

· EST  2016 ·

# TAGGED

· #GETTAGGING ·



A **SOCIAL** PARTICIPATION  
OFFER FOR RUGBY LEAGUE

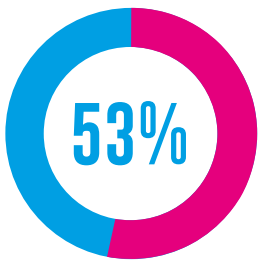
# INTRO TO TAGGED

## TAGGED IS THE NEW MIXED SOCIAL SPORT OFFER FOR HIGHER EDUCATION.

Tagged is a minimal contact version of mixed Tag Rugby League that can be delivered as either pitch up and play sessions or run as an intramural sports league with help from our dedicated league management software and support package.

Tagged is all about the social aspect of participating in sport and physical activity. It has been designed to engage both male and female students, with a focus on those who are not currently taking part in sport or physical activity on campus.

The rules are simple and easy to learn, so it's the perfect offer for engaging beginners.



**TAGGED IS TRULY A MIXED SPORT. IN YEAR ONE 53% OF PARTICIPANTS WERE FEMALE.**



# WHAT IS TAGGED?

TAGGED IS A FLEXIBLE OFFER AND CAN BE PLAYED INDOOR OR OUTDOOR.

TAGGED OFFERS WEEKLY STRUCTURED LEAGUE COMPETITION DESIGNED FOR TEAMS AND INDIVIDUALS TO ENTER AND PLAY LOCAL, REGULAR AND COMPETITIVE SOCIAL SPORT.

FEMALES KICK OFF TO START THE GAME

A FEMALE TRY IS WORTH DOUBLE POINTS WHICH ENCOURAGES INCLUSION.

TAGGED FEATURES AN INCENTIVISED REWARDS SCHEME FOR PLAYERS AND STUDENT VOLUNTEERS

TEAMS CONSIST OF 6 PLAYERS WITH A MINIMUM OF 2 FEMALES PER TEAM.

PLAYERS WEAR BESPOKE TAG SHORTS WITH VELCRO PADS ON BOTH HIP TO ATTACH TAGS. A TACKLE IS MADE ONCE A TAG IS REMOVED FROM A PLAYER AND THE GAME RESTARTS FROM WHERE THE TAG IS REMOVED.

TAGGED IS BUILT AROUND THE SOCIAL ASPECT OF SPORT. ACTIVATORS ARE TRAINED TO DELIVER AN ENGAGING OFF FIELD SOCIAL CALENDAR OF ACTIVITIES

AN EXCITING NEW MIXED SPORT PARTICIPATION OFFER DEVELOPED WITH REAL STUDENT INSIGHT



# TESTIMONIALS

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“DEFINITELY TRY IT, IT'S GREAT FUN AND YOU'LL GET HEALTHIER TOO!”



**OLIVER**  
UNIVERSITY OF CREATIVE ARTS

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“I LOVED IT! IT WAS A LOT EASIER TO LEARN THAN I THOUGHT.”

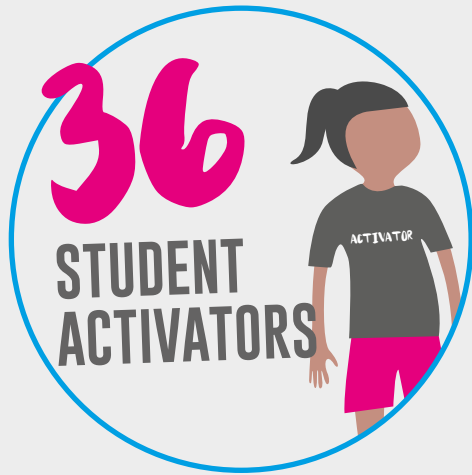


**ORLA**  
UNIVERSITY OF CHICHESTER

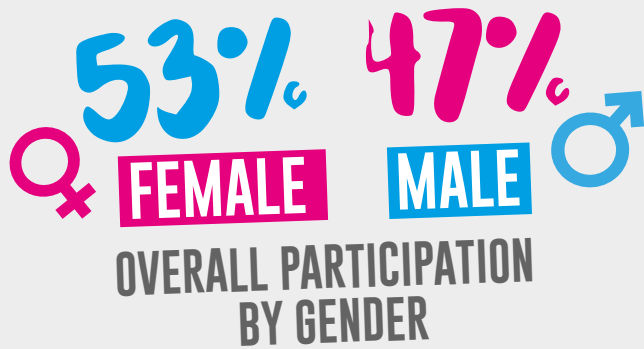
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## TAGGED STATS



**100%**  
OF PARTICIPANTS WOULD  
RECOMMEND TAGGED TO A FRIEND.



**12** PILOT  
PROJECTS

**78%**  
OF PARTICIPANTS ARE MORE  
PHYSICALLY ACTIVE BECAUSE  
OF TAGGED.

**648** PARTICIPANTS  
PLAYED IN  
YEAR ONE

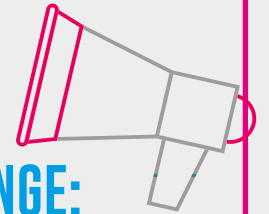


### TOP REASONS STUDENTS LOVE TAGGED:



1. It's fun
2. It's not competitive
3. Meeting new people
4. Playing with friends
5. The game

### TOP THINGS STUDENTS WOULD CHANGE:



1. More sessions
2. Longer sessions
3. Better facilities
4. Nothing
5. More people

# #THISBUCSGIRLCAN

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“ I USUALLY AVOID ANYTHING TO DO WITH **EXERCISE** BUT AT **TAGGED** I DON'T REALISE THAT I AM DOING IT. ”

-JESSICA

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“ THE PEOPLE WHO GET **INVOLVED** WITH TAGGED ARE LIKE ME SO I'M NOT INTIMIDATED. ”

-LORNA

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# THE OFFER

BE **1** OF ONLY **20**  
UNIVERSITIES TO PILOT  
THIS EXCITING **NEW OFFER**

AN EQUIPMENT PACK WORTH  
OVER **£1500**

TAILORED ACTIVATOR  
TRAINING  
FOR **UP TO 3**  
STUDENTS

FULLY BESPOKE  
**MARKETING SUPPORT**  
PACKAGE

**1** FREE  
TABLET TO  
MANAGE THE  
COMPETITION  
& SOCIAL  
MEDIA

A TOTAL PACKAGE WORTH OVER  
**£5000**

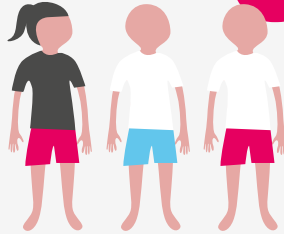
**FREE TRAINING**  
COURSES FOR MATCH  
OFFICIALS

INCLUDING

**40**



PAIRS OF **TAG SHORTS**  
FOR TASTER SESSIONS



**1-2-1**

DEDICATED SUPPORT  
FROM THE  
**PROJECT MANAGER**

AN **ONLINE SHOP**  
FOR STUDENTS TO ORDER  
BESPOKE KIT...

BESPOKE **MARKETING WORKSHOP** DELIVERED  
BY SOCIAL CHANGE UK FOR BRAND AMBASSADORS

**PAID** OPPORTUNITIES  
FOR STUDENTS TO  
WORK IN COMMUNITY  
COMPETITIONS  
WITH **TRY TAG RUGBY**

# STAFF TESTIMONIALS

## VANESSA SILVA, CLUBS AND SOCIETIES COORDINATOR - UNIVERSITY FOR THE CREATIVE ARTS, FARNHAM.

“Joining the Tagged Rugby project has been a wonderful adventure this year! We have had massive support from the LRLF which is important for us as we are a small and specialist university. It’s simple to take part and we get so much out of it. Students love the social, non-competitive side which has turned Tagged Rugby into one of our most popular sports. Definitely recommend getting on board with it!”

## HOLLY FURNISS, SPORTS COORDINATOR, READING UNIVERSITY.

“Tagged was easy to set up. The support we had from the LRLF was great and has meant we can provide another sport for people to try. All the help with the promotion and recruitment really made a difference. Having student ambassadors run it has been a beneficial experience for them and with the training they received, it meant they needed very little guidance in making the club a success. I am really glad we have been a part of the project, it has been well received by students and it will be great to see it continue to grow.”







# INTERESTED?

## REGISTER TO BECOME A YEAR TWO TAGGED PROJECT PARTNER.

To register your interest in becoming a Tagged delivering partner from September 2017 simply email the address below with the subject line:

**#GETTAGGING**

**EMAIL: [HELLO@TAGGED-RUGBY.CO.UK](mailto:HELLO@TAGGED-RUGBY.CO.UK)**

# GOT A QUESTION?

To discuss Tagged in more detail, please contact **James Szymik** on **07399414387** or email **[hello@tagged-rugby.co.uk](mailto:hello@tagged-rugby.co.uk)**

