

A group of young men, likely a sports team, are gathered around a large silver trophy with red ribbons. They are cheering and raising their arms in celebration. The background shows trees and a clear sky.

HOWDEN Rosslyn Park National Schools Sevens

Commercial Opportunities

Monday 23rd March - Friday 27th March 2026

e: izzy.lovell@rosslynpark.co.uk

Overview

The Howden Rosslyn Park National Schools Sevens is the world's oldest and largest schools' rugby tournament, offering an unparalleled experience to over **16,000 participants**. This prestigious event is a cornerstone in youth sports, showcasing the very best of school rugby and fostering a spirit of competition, excellence and inclusivity.



LARGEST

The tournament, held over 26 pitches, will see over 16,000 participants in 2026.



GROWTH

The tournament is committed to growing the game, focussing on female and state school participation

OLDEST

Beginning in 1939, The Howden Rosslyn Park National Schools Sevens is now in its 87th year.



LEGACY

The alumni is a who's who of UK and World Rugby, many of whom come back to support each year.



Our Participants

DIRECTLY ENGAGE WITH OVER 16,000 SCHOOL CHILDREN

11 individual competitions will feature throughout the week.

- U11 Mixed (35 teams)
- U13 Prep Schools Boys (65 teams)
- U13 Juniors Boys (115 teams)
- U14 Boys (240 teams)
- U14 Girls (48 teams)
- U16 Colts Boys (240 teams)
- U16 Girls (68 teams)
- U18 Girls (70 teams)
- U18 Girls ACE (10 teams)
- U18 Vase Boys (240 teams)
- U18 Cup Boys (60 teams)



2025 saw an 8.5% increase in female participation with 2,100 girls competing, compared to 1,936 in 2023. We will have over 2,500 female players in 2026.

2026 TOURNAMENT

> 16,000 PARTICIPANTS **1,191** TEAMS

> 10,000 SPECTATORS **5** DAYS

2,356 MATCHES **550** HOURS OF RUGBY

CHAMPIONING INCLUSIVITY IN SPORT

Road To Rosslyn

This initiative offers financial support for schools in need, it removes their entry fee, provides bespoke playing kit and further funding, ensuring that financial constraints do not limit access to the tournament.

Cost: £1,500 + VAT per team

Please enquire for more information on how you can support a school.

Showcase Village

Exhibiting at the Howden Rosslyn Park National Schools Sevens offers a unique opportunity for organisations to engage with a highly focused audience of young athletes, parents, and educators. With thousands of participants and spectators attending from across the UK and beyond, this prestigious event provides a platform to showcase products, services, or programmes to a dynamic and motivated demographic.

Exhibitors can enhance brand visibility, network with key decision-makers, and establish direct connections with future students, customers, or partners.

By aligning with the world's largest school rugby tournament, exhibitors demonstrate their support for youth sports, education, and community development.





Exhibitor Space

Marquee

All official exhibitor marquee rentals are pre-built, ready for use on arrival and include the following as standard:

- Power: 2 x 13A Socket
- Company Banner
- 1 x 6ft Trestle Table
- 2 x chairs
- Waterproof underlay and carpet

Size	Cost
3m x 6m	£2,750 + VAT
6m x 6m	£3,100 + VAT
9m x 6m	£3,500 + VAT

Space Only

Dedicated area of the tournament offering space to erect your own marquees and exhibiting space.

	Space	Cost
Daily	6m x 6m	£500 + VAT
Weekly	6m x 6m	£1,500 + VAT
	Larger	Please Enquire
	Power	£450 + VAT

The Digital Footprint

77 MILLION

Digital impressions across official tournament and partner channels

700K

Livestream views

580K

Website views





Tournament Advertising

Programme Advert

Be part of our official programme circulation of 3,500 copies.

Size	Cost
Half Page	£650 + VAT
Full Page	£850 + VAT



Livestream Advert

Feature your advert on the official Howden Rosslyn Park National Schools Sevens livestream.

Advert	Cost
20s advert shown daily	Please Enquire



Showcase Perimeter Board

Our pitch side boards are situated on two showcase pitches. Each pitch is livestreamed, resulting in excess of 700,000 views.

Size	Quantity	Cost
6m x 0.9m	1	£950 + VAT
6m x 0.9m	2	£1,500 + VAT

For more than two boards please enquire



HOWDEN Rosslyn Park
National Schools Sevens

The Howden Rosslyn Park National Schools Sevens is dedicated to being a leader in sporting events and promoting inclusivity within rugby.

We seek to collaborate with like-minded brands that share our vision and can contribute to enhancing the tournament experience even further.

For more information please contact:
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