



# GREAT BRITAIN TAG RUGBY

SPONSORSHIP OPPORTUNITIES  
**2024**

JOIN THE CHAMPIONS - BECOME A GREAT BRITAIN TEAM SPONSOR



## FOREWORD

To ensure affiliation with the International Tag Federation and access to registered and insured Tag Rugby players, Great Britain Tag Rugby has been run through Try Tag Rugby since its inception.

With over 10,000 active players and 15,000 matches played annually, Try Tag Rugby is one of the fastest growing, inclusion focused, social sports in the UK.

Try Tag Rugby has changed thousands of people's lives by making exercise easy, social, fun and the highlight of their week.

The organisation runs Tag Rugby leagues, events and tournaments throughout the UK and are actively expanding across the UK to provide opportunities to get involved in Tag Rugby wherever you live in the country.

Try Tag Rugby prioritises the creation of an open and welcoming community, with players, referees and individuals from all backgrounds sharing a common passion for Tag Rugby and building a friendly environment to be social, get fit and have fun.

## GREAT BRITAIN TAG RUGBY - OUR VALUES AND VISION

Great Britain Tag Rugby selects the best Tag Rugby players from around the country to play in ten sides across different age and gender categories, united by a shared vision and set of core values.

Over 200 players, coaches and managers are currently engaged within the programme. The last few years have seen the addition of Women's and Men's Under 23s teams as well as Women's and Men's Masters sides.

The programme continues to depend on volunteer coaches and managers with players covering their own costs for kit, training, transport, accommodation and tournament fees.

### VALUES

Professionalism, Community, Pride and Passion, Wellbeing, Development

### VISION -

- To develop The Tag Rugby Performance Pyramid to drive participation at the base and achieve excellence at the peak
- To develop a lifelong player pathway from childhood to adolescence to adulthood ensuring a future for the game
- To provide equality of provision across all age and gender categories within the Great Britain Programme
- To power the performance of the Great Britain Tag Rugby sides to World Cup success and beyond
- To engage, to inspire, and to develop players of all ages, backgrounds, and experience levels

### **The Great Britain Tag Rugby vision links with that of Try Tag Rugby:**

*To establish Tag Rugby as the UK's highest participation form of rugby through becoming a mainstream high participation sport with a nationwide network of junior and senior activity and communities.*



## THE TAG RUGBY PERFORMANCE PYRAMID



**GREAT BRITAIN TAG RUGBY**  
World Cup and International Performers



**UK TAG NATIONALS**  
Regional sides with Mixed, Women's and Men's teams across open and senior categories



TRY TAG RUGBY  
**SUPER LEAGUE**

**SUPER LEAGUE**  
Weekly Super Leagues and A-Grades for high-level players



**MONTHLY TOURNAMENTS**  
Open to touring teams from across the country



**DAILY LEAGUES**  
Year-round in all 12 Try Tag Rugby regions with more to come

## TIMELINE - GREAT BRITAIN TAG RUGBY THROUGH THE YEARS

- 2009 — TRY TAG RUGBY FOUNDED
- 2011 — GREAT BRITAIN & IRELAND TAG RUGBY PLAY THEIR FIRST INTERNATIONAL
- 2012 — GREAT BRITAIN & IRELAND PLAY THEIR FIRST WORLD CUP IN NZ
- 2013 — GB AND IRELAND SEPARATE AND PLAY FIRST BRITISH & IRISH CUP
- 2018 — WORLD CUP SILVER AND BRONZE MEDALS IN TWO CATEGORIES
- 2019 — FIRST OVERALL BRITISH AND IRISH CUP WIN
- 2021 — GB RESUME TRAINING UNDER COVID-19 RESTRICTIONS
- 2022 — GB WIN TWO GOLDS AT INAUGURAL INTERNATIONAL TAG SERIES AND BECOME THE FIRST NATION TO TOUR SOUTH AFRICA
- 2023 — GB WIN THEIR FIRST EVER WORLD CUP WITH GOLD IN THE WOMEN'S 30s CATEGORY AS PART OF A SIX MEDAL HAUL. GB ALSO REGAIN THE BRITISH & IRISH CUP
- 2024 — GB LAUNCH U23 SIDES, HOST SOUTH AFRICA & FRANCE FOR THE FIRST TIME



## TRY TAG RUGBY BY NUMBERS

OVER  
**7,000**  
ACTIVE LONDON PLAYERS

OVER  
**70,000**  
ALL-TIME PLAYERS NATIONWIDE

OVER  
**10,000**  
ALL-TIME TEAMS NATIONWIDE

OVER  
**4,000**  
REGIONAL PLAYERS

OVER  
**15,000**  
GAMES PER YEAR

**10**  
GREAT BRITAIN SIDES

OVER  
**550**  
LONDON TEAMS

**34,000+**  
EMAILS VIA MAILCHIMP

**45**  
LONDON LEAGUES PER WEEK

**44%**  
FEMALE PLAYERS (LONDON ES 2021)

**60,000+**  
EMAILS VIA CRM

OVER  
**19,500**  
MAIN TTR SOCIAL MEDIA

**10,000**  
MAIN TTR FACEBOOK

**500K**  
WEBSITE PAGE VIEWS

**12**  
TRY TAG RUGBY REGIONS

**350+**  
UNIQUE TOURNAMENT TEAMS

**240**  
REGIONAL TEAMS

**2,500**  
MAIN TTR TWITTER

**5,000**  
MAIN TTR INSTAGRAM

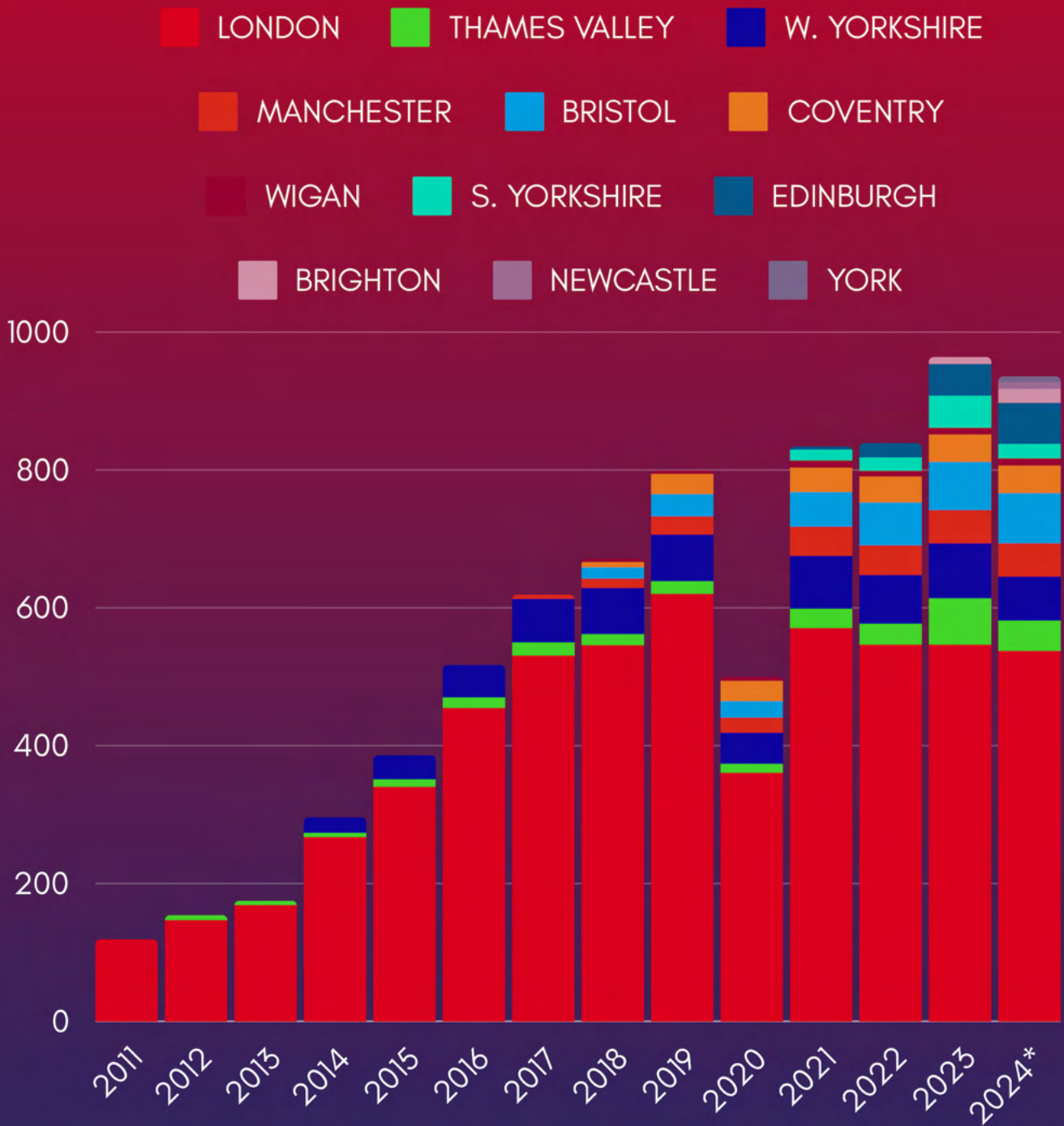
**24**  
NATIONAL TOURNAMENTS RANGING FROM 20-100 PARTICIPATING TEAMS

**25**  
REGIONAL LEAGUES PER WEEK



## TRY TAG RUGBY BY NUMBERS

### EARLY SUMMER TEAM GROWTH BY REGION



\*PROJECTED



## GREAT BRITAIN TOURNAMENTS



### BRITISH & IRISH CUP

Since 2013 Great Britain competes against Ireland annually in the British & Irish Cup.

The British & Irish Cup is the highest level tag competition in the northern hemisphere.

Great Britain and Ireland take turns hosting the tournament with the 2024 edition taking place in Dublin.

Great Britain first won the British & Irish Cup in 2019 and are the defending champions following a 5-2 win in 2023.

The British & Irish Cup is fully sanctioned by the ITF and streamed live across TTR and ITRA social media every year.



### TAG WORLD CUP

The first Tag World Cup took place in 2013 in New Zealand with the 2015 event being played in Sunshine Coast and 2018 in Coffs Harbour, Australia.

The Covid-19 pandemic postponed the 2021 tournament to 2023 where it took place in Limerick, Ireland.

Great Britain returned home from the 2023 Tag World Cup with their first ever Gold for Women's 30s, Silver for Women's Open and Mixed Seniors and Bronze for Men's Open and 40s and Women's 35s.

Great Britain is aiming to send 10 sides to the 2026 edition which is expected to take place in Australia.



### OTHER INTERNATIONAL ENGAGEMENTS

Great Britain also competes in various other international competitions.

The 2022 International Tag Series saw GB win Gold and Silver in the Women's Competition, Gold in the Men's Competition and Silver in the Mixed Competition.

In 2022 Great Britain became the first nation to tour South Africa picking up nine wins and a single draw from their 10 games.

In 2024 GBTR intends to host South Africa and France for the first time as they look to grow the game internationally.



## GREAT BRITAIN SPONSORSHIP PACKAGES

Sponsorship packages are available for a range of different budgets, either for the entire Great Britain programme or for specific sets of teams.

### PLATINUM TIER

GREAT BRITAIN TAG RUGBY PRINCIPAL SPONSOR

- ✓ Principal partner of Great Britain Tag Rugby for 2024, including this year's British & Irish Cup
- ✓ Primary kit sponsor with company/organisation logo on the front of all tournament jerseys/singlets and the rear of all tournament shorts/tights
- ✓ First tier advertising partner on all Great Britain tournament streams
- ✓ Company/organisation logo on all Great Britain social media graphics
- ✓ Logo on the Try Tag Rugby website under official partners section
- ✓ Branding opportunities at all Great Britain events
- ✓ Free team entry to TagFest events
- ✓ Access to Great Britain players year round for social media Q&As, podcasts, website articles, PR events and photo shoots
- ✓ Primary promotion via Try Tag Rugby social media
- ✓ Quarterly marketing opportunities with Try Tag Rugby's player community
- ✓ Opportunity to review and develop partnership following 2024 international season

£15,000 + VAT PER YEAR

\*In the event that gold tier sponsors are already in place for certain teams the price of the platinum sponsor will be proportionally reduced to reflect the lower number of teams bearing the platinum sponsor logo on their kit.

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[WWW.GREATBRITAINTAGRUGBY.COM](http://WWW.GREATBRITAINTAGRUGBY.COM)





## GREAT BRITAIN SPONSORSHIP PACKAGES

Sponsorship packages are available for a range of different budgets, either for the entire Great Britain programme or for specific sets of teams.

### GOLD TIER

#### GREAT BRITAIN TAG RUGBY PRINCIPAL SPONSOR (TWO TEAMS)

- ✓ Principal partner of two of the Great Britain Tag Rugby teams for 2024
- ✓ Primary kit sponsor with company/organisation logo on the front of the two teams' tournament jerseys/singlets and the rear of their tournament shorts/tights
- ✓ First tier advertising partner on Great Britain tournament streams
- ✓ Company/organisation logo on Great Britain social media graphics
- ✓ Logo on the Try Tag Rugby website under official partners section
- ✓ Branding opportunities at all Great Britain events
- ✓ Access to players from the two teams year round for social media Q&As, podcasts, website articles, PR events and photo shoots
- ✓ Promotion via Great Britain Tag Rugby social media
- ✓ Biannual marketing opportunities with Try Tag Rugby's player community
- ✓ Opportunity to review and develop partnership following 2024 international season

£5,000 + VAT PER YEAR

\*In the event that a platinum tier sponsor has been agreed, the gold tier will no longer be available.





## GREAT BRITAIN SPONSORSHIP PACKAGES

Sponsorship packages are available for a range of different budgets, either for the entire Great Britain programme or for specific sets of teams.

### SILVER TIER

GREAT BRITAIN TAG RUGBY ASSOCIATE SPONSOR (TWO TEAMS)

- ✓ Associate partner of two of the Great Britain Tag Rugby teams for 2024
- ✓ Secondary kit sponsor with company/organisation logo on the rear of the two teams' tournament jerseys/singlets
- ✓ Second tier advertising partner on Great Britain tournament streams
- ✓ Company/organisation logo on Great Britain social media graphics
- ✓ Advertising opportunities at Great Britain events
- ✓ Access to Great Britain players during three pre-agreed periods for social media Q&As, podcasts, website articles, PR events and photo shoots
- ✓ Promotion via Try Tag Rugby social media
- ✓ Annual marketing opportunities with Try Tag Rugby's player community
- ✓ Opportunity to review and develop partnership following 2024 international season

#### SPONSOR PAIRINGS;

Women's Open & Women's U23s  
Men's Open & Men's U23s  
Mixed Open & Mixed Seniors  
Women's Seniors & Women's Masters  
Men's Seniors & Men's Masters

£2,500 + VAT PER YEAR

## GREAT BRITAIN SPONSORSHIP PACKAGES

### LOGO PLACEMENT

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## INTERNATIONAL REFEREE SPONSORSHIP PACKAGE

A sponsorship package is also available for our international referees

### REFEREE SPONSORSHIP

#### INTERNATIONAL REFEREE SPONSORSHIP PACKAGE

- ✓ Principal partner of the UK's international referees for 2024, including at this year's British & Irish Cup
- ✓ Primary kit sponsor with company/organisation logo on the front of all referees' tournament jerseys/singlets and the rear of all referees' tournament shorts/tights
- ✓ Second tier advertising partner on all Great Britain tournament streams
- ✓ Company/organisation logo on all TTR social media graphics relating to international referees
- ✓ Logo on the Try Tag Rugby website under official partners section
- ✓ Advertising opportunities at all Great Britain events
- ✓ Access to UK international referees year round for social media Q&As, podcasts, website articles, PR events and photo shoots
- ✓ Biannual marketing opportunities with Try Tag Rugby's player community
- ✓ Opportunity to review and develop partnership following 2024 international season

£2,500 + VAT PER YEAR






**GREAT BRITAIN  
TAG RUGBY**

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