

EventScotland™

IRB 7's World Series

Scotstoun Stadium, Glasgow

5th – 6th May 2012

Through the International Programme, EventScotland is supporting major, world class events which are raising the profile of Scotland's Perfect Stage around the world.



AMOUNT AWARDED
£100,000

ESTIMATED
ECONOMIC IMPACT
TO SCOTLAND (£M)

£1.3m

Scotland is the birthplace of Rugby 7's and in **2016** it will be an Olympic sport

NUMBER OF
SPECTATORS OVER

25k

MEDIA PROFILE

Glasgow and the Scotstoun campus were profiled in national written press and on TV as news features, as well as during the live SKY coverage. There were 235 press, internet and broadcast items and national media coverage contributed 37% to the total number of items. Live coverage appeared on Sky Sports and BBC Radio Scotland which totaled almost 30 hours of broadcast time.

“ This was the first year the event had been held in Glasgow and attendance was increased in line with a growth strategy towards Glasgow 2014, continuing to target the local audience in particular to encourage engagement with rugby before the 2014 Games. ”

IN PARTNERSHIP WITH SCOTTISH GOVERNMENT, GLASGOW LIFE AND SCOTTISH RUGBY



You can find more case studies of international events at www.eventscotland.org. For more information about the Games Legacy go to www.legacy2014.co.uk