The University of Iowa Sport and Recreation Management program successfully planned and executed pro tennis’ return to the state of Iowa. The tournament, named the Old Capitol Tennis Championships, first took place at the Hawkeye Tennis and Recreation Complex July 14-22, 2018. After seven UISRM students supported the inaugural tournament, 37 UISRM students contributed to the 2019 event through guided practicum courses!

With a foundation for the tournament in place, UISRM has once again earned the right to host the tournament in July, 2020. To increase awareness for and attendance at the Old Capitol Tennis Championships, the tournament seeks to develop a thorough marketing plan for the 3rd edition of the tournament. Also, the tournament seeks to develop partnerships with existing summer events in the Corridor to secure effective cross-promotional opportunities.

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

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

This course can also be used by Event Management 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 Tennis Championships practicum:

- Development of an event marketing plan.
- Identification of potential cross-promotional partners.
- Development of cross-promotional manual to leverage partnerships.
- Collection and analysis 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 20, 2019. 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:4197:014 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 Tennis Championships practicum instructor is Alex Voss, Lecturer in Sport and Recreation Management. Alex is the Old Capitol Tennis Championships 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 Management Certificate committee.