

FUEL TO GO & PLAY CLUB/ COACH GRANT

MESSAGE GUIDE

HEALTHWAY FUEL TO GO & PLAY KEY MESSAGES

- Need some Fuel To Go & Play? We don't need sugary snacks in sport, so fuel up with healthy options instead!
- Ace your game and fuel up with fruit, veg and water. Fuel To Go & Play.
- Be your best on and off the court, choose healthy options for the Fuel To Go & Play.
- Fuel To Go & Play. For the best performance, fuel your body with fruit, veggies, dairy and wholegrains.
- Choose water. Hydrate before, during and after your match for the best performance. Fuel To Go & Play.

The reinforcement of these key messages generates discussion and creates a broader awareness assisting in promoting a healthier WA.

SPONSORSHIP ACKNOWLEDGEMENT

Verbal announcements acknowledging **Tennis West, Healthway and Fuel To Go & Play** sponsorship, including but not limited to announcements, speeches & presentations.

Media and social media - 3 posts minimum are required as part of the grant requirements. They need to include acknowledgement relating to the event/program. Don't forget to include the tagline/s you have committed to.

Examples of phrasing options which **MUST** include Tennis West, Healthway and Fuel To Go & Play in the messaging:

- **Before event** (on receipt of grant approval)
"Thank you, Tennis West, for your continued grant support through the longstanding partnership with Healthway and Fuel To Go & Play."
- **On the day of/ during event**
"Our {event name} is finally here with thanks to Tennis West and their ongoing partnership with Healthway and Fuel To Go & Play. We are excited to see you all at the club today! Remember... to be your best on and off the court, choose healthy options for the Fuel To Go & Play."
- **Post event**
"{event name} ...would not have been possible without the ongoing grant program available through Tennis West, supported by Healthway and Fuel To Go & Play." Don't forget to thank the committee, coaches, participants also for making the day a success.

SOCIAL MEDIA TAGGING

The tagging that should also be included in all social media posts are as follows:

Medium	Tennis West	Healthway	Fuel To Go & Play
Facebook	@tenniswest	@Healthway	@fueltogo&play
Instagram	@tennis_wa	#HealthwayWA	@fueltogo, @fueltogondplay
LinkedIn	@tenniswest	@Healthway	
Other tags to include for all posts	#creatingahealthierwa		

BANNER PLACEMENT

Ensure branding banners are displayed in locations to maximise exposure of the Healthway and Fuel To Go & Play messages, including but not limited to;

- Venue entry/exit points
- High traffic areas
- Around the perimeter of the venue or activities
- Near the food and beverage areas

PHOTO RECOGNITION

- Ensure photos taken to promote the event reflect the Healthway and Fuel To Go & Play messaging (ie: healthy food photos, no alcohol in the photos, everyone in each photo are wearing hats if in the sun etc)
- Ensure the chosen menu and healthy food options are clearly detailed for the photos requirement, documenting this in the event acquittal
- If taking posed shots in front of banners please ensure the banner is still visible behind people
- Remember to consider photo consent from your attendees as photos submitted to us may be passed on to the Healthway and subsequently published

Note: We will continue to offer Fuel To Go & Play Grants through our Healthway Grant program, available to both metro and regional clubs. Our aim is to support the coordination and delivery of all-inclusive community events, build awareness of our sport, promote clubs run by dedicated committees, and endorse specific Healthway messaging. We strive to make our sport more accessible and contribute to the growth of tennis participation.

Grant applications and acquittals are scrutinized for the required details. If an application or acquittal does not align with all aspects of the requirements, it will be declined at the discretion of the Head of Operations and the participation team.