



HOSTING A 7S TOURNAMENT IN SRL

GUIDE TO HOSTING A DOMESTIC 7S TOURNAMENT IN FINNISH RUGBY

macron



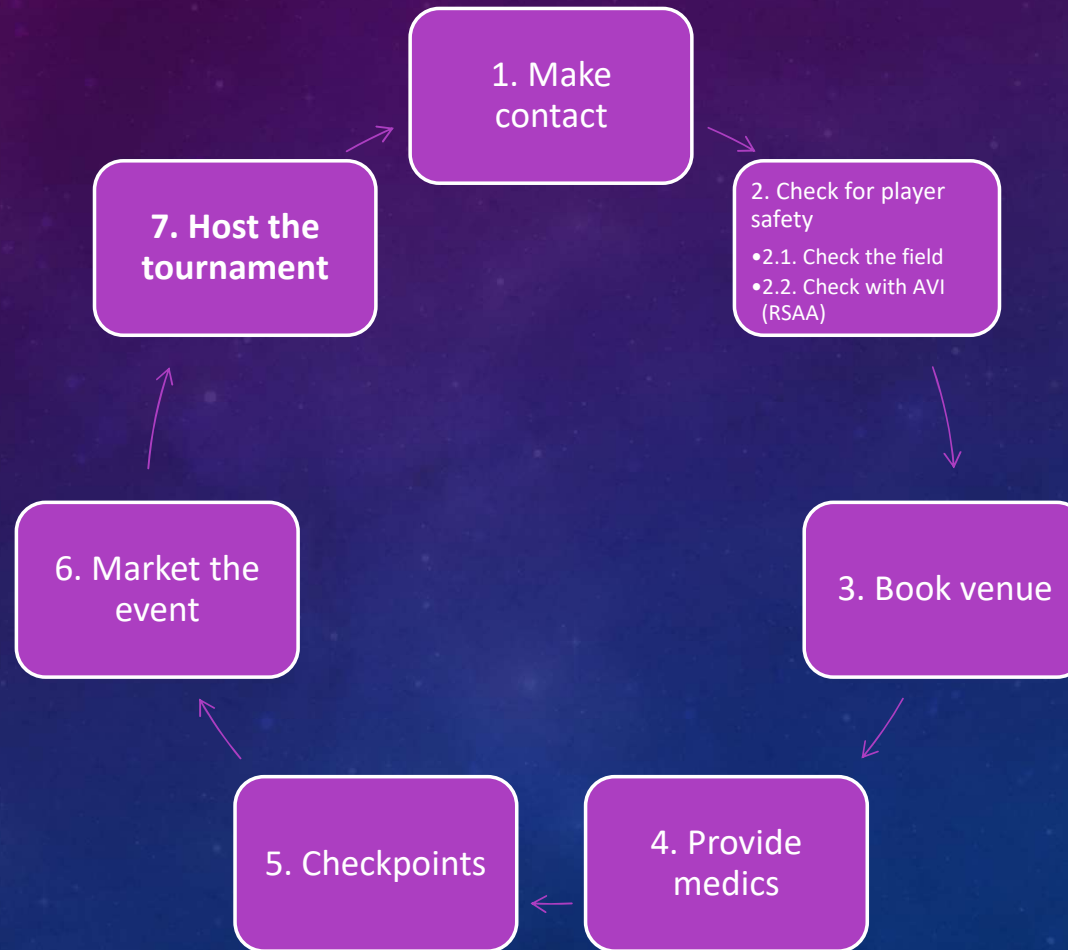


DEVELOPING FINNISH RUGBY

Thank you for your interest towards
growing the game in Finland!

- 7s rugby is identified by World Rugby as one of the key drivers for overall development
- It's simple to organise
- It's an opportunity to introduce local spectators and potential players to the sport

Hosting a tournament: 7 steps



1. MAKE CONTACT

- Contact the SRL info@finland.rugby and the Domestic 7s coordinators domesticmens7s@finland.rugby and domesticwomens7s@finland.rugby
- let us know of your interest to host a tournament

2.1. CHECK THE FIELD FOR PLAYER SAFETY

- **Player safety is our highest priority**
- The SRL is making its best effort to direct toward having World Rugby (WR) regulation 22 fulfilling astroturfs in Finland
- SRL's 7s competitions can only be held on grass fields or on FIFA star 2, FIFA Quality, FIFA Quality pro or WR standard level astroturf fields
- Seek the technical information of the proposed field and send it to SRL's Technical Director (technicaldirector@finland.rugby or +358 (0)40 174 0174) and the domestic 7s coordinators
- If the field seems like a viable option based on pre-evaluation, the SRL will look into getting the field tested (especially for HIA) by a WR Accredited Testing Institute (ATI) in collaboration with the owners of the field

2.2. CHECK THE CURRENT GUIDELINES AND RESTRICTIONS FROM AVI (RSAA)

- Aluehallintovirastot (AVI, or Regional State Administrative Agencies) provide guidelines for safe practices of hosting events and / or tournaments
 - Read them through and make sure the tournament can be held safely and according to the guidelines
- Contact the city / municipality for help of interpreting the restrictions

3. BOOK THE VENUE

- A. Check the dates for which the tournament can be booked through the domestic 7s coordinators
- B. Check how much time is needed to host the agreed tournament
- C. Check the price of the field and communicate it through to the domestic 7s coordinators
- D. Check the needed amount of locker rooms
- Make the booking

4. PROVIDE SUFFICIENT AMOUNT OF MEDICS

- If SRL doesn't supply details of medics through partnerships
 - Contact your local SPR and ask for a quote
 - Requirements:
 - Basic level readiness, prepared and ready in case of Head Injuries
 - Official health professional is required
 - Number of players vary between 40 – 120 (domestic 7s coordinator knows the ballpark of each tournament)
 - Refer to the domestic 7s coordinators before accepting the quote

5. GO THROUGH THE CHECKPOINTS

- Which competition(s) will be played at your event?
- Is your booking confirmed by the field owner and the domestic 7s coordinator?
- Are there any restrictions by AVI or local authorities?
 - Can you still host the tournament?
- Have you received confirmation of sufficient medics?
- Ask for Match Officials from FRRA (frra@finland.rugby) and CC the domestic 7s coordinators in the email
- Are you looking to make the event larger (+200 spectators)?
 - Create a spectator safety plan and recruit sufficient community service officers (järjestyksenvalvoja)
 - Insurance and music properties are provided by the Olympic committee (only for SRL events)
 - Make a notification to the local authorities (city / municipality and police)
- Write an invitation (See appendix 1) and send it to all the wished participants
- Create the event in Clueee and send invitation to all members of SRL
- Inform SUEK (antidoping@suek.fi) of your event
- Check with the domestic 7s coordinators if there are any sponsor / partnership obligations regarding the event
- Get the schedule and pool information from the domestic 7s coordinators

6. MARKET THE EVENT

- Make a plan for marketing and promoting the event:
 - Who do you want to reach (target audience member)? How many people you want to reach (target audience)? What are the platforms to get the wanted attention? What kind of content (or ads) should be created for those platforms? When will you start the marketing and how often do you want to post? Who will create the content/or ad, who will post it, on what platform and when?
 - Collect data of your reach and reaching potential (clicks, views, reacts, separate feedback)
 - Use that data to amp and modify your strategy continuously
 - The internet is full of free “how to market” and “marketing 101”s, many of them being not bad at all
 - Also if there is knowledge on marketing within your club, please utilise it 😊
- Look for sponsors and partners
 - Who would benefit from collaborating with your tournament event? What products does your event produce that are valuable to possible partners? Can the event deepen your relationship with an existing partner?

7. HOST THE TOURNAMENT

- Have a contact person at the event and ready to help around
- Provide cones (25 is enough), balls (4 match balls), a working ball pump, a table for team sheets, tournament info and points tables, a chair or bench for potential yellow carded players
- Print out: empty team sheets, tournament info, tournament schedule, banners for locker rooms including team names (when applicable)
- Get hold of a venue contact person's phone number
- Welcome and assist the medics to set up what ever they need
- Have a meeting with the team managers and match officials at least 30 minutes before the first game to provide any necessary information to the teams
- If there are not enough MO's – ask for possible touch judges from your own club / other clubs
- After the competition: present the trophies to the teams
- Ask for feedback from the participants after hosting
- Invoice SRL for the medic, booking and MO costs

7. +

- Anything else would be extra, and extra is always welcome. Here are some suggestions:
 - Stream the event (finals will be streamed in collaboration with SRL)
 - Have commentators available (live and stream)
 - Set up a kiosk for food and beverages (opportunity to sell your own team merch as well and get some revenue)
 - Play music between games and when teams are scoring tries
 - Present opportunities to try throwing a rugby ball and tackle a pad (or tube) for the spectators
 - Organise mini games (touch rugby) for juniors
 - Have a process ready for reaching out to the new made contacts
 - Have trophies made for your specific event (i.e. “Winner of Lahti 7s 2022”)

ADDITIONAL NOTES

- Hosting a single event is possible, however it is hoped that clubs would instead see the opportunity to become a regular host
 - Building an event culture is paramount for the success of 7s rugby
 - The competitions need proper foundations to develop
 - Hosting annual events is the way to establish this
 - Regular hosting will increase local visibility of rugby -> increase in value as well as in participation

Hopefully we can use these tournaments to grow the sport locally and nationally!

IMPORTANT CONTACTS

- General information – Suomen Rugbyliitto: info@finland.rugby, +358 (0)40 174 0174 (Technical Director)
- Men's domestic 7s coordinator: Jaakko Kanninen, domesticmens7s@finland.rugby
- Women's domestic 7s coordinator: Kati Miettinen, domesticwomens7s@finland.rugby
- Finnish Rugby Referees Association: Stephen Whittaker, frfa@finland.rugby
- Antidoping Testing: Janne Väre, antidoping@suek.fi
- Club contacts: clubs@finland.rugby



USEFUL LINKS

- SRL Important documents: <https://www.finland.rugby/page/important-documents-87921>
 - Regulations, RTP protocols, Antidoping testing manuals, teams sheets, World Rugby regulation 22 appendix 2
- Regional State Administrative Agency (Aluehallintovirasto): <https://avi.fi/etusivu>
 - Restrictions and guidelines
- Police: <https://poliisi.fi/yleisotilaisuudet>
 - Notification of public events (when hosting events which have +200 spectators)
- Spectator safety: <https://pelastuslaitokset.fi/julkaisu/pelastussuunnitelmapohja>
 - Safety plan model (when hosting events which have +200 spectators)
- Officially certified and tested FIFA fields in Finland: <https://www.fifa.com/technical/football-technology/resource-hub?QualityProgram=2dyEhBLr3R7qJOJtJysyGi&Category=4tRGtRgphzJb8fXjxCUTp9&Country=Finland>
 - Not having the field here, doesn't mean its quality couldn't be tested and evaluated

APPENDIX 1 - INVITATION

- The invitation should include:
 - Name, venue (name and address), competition and date/time of tournament
 - Parking info for cars and busses
 - Locker room & showers (and sorting items) related info
 - Info of a possible kiosk/café, a store nearby etc.
 - Info of warm up space
 - Tournament schedule, empty team sheets and WR regulation 22 appendix 2 (injury notice) as attachments
 - For Women's 7s: ask teams to return trophies