



## **HOW TO CONNECT WITH YOUR LOCAL CELEBRITY**

### **Personalized Invitations**

Send a warm, personalized message explaining the event's community impact. Mention how their presence could inspire local youth and families.

### **Highlight Mutual Values**

Emphasize shared values like health, youth development, and community spirit. Frame it as a chance to give back and connect with fans in a meaningful way.

### **Offer Visibility**

Promote their involvement through press releases, social media shoutouts, and signage. Include them in promotional materials like posters or videos.

Create Fun Roles. Invite them to:

- Hit the first ball
- Judge a fun contest
- Present mini prizes
- Host a Q&A or selfie station
- Leverage Existing Relationships
- Tap into connections through Tennis NZ, local councils, or sponsors.
- Ask mutual contacts to make introductions or endorsements.

### **Promotion Ideas with Celebrities**

- Social Media Countdown: Have them post a teaser or countdown to the event.
- Behind-the-Scenes Content: Share short clips of them preparing or talking about tennis.
- Mini Challenges: Create a "Love Tennis Challenge" they can do and tag others to join.
- Live Appearances: Schedule short appearances or interviews during the event.
- Celebrity Challenge, anything fun on the day. Get a story into the community newspaper.

### **Incentives & Appreciation**

- Offer a donation to their charity of choice.
- Provide professional photos or video content they can use.
- Give them a custom tennis-themed gift or plaque.
- Ensure they're publicly thanked and celebrated.