



**Tennis  
Ireland**

*Sport For Life*

# Club School Link Toolkit

[www.tennisireland.ie](http://www.tennisireland.ie)



**CLUB  
SCHOOL LINK  
INITIATIVE**



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## CLUB AUDIT – CONTACT DETAILS

- Create a Club School Link sub-committee.
- Identify a lead officer who will liaise with the coach and Schools Coordinator.

### Contact Details:

	Primary Link
<b>Club Name</b>	
Affiliated Y/N	
Phone:	
Email:	
Website:	
Facebook:	
Twitter:	

### Sub Committee:

Club Link Officer	Lead officer	2 <sup>nd</sup> officer	3 <sup>rd</sup> officer	4 <sup>th</sup> officer
Name:				
Vetted Y/N				
Phone:				
Email:				

### Coaching Team:

Coaches	Lead coach	2 <sup>nd</sup> coach	3 <sup>rd</sup> coach	4 <sup>th</sup> coach
Name				
Licensed Y/N				
Phone:				
Email:				
Website:				
Facebook:				
Twitter:				

## JUNIOR CLUB AUDIT – BASELINE STATISTICS

- In order to measure the impact of the project please complete the sections below with regards to the current club numbers.

<b>1) Current Links</b>					
School	Contact	Phone	Email	Link level	Notes/ History

<b>2) Current Club Groups</b>	Male	Female	Total
Blue 3-5			
Red 5-8			
Orange 7-10			
Green 10 plus			
Yellow			
Teens			
TY/Gaisce/DofE			
Teachers			

<b>3) Current follow on</b>	Coach led	Club led
Open Days		
Club Schools Festival		
Camps / Community		
Reduced rate access		
Parks Tennis		
Parks Tennis Finals Day		
Scholarships		
School leagues		

## CLUB AUDIT – SWOT

- In order to create SMART goals that will lead to a successful club school link programme, clubs and coaches can work through a SWOT analysis.
- A SWOT analysis involved looking at internal strengths and weaknesses to gain an understanding of what you are doing well and where there is room for improvement.
- A SWOT analysis can also help you identify external opportunities and threats that once understood can be used to set SMART goals.

STRENGTHS	WEAKNESSES
<p>Example</p> <ul style="list-style-type: none"> <li>• Excellent Internal league structure catering for all ages</li> </ul>	<p>Example</p> <ul style="list-style-type: none"> <li>• No volunteers for non coach led programmes</li> </ul>
OPPORTUNITIES	THREATS
<p>Example</p> <ul style="list-style-type: none"> <li>• Link to local Parks to provide follow on opportunities</li> </ul>	<p>Example</p> <ul style="list-style-type: none"> <li>• Other sports camps clashing</li> </ul>

## CLUB AUDIT – SMART GOALS

- Setting **SMART** goals means you can clarify your ideas, focus your efforts, use your time and resources productively, and increase your chances of achieving what you want for your club.
- To make sure your goals are clear and reachable, each one should be:
  - **Specific** (simple, sensible, significant).
  - **Measurable** (meaningful, motivating).
  - **Achievable** (agreed, attainable).
  - **Relevant** (reasonable, realistic and resourced, results-based).
  - **Time bound** (time-based, time limited, time/cost limited, timely, time-sensitive).

SPECIFIC	MEASURABLE	ACHIEVABLE	RELEVANT	TIMELY
<b>What is your specific goal?</b>	<b>How can you measure it?</b>	<b>Is the goal achievable / what do you need to do to make it achievable?</b>	<b>Why is this goal important for the club?</b>	<b>How long will it take to achieve the goal and when is the best time to start?</b>
Eg: More kids aged 7-9yrs	Baseline stats and evaluate registers each week	Target 1 <sup>st</sup> – 4 <sup>th</sup> class – make the sessions accessible / affordable	A gap in the junior programme is not good for competition or future membership	September – Initial growth should be within weeks – retaining members should be measure before, during and after

## CLUB SCHOOL LINK PATHWAY

- Once we have our target audience identified and our SMART goals in place we need to ensure there is a pathway for those players to link into from the school programme.
- We have identified some barriers that may stop kids from coming to the club and have created some solutions that you may want to take into consideration when creating a follow on path for the new/returning players.
- Before we create our clubs pathway we need to identify the barriers that may exist and provide potential solutions to get the most out of the Club School link!

BARRIER	REASONS FOR BARRIER	POTENTIAL SOLUTIONS
No knowledge of tennis	<ul style="list-style-type: none"> <li>• Lack of promotion</li> <li>• Hidden behind club walls</li> <li>• Not a core PE subject</li> <li>• Greater choice of sports</li> </ul>	<ul style="list-style-type: none"> <li>• Blitz Days in playground</li> <li>• Poster campaign</li> <li>• Promotion on dojo etc</li> <li>• Exhibitions / Roadshows</li> </ul>
Cost	<ul style="list-style-type: none"> <li>• Membership fees – for what?</li> <li>• Coaching fees</li> <li>• Tournament fees</li> <li>• Equipment</li> </ul>	<ul style="list-style-type: none"> <li>• Reduced rates/freebies for first time buyers</li> <li>• Coaching offers</li> <li>• Equipment rental/loan</li> <li>• Non-coached sessions</li> </ul>
Transport	<ul style="list-style-type: none"> <li>• Club not on bus route</li> <li>• Club in rural area</li> <li>• Geographically too far</li> </ul>	<ul style="list-style-type: none"> <li>• After school sessions on site / teacher led</li> <li>• Create mini venues that feed into club</li> </ul>
Time	<ul style="list-style-type: none"> <li>• Teenagers particularly have less time</li> </ul>	<ul style="list-style-type: none"> <li>• Allow players to play supervised after 6pm</li> </ul>
Fear Factor	<ul style="list-style-type: none"> <li>• First time fear</li> <li>• Lack of friends playing</li> <li>• Body image/fitness</li> <li>• Not competitive</li> </ul>	<ul style="list-style-type: none"> <li>• Buddy up! First time players bring a friend</li> <li>• Promote positive health</li> <li>• Create appropriate competitions/sessions</li> </ul>

- The club school link pathway starts with the sessions in school settings, with follow on opportunities to suit the club and students. This may involve filtering children initially into more affordable setting such as Parks Tennis Ireland venues, or assisting with after school clubs. Or it may be that players come straight to the club.



## IDEAS FOR FOLLOW ON SESSIONS

SCHOOL BASED	COMMUNITY OUTREACH LINKS
<ul style="list-style-type: none"> <li>• Curriculum blitz day</li> <li>• Sports days</li> <li>• Coach led coaching blocks</li> <li>• Coach led after school clubs</li> <li>• Teacher led lunchtime leagues</li> <li>• Teacher led after school clubs</li> <li>• Exhibition sessions</li> <li>• Zoom sessions</li> </ul>	<ul style="list-style-type: none"> <li>• Parks Tennis</li> <li>• Foroige</li> <li>• Brownies/Scouts</li> <li>• No name clubs</li> <li>• Mental health groups</li> <li>• Multi sport clubs / camps</li> <li>• Community centres / groups</li> <li>• LSP led groups</li> </ul>
CLUB BASED COACHING	CLUB BASED COMPETITION OR SOCIAL
<ul style="list-style-type: none"> <li>• ROGY</li> <li>• Try before you buy sessions</li> <li>• Buddy Up</li> <li>• Teachers Express</li> <li>• Festival days / series</li> <li>• Community coaching in house</li> <li>• Parent/Sibling and child</li> <li>• Team events</li> </ul>	<ul style="list-style-type: none"> <li>• Festivals</li> <li>• Blitzes – school or individual</li> <li>• Leagues / ladders</li> <li>• Team events</li> <li>• 1 day events</li> <li>• Fast 4s</li> <li>• Closed / open events</li> <li>• Buddy doubles</li> </ul>

## MARKETING YOUR SESSIONS

- When delivering tennis in schools it is always advisable to have some form of signpost to guide kids to your follow on sessions. Examples include:
  - School channels: Schools over Covid have become very proficient with technology so asking the principal to add information to parent emails, newsletters or to advertise sessions in Classroom Dojo or other school information apps is very cost effective and saves paper!
  - Social Media: Using social channels and asking schools to share is another very cost effective way of getting the word out there
  - Print:– this can be leaflets, fliers, poster campaigns or adds in local newspapers (free or paid)
  - Other: Info in church bulletins, on local radio stations, posters in shops etc

## TEMPLATE BUDGET FORECAST

### Estimated Expenses

#### Coach Fees:

Coaches hourly rate by hours to be delivered: € \_\_\_\_\_

#### Equipment:

Balls, markers, rackets, barrier tape: € \_\_\_\_\_

#### Publicity:

Leaflets, graphics work, printing: € \_\_\_\_\_

**TOTAL ESTIMATED EXPENSES:** € \_\_\_\_\_

### Estimated Income

#### Student fees:

Cost per child per hour by hours delivered: € \_\_\_\_\_

#### Tennis Ireland / Branch grant:

Amount of grant provided for event: € \_\_\_\_\_

#### Other grants:

LSPs or community organisation grants: € \_\_\_\_\_

#### Own income:

Money from club funds, sponsors or club fundraisers: € \_\_\_\_\_

**TOTAL ESTIMATED INCOME:** € \_\_\_\_\_

## IDEAS FOR RAISING FUNDS

### Fundraising events:

Why not have some fun at the club while raising funds for your Club School Link plans? Fundraising ideas are endless – here is just a few ideas:

- Auction
- Bake sales
- Car boot sale
- Fundraising tournaments
- Boston Tea Party
- Fancy dress Fast 4s
- Karaoke Night
- Race Night
- Buy a ball / racket – each member donates to buy one ball or racket for the school
- Tennisathon
- Raffle
- Quiz night

### Member Donations:

To cut costs have members donate old equipment for the coach or school. Donations could include equipment for the school, or that could be raffled off.

### Grant applications:

Local Sports Partnerships can be approached with your Regional Development Officer to source any funds available. In Northern Ireland grants are available from Sport Northern Ireland and local County Councils.

### Sponsors:

Companies may be able to sponsor sessions in schools through their Corporate Social Responsibility funds.

## COST BENEFIT ANALYSIS

- By conducting a cost benefit analysis at different stages of the process you can determine if the project was an instant success or a slow burner, and if numbers were retained

COSTS	
Coach fees	
Equipment	
Publicity	
BENEFITS	
New members fees	
Coaching income	
Court fees	



## TEMPLATE SPONSOR LETTER

Dear Company Name/Contact,

At XXX Tennis Club one of our biggest goals is to give every child the opportunity to play tennis, a healthy sport for life! However, not all children have the means to join tennis clubs. This is why we have decided to become a part of the Tennis Ireland Club School Link Initiative. This means we will bring tennis to local schools by delivering blitz days, curriculum PE tennis, upskilling teachers to deliver tennis in the playground, and inviting the students to attend our club for open days and community coaching programmes.

We would love to be able to provide these opportunities to as many schools as possible, and we hope with your help we can do just that!

By becoming our Club School Link Sponsor your company would be giving hundreds of local children the opportunity to get active and healthy through tennis.

In return for becoming our sponsor we would ensure the following:

- Your logo on all things schools tennis promotion, including leaflets, social media posts, certificates of completion, press releases and so on.
- Your company banner will be at the club during all school events including open days, league and blitz matches.

As a thank you we would also like to offer your company a Corporate Wellness Day at the club where our coach can take your staff through a fun introduction to tennis.

Any contributions are welcome, and we can tailor the sponsorship package to suit your budget!

We hope you are excited about this opportunity and we will contact you in the coming days to see if you would like to progress this further.

Yours Sincerely,

## TENNIS IRELAND PLAYER PARTICIPATION DATABASE

- Feedback is the key to gaining funding and or sponsors going forward. By populating the feedback form below you will contribute to nationwide statistics we will use at a national level to push for more funding in future years
- Following your promotional sessions in linked schools please record details of new school links
- Please also populate section 2, 3 and 4 with any new members / players

<b>1) New School Links</b>					
School	Contact	Phone	Email	Link level	Notes/ History

<b>2) New participants</b>	Male	Female	Total
Blue 3-5			
Red 5-8			
Orange 7-10			
Green 10 plus			
Yellow			
Teens			
TY/Gaisce/DofE			
Teachers			

<b>3) Feedback statistics</b>	Coach led	Club led
Open Days		
Club Schools Festival		
Camps / Community		
Reduced rate access		
Parks Tennis		
Parks Tennis Finals Day		
Scholarships		
School leagues		

<b>4) New members</b>	Male	Female
New Junior Members		
New Adult Members (including teachers)		
New Family Members		
Other		



## CLUB FEEDBACK FORM

Club Name: \_\_\_\_\_

Please Circle:

1. Did your club see an increase in junior players participating in coaching? Y / N
2. Did your club see an increase in parents/families participating in coaching? Y / N
3. Did your club run a Teachers Express course and did new teachers join? Y / N
4. Did your club gain members as a result of the programme? Y / N
5. Did your club introduce new initiatives outside of coaching to retain players? Y / N
6. Did your club gain financially from the process? Y / N
7. Will you repeat and grow the programme next year self financed? Y / N

If you have any further comments please let us know:

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## TEMPLATE SCHOOL FEEDBACK FORM

Dear Principal,

Thank you for allowing our coach to deliver tennis to your students and teachers. We hope you found it fun and that the students and teachers enjoyed the experience! We would be very grateful if you could take a minute to provide us with some feedback so we can continue to improve our service and provide you with what you may require going forward!

1. How many students accessed the tennis sessions?

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2. Were the teachers and students happy with the session / sessions provided?

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3. Were you happy with the overall delivery and organisation of the session?

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4. What is the most convenient way for us to get information about tennis to your students?

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5. Are you interested in any follow on sessions either in the school or in our club?

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Many Thanks,

## TEMPLATE SCHOOL STUDENT FEEDBACK FORM

Please complete the following questions. This will help to improve and further develop our coaches and training sessions:

Date: \_\_\_\_\_

School Name: \_\_\_\_\_ Who was your coach/Teacher today: \_\_\_\_\_

<b>Coaching/Teaching</b>	<b>Strongly Agree</b>					<b>Strongly Disagree</b>				
I enjoyed the training session today	1	2	3	4	5	1	2	3	4	5
I learnt something new today	1	2	3	4	5	1	2	3	4	5
The coach/teacher made the session interesting	1	2	3	4	5	1	2	3	4	5
The coach/teacher explained things clearly	1	2	3	4	5	1	2	3	4	5
I had fun!	1	2	3	4	5	1	2	3	4	5
I would like more schools tennis	1	2	3	4	5	1	2	3	4	5
I would like to become a tennis player	1	2	3	4	5	1	2	3	4	5
I know where I can play tennis outside of school	1	2	3	4	5	1	2	3	4	5

**Further Comments:**

How could the training session be improved?

What did the coach/teacher do well?

If you have any additional comments, please use the space below:

Thank you for filling out this form!

## TEMPLATE NEW CLUB PARENT FEEDBACK FORM

Please complete the following questions. This will help to improve and further develop our club and improve the experience for you!

Date: \_\_\_\_\_

Name (optional): \_\_\_\_\_

School: \_\_\_\_\_

	Strongly Agree			Strongly Disagree	
My child enjoys their coaching sessions	1	2	3	4	5
My child is enjoying being a player at the club	1	2	3	4	5
My child enjoys club programmes outside of coaching	1	2	3	4	5
My child feels welcome at the club	1	2	3	4	5
The membership is good value for money	1	2	3	4	5
The coaching fees are good value for money	1	2	3	4	5
I feel my child is safe at the club	1	2	3	4	5

### Further Comments:

Is there anything you are unhappy about within the club?

Do you have any suggestions on how we can improve the experience for your child?

If you have any additional comments, please use the space below:

Thank you for filling out this form!



## TEMPLATE TENNIS IRELAND SCHOOL INTRODUCTION LETTER

Dear Principal

Tennis continues to be one of the most inclusive playground sports, with both boys and girls playing non-stop for the duration of their PE class. This year Tennis Ireland are delighted to launch our Club School Link Initiative, forming links between clubs and their local schools.

To compliment the programme, we have some exciting opportunities for your school.

### **FREE LESSON PLANS FOR PLAYGROUND TENNIS**

Please find a video that shows how playground tennis is delivered: [VIDEO LINK](#). You can also access our free lesson plans to enable you to deliver tennis in your PE class.

### **PE TENNIS COACHING – FREE SCHOOL BLITZ DAY!**

Tennis coaches in INSERT CLUB NAME Tennis Club are Tennis Ireland qualified, insured, Garda/PSNI vetted and available in your area to deliver PE tennis lessons during curriculum time. Coaching can be delivered to up to 30 children at once for hour long or half hour blocks, either in the school playground or at the club, and coaches provide all equipment. To launch our Club School Link initiative we are offering you a free blitz day where the coach will deliver to up to 8 classes for 30 minutes each in the playground. Alternatively, the club can accommodate classes of 30 children across the school day. The club will make contact in the coming days to discuss this.

We look forward to making tennis accessible to your students!

Yours Sincerely

Olwyn O'Toole

Schools Development Officer

[olwyn.rdo@tennisireland.ie](mailto:olwyn.rdo@tennisireland.ie)

086 351 4123



## TEMPLATE SCHOOL INTRODUCTION LETTER

Dear Principal

Tennis continues to be one of the most inclusive playground sports, with both boys and girls playing non-stop for the duration of their PE class. INSERT CLUB NAME Tennis Club are proud to be accredited as a Schools Friendly Club with Tennis Ireland. We are currently rolling out the Club School Link Initiative which aims to form better links with our local schools.

To compliment the programme we have some exciting opportunities for your school either in your school playground or here at our club.

Please find a video that shows how playground tennis is delivered: VIDEO LINK

### **PE TENNIS COACHING**

Tennis coaches in INSERT CLUB NAME Tennis Club are Tennis Ireland qualified, insured, Garda/PSNI vetted and available in your area to deliver PE tennis lessons during curriculum time. Coaching can be delivered to up to 30 children at once for hour long or half hour blocks, either in the school playground or at the club, and coaches provide all equipment. The cost of the coach is just €TBC per hour and they will provide all equipment. Classes can be run as a one off school blitz day in your playground, or in blocks of 6 week sessions for your chosen class/classes.

### **SCHOOLS BLITZ/SPORTS DAYS @ INSERT CLUB NAME Tennis Club**

INSERT CLUB NAME Tennis Club offers all schools the opportunity to come to our club and take part in a fun blitz day allowing all students to try tennis on our courts. The cost of this is.....

We will be in contact in the coming days to answer any questions and to discuss any possible links going forward.

Yours

Xxx

## CLUB SCHOOL LINK CHECKLIST

- Below is a list of information you will need from the school prior to delivering the Blitz or Coaching block

### 1) Contact Details

Name of School:  
Name of Contact:  
Job Title of contact:  
Phone number/email of contact:

### 2) Facility

Does the school have an indoor facility in case of rain?  
Does the school have a tarmac surface outside?  
How large is the playground?  
Is the playground used for lunch breaks?  
Where should coach park and report upon arrival?

### 3) Class Information & Timetable

How many classes are there in the school?  
How many children are in each class?  
What time does school start and finish?  
What time are breaks?

### 4) Marketing and Promotion

Are the school happy to assist with promoting the club as a follow on opportunity for anyone that wants to play?  
What is the schools preferred method of promotion:  
Classroom Dojo or other school app,  
School newsletter,  
Social media,  
Or Leaflets



THIS LICENCE is dated the • day of • 2021 and made between

- (1) **XXXXLawn Tennis Club** of **Insert Address here** (hereinafter called the **Licensor**) of the one part and
- (2) **XXXX NATIONAL SCHOOL** of **Insert Address here** (hereinafter called the **Licensee**) of the other part.

1. In this Licence the following expressions shall have the following meanings:-

the **Centre** means **XXXXTennis Club of Insert Address here** as delineated and edged red on the plan annexed hereto.

the **Common Areas** means those parts of the Centre designated and allocated for the time being by the Licensor for the common use and benefit of occupiers of the Centre their invitees and licensees within the Centre and for persons using or visiting the Centre including (if any) car parks, malls, pavements, public lifts, public escalators and public staircases.

the **Licensed Period** means the times and days set out in Schedule 1 herein during which the Licensee shall occupy the Licensed Facilities under the terms of this Licence from 1 January 2018 (the Commencement Date) to 31 December 2020 unless the License is determined before the expiry of this fixed term in accordance with clause 4.2 below.

**Licensed Facilities** means the facilities being part of the Centre as outlined in red on the attached map.

the **Licensed Use** means the use by the Licensee of the Licensed Facilities for **coaching programmes / playing of competitions / meetings**.

2. **NOW IT IS HEREBY AGREED** as follows:-

2.1. The Licensor **HEREBY LICENSES AND AUTHORISES** the Licensee to use the Licensed Facilities for the purposes only of the Licensed Use throughout the Licensed Period.

- 2.2. The Licensor further licenses the Licensee to use in common with the Licensor and all other persons entitled or authorised at all times during the Licensed Period to pass and re-pass over the Common Areas for the purposes only of gaining access to and egress from the Licensed Facilities.

**3. THE LICENSEE UNDERTAKES WITH THE LICENSOR as follows:-**

- 3.1. To use the Licensed Facilities for the purposes only of the Licensed Use and for no other purpose whatsoever.
- 3.2. To comply with the provisions of any statute, rule or order for the time being in force and to do and execute or cause to be done and executed all such works, acts, deeds, matters and things as under or by virtue of any statute, rule or order or by any competent authority are or shall be properly directed or necessary to be done or executed in respect of the Licensed Facilities, the Licensed Use or rights the subject of this Licence whether by the owner, Licensor, Licensee or occupier.
- 3.3. To comply fully at all times with such reasonable rules, regulations, directions or controls as may be made or issued from time to time by the Licensor in relation to the Licenced Facilities, the Licensed Use or for the good management of the Premises.
- 3.4. The Licensee shall at the expiration or sooner determination of the Licensed Period peacefully and quietly yield up the Licensed Facilities together with all additions and improvements made thereto in the meantime and in such state and condition as shall in all respects be consistent with the full and due performance by the Licensee of the agreements contained herein.

**4. THE LICENSOR COVENANTS WITH THE LICENSEE as follows:-**

- 4.1. The Licensee performing and observing the agreements hereinbefore contained may peacefully use the Licensed Facilities during the Licensed Period until determined in manner hereinafter appearing.
- 4.2. This Licence shall be determinable by the Licensee serving not less than one months prior written notice upon the Licensor upon the expiry of which this Licence shall absolutely cease and be at an end, but without prejudice to any right of action by the Licensor or the Licensee against the other for any antecedent breach of any of the agreements set out herein.

- 4.3 The Licensor shall ensure that the Licensed Facilities are kept in good repair, order and condition and clean and tidy and free from any refuse and that in particular:
- 4.2.1. the courts are properly maintained and adequately prepared to be in a suitable playing condition during the times stipulated under the Licensed Period and that flood lighting is fully operational;
  - 4.2.2. all the indoor facilities are clean, tidy, adequately heated and properly ventilated during the times stipulated under the Licensed Period; and
  - 4.2.3. all the Licensed Facilities are available and accessible during the times stipulated under the Licensed Period.
- 4.4 The Licensor shall indemnify the Licensee for any loss, claim or liability suffered by the Licensee due to any breach by the Licensor of its obligations herein.

**5. IT IS HEREBY FURTHER AGREED** as follows:-

- 5.1. The Licensee shall be a licensee only and accordingly this Licence is not intended nor shall it operate or be deemed to operate either at law or in equity as a demise of any property the subject matter of this Licence or any alternative property that may be substituted therefor nor shall the relationship of landlord and tenant exist or arise or be deemed to exist or arise between the parties hereto, nor shall the Licensee have any exclusive right to the Licensed Facilities.

**IN WITNESS** whereof the parties hereto have executed this Licence the day and year first herein **WRITTEN.**

**SIGNED** by ●

for and on behalf of the **LICENSOR**

in the presence of:

**SIGNED** by ●

for and on behalf of the **LICENSEE**

in the presence of:



## **SCHEDULE 1**

For Coaching Sessions

For permitted tournaments and events as agreed between the parties

The times and dates for the above will be scheduled two months in advance between the Licensee's Head Office and the Licensor.



**Tennis  
Ireland**

*Sport For Life*