Old Capitol Futures Pro Tennis Tournament

Spring 2019 Practicum

Mondays and Wednesdays // 3:30-4:45pm // Field House

The University of Iowa Sport and Recreation Management program successfully executed pro tennis’ return to the state of Iowa. The tournament, named the Old Capitol Futures, took place at the Hawkeye Tennis and Recreation Complex July 14-22, 2018. Seven UISRM students interned to develop the event’s web and social media presence and work operations for the tournament. Two of the approximately 90 competitors in the 2018 tournament participated in the 2018 US Open qualifying draw. The Old Capitol Futures brings the future of the sport and recreation industry and the future of pro tennis together!

Through a successful first tournament, UISRM earned the right to host the tournament in 2019. To increase awareness for and attendance at the Old Capitol Futures, the tournament seeks a media partner and guaranteed media coverage. Also, while funding exists to support the 2019 tournament, a presenting and title sponsor is desired to ensure the long-term viability of the tournament.

Join the team that grows and sustains pro tennis in Iowa for years to come!

The Old Capitol Futures practicum helps SRM students satisfy the SRM field experience requirement for graduation.

This course can also be used by Event Planning Certificate students to satisfy the internship requirement or as a focused elective (if Internship in Event Planning is taken to satisfy the internship requirement).
**Student Outcomes:** Selected students will gain the following experience through the Old Capitol Futures practicum:

- Development of a sponsorship program.
- Identification of potential sponsors and media partners.
- Acquisition of guaranteed media coverage.
- Collection and analyzation of market research to aid in decision making.
- Project management strategies and presentation skills.

**Desirable Characteristics:** Interested students who possess or aspire to refine the following characteristics are encouraged to apply.

- Strong written and verbal communication skills.
- Entrepreneurial mindset, creativity, and ability to develop solutions with limited resources.
- Proficiency in Microsoft Office and a desire to learn Adobe Creative Suite or enhance existing Adobe Creative Suite skills.

**Application:** Due to the limited course size and anticipated demand, students must apply for consideration for enrollment in the course. Interested students should submit a cover letter and resume to Alex Voss via email at alex-voss@uiowa.edu by October 19, 2018. In the cover letter, students should explain:

1. Why the student wishes to enroll in the course.
2. What skills, knowledge, or experience will contribute to the student’s success in the course.
3. The student’s interest or career aspirations in event management and planning.

A student’s GPA and completed coursework will be reviewed and taken into consideration during the application process. Students selected for the course will register for SRM:4197:01 and pay the minimal course fee (approximately $75) through U-Bill.

*Previous knowledge of or experience in tennis is not required.*

*Students from all majors and programs are encouraged to apply.*

**Contact Alex Voss at alex-voss@uiowa.edu or (319) 335-9179 with questions.**

**About the Instructor:** The Old Capitol Futures practicum instructor is Alex Voss, Lecturer in Sport and Recreation Management. Alex is the Old Capitol Futures Tournament Director and has extensive experience planning and executing tennis tournaments, networking events, and recognition banquets. He teaches courses titled Foundations of Event Management and Sport Event Management and serves on the Event Planning Certificate committee.