

# 2022 TENNIS UNO CREDENTIALS FOR TENNIS EVENTS



TENNIS UNO

Marcello



Elena



Federica



# MEF TENNIS EVENTS

/WE ARE a company providing marketing and communication services for the professional tennis sector and particularly specialised in the organization and management of sport events.

Since 2007, MEF tennis events manages tournaments in Umbria, Abruzzo, Emilia Romagna and Tuscany, including international tennis tournaments of ATP Challenger and ITF World Tour Circuits. In 2013, we also launched the only combined event beside the ATP Master 1000 (named Internazionali BNL d'Italia).

Since 2017 MEF tennis events is responsible for managing the Final Four male and female of the A1 series championship, which is also broadcasted live on channel 224 SuperTennis TV.

In 2018, MEF tennis events becomes a partner of the Italian Tennis Federation for the organization of a FED CUP match between Italy and Spain. In 2020 we brought back the Campionati Italiani Assoluti after 16 years of absence, which was broadcasted live on SupertennisTV and Sky Sport. In 2021 MEF starts from Spain by organizing two Challengers in Gran Canaria, the Emilia-Romagna Open (ATP 250 and WTA 250 combined event in Italy), an ATP Challenger event in Tenerife and the WTA 250 Tenerife Ladies Open, which was awarded as the best WTA 250 tournament of the year!

## A PROFESSIONAL TENNIS-ADDICTED TEAM

To manage big sport events, individual or team disciplines, it's necessary to have in place a seamless teamwork. Exactly for this reason, MEF tennis events was born — a dynamic, creative and multitasking team, joined by professionals of sports marketers, logistics and creative minds, who made their love for tennis a strong suit.

**MORE THAN JUST SPORT** | Our goal is to increase tournaments' fame recognizing them not only as sports events, but also as international sport and show festivals with a strategic importance for local excellence promotion.

# PORTFOLIO

## MEF TENNIS EVENTS BY THE NUMBERS:

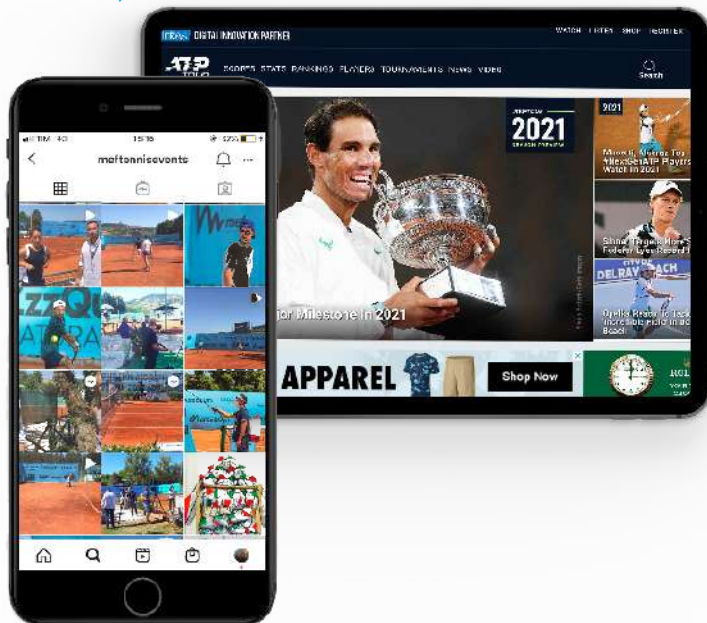
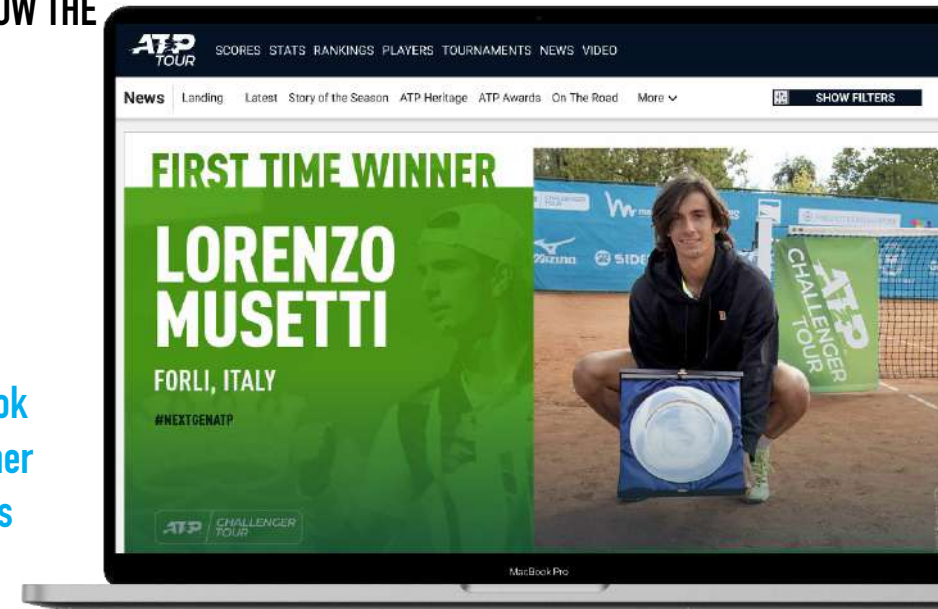
- 32 ATP Challenger Tour tournaments
- 2 WTA 250 tournaments
- 1 ATP 250 tournament
- 1 WTA Tournament Award
- 6 ITF Women's Circuit tournaments
- 2 ITF Men's Futures tournaments
- 2 Tennis Europe 18&Under tournaments
- 1 Fed Cup World Tour II finals
- 5 Final Four male and female A1 series championships
- 1 Campionati Italiani Assoluti
- 2.340.000 dollars up for grabs
- 11 host cities in 5 Italian regions and 2 in Spain
- 220 partner companies over the years



MEF TENNIS EVENTS DIGITAL AND SOCIAL MEDIA CONTINUE TO GROW IN A CROWDED MEDIA LANDSCAPE. [MEFTENNISEVENTS.COM](https://meftennisevents.com), THE OFFICIAL WEBSITE OF THE COMPANY, OFFERS ALL INFORMATION AND NEWS ABOUT TOURNAMENTS. EACH TOURNAMENT HAS ITS OWN WEBSITE WHERE IT IS POSSIBLE TO CONSULT THE LIST OF PARTICIPATING PLAYERS AND FOLLOW THE MATCHES LIVE.

# SOCIAL MEDIA

MEF tennis events collects fans on all social media channels, offering creative branded content to reach engaged fans. Photos, videos, player interviews, Facebook live, short films and documentaries on YouTube, photo shoots for players and partner companies, promotional videos dedicated to the territories hosting the tournaments are shared on all social media platforms (Instagram, Facebook, YouTube, TikTok, Twitter).



All matches are covered by the official [ATP live streaming and live scoring](https://www.atptour.com) service, available on the event websites and on [www.atptour.com](https://www.atptour.com) ([Challenger TV](https://www.atptour.com)). All the matches can be watched from home at <http://new.livestream.com/atp>.

The website [www.atptour.com](https://www.atptour.com) publishes the most important news of the event, showing photos of the most interesting players on the home page. This is the most important tennis platform in the world and has over 600,000,000 pages visited and 160,000,000 visits per year, of which over 40% from mobile devices.

# ACCREDITATION

WE ARE HAPPY YOU CAN JOIN US DURING THE TOURNAMENT!

## WELCOME TO THE 'BUBBLE'!

IN THIS BROCHURE WE WILL EXPLAIN HOW TO ACCESS THE TOURNAMENT AS A GUEST. TO ENTER THE CLUB AND WATCH THE MATCHES IT IS NECESSARY TO HAVE AN ACCREDITATION THAT CAN BE OBTAINED IN A FEW SIMPLE STEPS. BELOW WE WILL ALSO EXPLAIN THE RULES OF THE TOURNAMENT AGAINST THE SPREAD OF COVID-19. THE HEALTH OF GUESTS, PLAYERS AND STAFF ARE OUR PRIORITY.

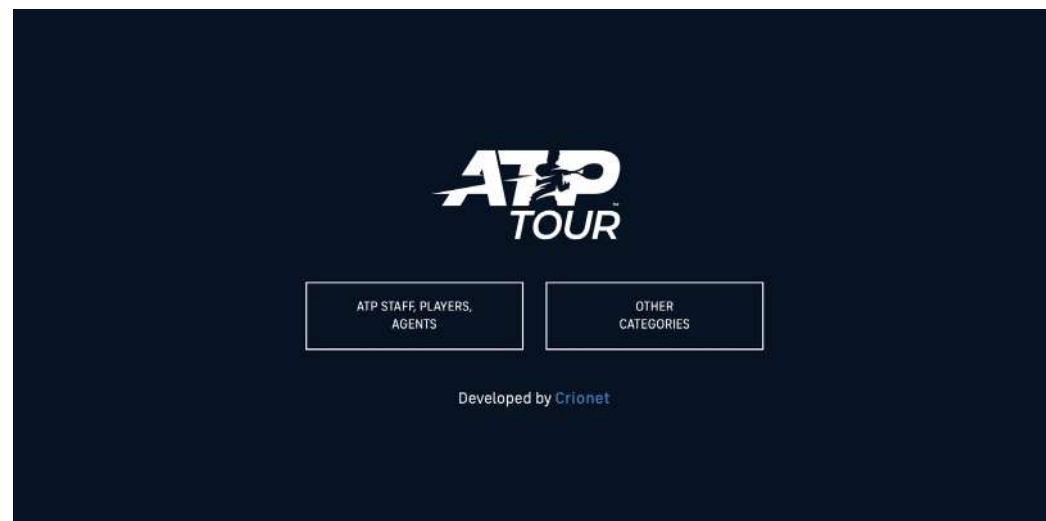
## A FEW SIMPLE STEPS

### STEP 1.

- CLICK ON [WWW.TENNISUNO.COM](http://WWW.TENNISUNO.COM)
- CLICK ON "OTHER CATEGORIES" IF YOU DON'T BELONG TO THE STAFF OR YOU ARE NOT A PLAYER.

### STEP 2.

- FOR EVERY TOURNAMENT THERE IS A PASSWORD THAT YOU MUST ENTER.



### THE PASSWORDS FOR OUR NEXT TOURNAMENT IS:

27 FEBRUARY / 6 MARCH | GRAN CANARIA CHALLENGER

PASSWORD: grancanaria3

UNO AUTOMATED LAYER OF FORMS ATP TOUR

Gran Canaria CH 80 2022 28 Feb - 4 Mar ATP Challenger Public Forms

Who Are You FIND REQUEST

CHOOSE THE CATEGORY

- Choose the category
- Chair Umpire
- Chief Umpire
- El Cortijo Staff
- Guest
- Linesman
- Mat Staff
- Press
- Referee

UNO AUTOMATED LAYER OF FORMS ATP TOUR

Gran Canaria CH 80 2022 28 Feb - 4 Mar ATP Challenger Public Forms

Who Are You FIND REQUEST

PRESS

Apply for:

☒ CREDENTIALS ☐ ☐

Gran Canaria CH 80 2022 PRESS CREDENTIALS

Submitted Are you contact document?

☒ Identity ☒ Personal SAVE

FIRST NAME  Required

LAST NAME  Required

PRIMARY EMAIL  Required

PHOTO  Click to upload a headshot photo Required

### STEP 3.

- SELECT THE CATEGORY YOU BELONG TO (IF YOU DO NOT BELONG TO ONE OF THESE CATEGORIES, YOU WILL BE ABLE TO ACCESS BY OBTAINING A TICKET. FOR INFORMATION PLEASE CONTACT [TICKET@MEFTENNISEVENTS.COM](mailto:TICKET@MEFTENNISEVENTS.COM))

- CLICK ON THE BLUE BUTTON “CREDENTIALS”

### STEP 4.

- PAY ATTENTION TO FILL IN ALL THE MANDATORY FIELDS THAT ARE MARKED WITH AN ASTERISK

- CLICK ON “SAVE” AND SEND YOUR REQUEST

### STEP 5.

- YOU WILL RECEIVE A CONFIRMATION EMAIL

- OUR STAFF WILL CONTACT YOU IN CASE OF NEED

### STEP 6.

- IN THE “NOTES” SECTION, SPECIFY THE NEWSPAPER FOR WHICH YOU WORK, THE PARTNER COMPANY OR THE AUTHORITY THAT YOU REPRESENTS.

**FOR ANY ISSUES PLEASE CONTACT US**

[CREDENTIALS@MEFTENNISEVENTS.COM](mailto:CREDENTIALS@MEFTENNISEVENTS.COM) | Laura +39 3393799286

# PLAYING IT SAFE

The emergency given by the spread of the COVID-19 pandemic has affected the whole world, including that of sport. MEF tennis events has worked for the professional circuit to return to competition after the lockdown, in full compliance with hygiene and health regulations.

Some key principles must be follow:

- The fewer people on site, at any one time, the better.
- Players must be separated from the general public.
- Face mask to be worn at all times.

- Screening and isolation of symptomatic people.
- Social distancing.
- Sanitiser stations for guests and players in all areas.
- Separated paths for guests, players and tournaments staff.

- Covid testing for players and tournament staff.
- Arena cleaning before and after each match or practice session.



## Daily Symptomatic Screening

A daily symptomatic screening of every credential holder and person who enters or works in the tournament will be conducted at the Welcome area. On arrival at the tournament site, the person's temperature will be taken with an infrared thermometer after which he or she will be asked to show or complete their health questionnaire.



## How will MEF facilitate contact tracing protocols and procedures?

Contact tracing details of patrons will be collected, and stored by the tournament in accordance with privacy laws and obligations.



Accredited workforce and players will be contract traced via Event Accreditation systems supported by ATP.



Any close contact with players (photos or interviews) can be scheduled under the supervision of the tournament staff by contacting [media@meftennisevents.com](mailto:media@meftennisevents.com) / Matteo +39 3347592611



desk@meftennisevents.com  
www.meftennisevents.com