider Member Access privileges as outlined in Section 5.



3.4. The priority of tennis specific events and tournaments will be as follows:

- (a) Tennis BC run events requiring the upholding of Sponsor commitments, such as but not limited to: Stanley Park Open, Senior Provincial, League, High Performance Junior Tour, etc.;
- (b) Tennis BC sanctioned events will receive placement in the side bar of the Tennis BC Insider under “Upcoming Events”. Member Clubs do not need to request this placement or promotion for their event as events will be included here automatically based on the timing of the newsletter relative to the event. Placement in the “Upcoming Events” is not guaranteed. In order for a Tennis BC sanctioned event to be further promoted in the Tennis BC Insider besides through the “Upcoming Events” side bar (i.e. through a link, blog post or article), a member club must use their Member Clubs Access to do so (outlined in Section 5); and
- (c) In the event a tennis specific event or tournament that is unsolicited by Tennis BC, not sanctioned by Tennis BC and/or is not hosted by a Member Club wishes to be included in the Tennis BC Insider, the event must do so through Advertising (see General Newsletter Guidelines or Advertising - Newsletter Guidelines documents at tennisbc.org).

4. Content Contributions (from Member Clubs)

4.1. All Member Club contributions must align with and not be in contradiction to any of the Tennis BC values:

- (a) Leadership;
- (b) Integrity;
- (c) Excellence;
- (d) Teamwork;
- (e) Innovation; and
- (f) Relationships.

4.2. All Member Club content contributions must in some way align with at least one of, and be in contradiction to none of the operational pillars and current strategic plan of Tennis BC (the current strategic plan can be found on tennisbc.org).

5. Member Clubs Access and Benefits

5.1. Member clubs of Tennis BC benefit from access to distributing their club needs and information via the Tennis BC Insider newsletter.

5.2. Tennis BC reserves the right to refuse any Member Club content in the event the content does not align with or is in contradiction with Tennis BC’s mission, values and/or strategic plan. Tennis BC also reserves the right to refuse a member club’s content in the event the content or contributor is in conflict with a Tennis BC sponsor or partner organization.



- 5.3. Tennis BC reserves the right to amend any content submitted to Tennis BC via Member Access in order to align with Tennis BC's mission, values, strategic plan and position within the tennis community as the governing body.
- 5.4. Member Clubs with **Full Club** status will be entitled to **TWO two articles** per year. Member Clubs with **Associate Club** status will be entitled to **one article** per year. All articles will be cross-distributed via the appropriate platforms as determined relevant and appropriate by Tennis BC including, but not limited to, the Tennis BC Insider. A "year" is defined as the calendar year beginning in January and ending in December. Unused articles will expire on December 31st each year and will not be carried over to the following year.
- 5.5. Member Clubs with Full Club status and Associate Club status will be entitled to submit tennis-related **job postings** for distribution via the Tennis BC Insider. At Tennis BC's discretion, Tennis BC may also publish the job posting on tennisbc.org and official Tennis BC social media accounts. There will be no limit to the number of job postings a Member Club may submit per year. Tennis-related job postings must be associated with a member club and such association must be clearly reflected in the language of the job posting. Job postings not affiliated with a Member Club will be considered Advertising (see General Newsletter Guidelines or Advertising - Newsletter Guidelines documents at tennisbc.org).
- 5.6. Member Club content published in the Tennis BC Insider newsletter does not constitute an endorsement, warranty of approval of a product or service, or its safety by Tennis BC or its affiliated sponsors and partners.
- 5.7. Member Clubs may utilize the newsletter as a resource to grow or drive new membership, and/or promote a club's campaign or service; however, the newsletter may not be used to promote an individual's service or product, regardless of the individual's relation to any given Member Club.
- 5.8. Placement in the newsletter is not guaranteed for specific locations, key locations are kept for key partners' objectives. Specific locations may be available for Advertising at the discretion of Tennis BC (see General Newsletter Guidelines or Advertising - Newsletter Guidelines documents at tennisbc.org).
- 5.9. Method for Submission:
- (a) Member Clubs wishing to submit content to the Tennis BC Insider (or any other officially affiliated Tennis BC online media platforms, including tennisbc.org) must do so by having an authorized official club representative send the appropriate content to khristina@tennisbc.org;
 - (b) The Tennis BC Insider is distributed bi-weekly (occurring every two weeks) by Friday of the distribution week. Tennis BC reserves the right to amend this schedule at any time without prior notice;
 - (c) Content must be submitted no later than 12:00 PM on Wednesdays to be included that week. Content submitted later than this deadline is not guaranteed to be included, and/or may be included in the following newsletter two weeks later; and
 - (d) Tennis BC reserves the right to amend section 5.9 without prior notice.



5.10. Content Criteria

(a) Each content submission must include:

- At least 2 photos
- Content:
 - Articles must be between 300 and 1000 words and ready for publishing as they are sent in;
 - Events must include: name, date, location, categories, cost, and registration link. Events missing any of this information are not guaranteed to be posted;
 - Content must be ready to use and be free of spelling or grammatical errors. Content that is not ready for posting and requires editing is not guaranteed to be posted or shared.
- A contact name and information for the use of Tennis BC
- Content missing any of the above criteria is not guaranteed to be posted or shared by Tennis BC.

5.12. All decisions regarding newsletter content are determined solely by Tennis BC and are final. If a member club authorized representative has questions or concerns, please email info@tennisbc.org.