

TRY TAG RUGBY

PARTNERSHIPS 2026

WELCOME TO TRY TAG RUGBY

Since our first league launched in London back in 2008, Try Tag Rugby has grown from a grassroots idea into one of the UK's fastest growing adult social sports communities.

What started as a passion project by two Australians seeking a better way to stay active and social has become a nationwide movement - fuelled by fun, friendship and the thrill of the game.

Today, with over 10,000 active players, 20,000+ matches played annually, and a footprint stretching across 15 regions in England and Scotland, Try Tag Rugby is redefining what sport means for adults. Whether you're a seasoned athlete or picking up a ball for the first time, we make it easy to get active, feel part of something bigger, and make your week better.

We're more than a league - we're a community. And now, we're inviting you to become a part of it.



ABOUT TRY TAG RUGBY

Try Tag Rugby is the leading provider of adult Tag Rugby leagues and events in the UK.

We offer a fun, inclusive, non-contact sport that combines the thrill of rugby with a strong community spirit.

Operating across 100+ venues nationwide, we run mixed, men's, and women's leagues throughout the year.

With over 900 teams competing weekly, our players are typically aged 18-35, working professionals who live active, social lifestyles.

TRY TAG RUGBY IMPACT



10,000+

active players annually



90,000+

People have played with us to date

15

Regional communities across
England & Scotland



Facebook: **10K** followers (plus local accounts)

Instagram: **6.5K** (plus local league accounts)

LinkedIn: **1,500+** followers

YouTube: **1.34K** subscribers / **427K+** views

TikTok: Growing presence

Streaming: Over 14.5K+

stream views for our Nationals tournament



20,000+

Matches per year

We're seeking partners who align with our core values:

- **Fun** – bringing energy and excitement to our leagues and events
- **Fitness** – promoting active lifestyles and wellbeing
- **Social** – enabling connection on and off the pitch
- **Inclusive** – creating welcoming spaces for all genders, backgrounds and abilities

WHY PARTNER WITH TRY TAG RUGBY

We work with brands that want more than just visibility - they want connection. Try Tag Rugby offers a powerful platform for partners to engage with a highly desirable, loyal, and socially active demographic.

Our audience is made up of active, sociable professionals who are passionate about fitness, wellbeing, and shared experiences. They value authenticity, community, and fun which is exactly what we deliver every week across the UK.

We can help you meet your customers where they already are - engaged, energised, and ready to discover something new.

FLAGSHIP EVENTS & TOURNAMENT SERIES

Our calendar is packed with high-energy, high-participation events that go far beyond the final whistle. Our events are where community, competition, and brand engagement come to life.

UK Tag Nationals Competition

The best Tag Rugby players from around the country represent one of 15 regions across different age and gender categories, sharing the goal of becoming national champions.

Corporate Challenge

Designed for team-building and brand visibility, this tournament attracts companies looking to energise their teams in a fun, inclusive environment.

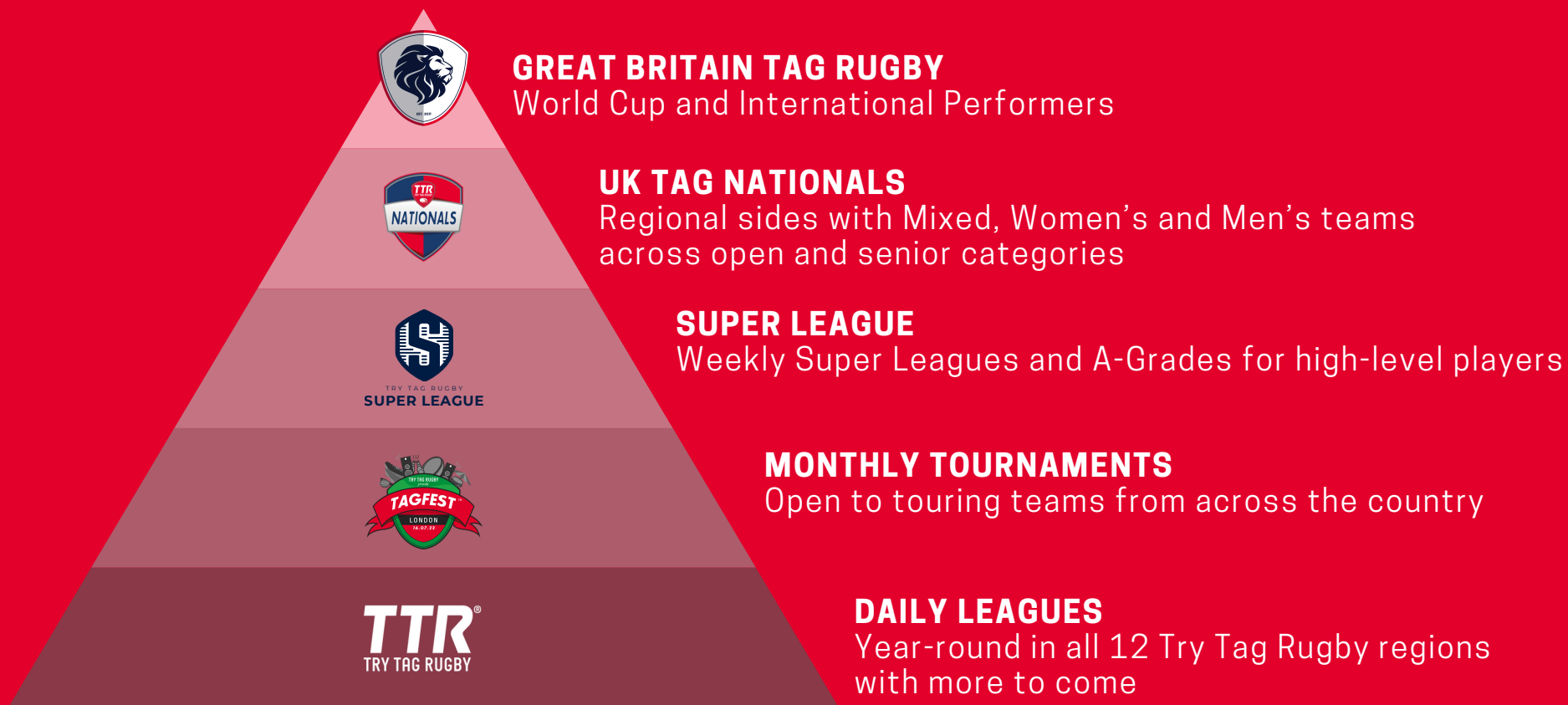
TagFest Summer Series and Tournaments

Our biggest and boldest tournaments, bringing together players from across the country. These events offer a unique mix of competitive sport and festival atmosphere - with food, music, and socialising as much a part of the day as the action on the pitch.

Women's Tournaments

Focused on growing the women's game and championing gender equity in sport, our dedicated women's events create inclusive, empowering spaces.

TAG RUGBY PERFORMANCE PATHWAY



TAGFEST & SOCIAL TOURNAMENTS

From spring through autumn, we host a series of one-day tournaments across the country, bringing together teams of all abilities for a lively day of tag rugby. With a strong focus on fun, inclusivity, and social connection, these events are a highlight of the season for many players.

Our flagship **TagFest** series attracts up to 1,500 participants per event from across the UK and Ireland, making it one of the largest gatherings of its kind.

Alongside our spring and autumn tournaments, we also deliver tailored events such as the Corporate Challenge and the Women's Tournament, each designed to engage specific communities and broaden participation.

For sponsors, these tournaments provide a unique opportunity to connect with a highly engaged audience of both players and spectators, all immersed in the energy and excitement of the game.

UK TAG NATIONALS

The UK Tag Nationals sees the best Tag Rugby players from around the country represent one of our regions across different age and gender categories, sharing the goal of becoming national champions.

Over 1000 players, coaches and managers are currently engaged with the UK Tag Nationals across five categories.

The UK Tag Nationals is the highest level domestic Tag tournament taking place in the UK and representing your region is second only in prestige to representing your country.

Nationals representation provides the best pathway into the Great Britain programme, enabling the best players to represent their country on the world stage.



Our Live Stream delivered over
14,500 views on Youtube

GREAT BRITAIN TAG RUGBY

Great Britain Tag Rugby selects the best Tag Rugby players from around the country to play in 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 programme continues to depend on volunteer coaches and managers with players covering their own costs for kit, training, transport, accommodation and tournament fees.

The Tag World Cup takes place every three years, most recently in 2023, Great Britain won one gold, two silver and three bronze medals with all eight teams finishing in the top four of their competition.

Since 2013 Great Britain competes against Ireland annually in the British & Irish Cup, and takes part in tours to South Africa and France.



Great Britain won one gold, two silver and three bronze medals at the 2023 ITF World Cup



TRY TAG RUGBY REFEREES

Supporting referees is great for your brand visibility as they are on the field for the entire game, meaning your brand gets consistent exposure throughout every match, both at daily leagues and tournaments.

Align your brand with the integrity and professionalism of referees, along with showing a commitment to grassroots sport.

Referees are often underappreciated, so supporting them can make your brand stand out positively.

15,000+
GAMES PER YEAR
NATIONWIDE

10,000+
LIVE STREAM VIEWS
BRITISH & IRISH CUP 2024

1500+
REGISTERED
REFEREES

25,000+
LIVE STREAM & REPLAY VIEWS
UK TAG NATIONALS 2024

AVE 12+
NEW REFS
WEEKLY

440,000
MINUTES REFEREED
PER YEAR

24
NATIONAL TOURNAMENTS
FROM 20-100 TEAMS



TRY TAG RUGBY TECHNICAL KIT

Try Tag Rugby produces a range of performance playing kit, training kit and equipment for teams.

Working directly with manufacturers, we can ensure products are sourced sustainably, are of the highest quality and delivered smoothly and efficiently.

Our in-house design team can create personalised items that meet International Tag Federation specifications.

Sponsor logos can also be featured on playing shirts for both national and international competitions, and Referee kits for local through to international appointments.

PARTNERSHIP OPPORTUNITIES

Our calendar is packed with high-energy, high-participation events that go far beyond the final whistle. Our events are where community, competition, and brand engagement come to life.

Brand level

- Access to customers nationally - a database of 90,000+ all time players.
- Bespoke plan of engagement with customers - created together and delivered together.
- Rights and assets will include;
- Logo in all digital areas
 - Access to our digital platforms: Email, Facebook, Instagram, TikTok, website
 - social media takeovers/ content co-creation/ sharing of information
 - integration into the League programme
 - branding/info/appropriate content/activation.
- Complimentary entry to activities

Event Level

- Primary tournament sponsor
- Access to attendees before/during/after the event.
- Right and assets will include;
 - Logo on event assets
 - Social media posts
 - Signage
 - Activation at event
- Complimentary entry to tournament

Local Level

- League sponsor
- Opportunities to activate with players online and in person