



**WORLD  
RUGBY™**



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**Impact Beyond  
Rio 2016**



# Impact Beyond

The Impact Beyond Programme runs alongside all major rugby events to maximise participation.

In order to ensure a lasting legacy following the return of rugby to the Olympic Games, the Impact Beyond Rio 2016 programme included four strands:

- A launch event and the implementation of Get Into Rugby in Rio de Janeiro
- The rugby 'Experience The Games' fan zone
- A global Initiative of activities around the World



# Launch Event

Goal posts were installed on Copacabana Beach in June 2015 in presence of World Rugby, the Confederação Brasileira de Rugby and Brazil national teams players.

Following the launch, the first rugby festival was held in the Instituto Bola Frente of Deodoro, the same complex where the Olympics Games Sevens Competition took place.



# Get Into Rugby Rio 2016

Get Into Rugby was launched in Rio de Janeiro in March 2015.

The Get Into Rugby programme is part of the World Rugby strategy to grow the game globally in partnership with our Regional Associations and Unions. Get Into Rugby encourages players of all ages to Try, Play and Stay in rugby in a safe environment, as well as training coaches and young referees to promote the values of the game.

**GET INTO  
RUGBY**



Run in collaboration with:



SECRETARIA DE  
TURISMO, ESPORTE E LAZER



dedicated  
full-time  
development  
officers



115,000+  
students play  
rugby at school



Over  
175,000  
players, coaches  
and teachers,  
young referees  
and fans engaged



coaches  
and teachers  
through 42  
workshops



400  
workshops  
delivered for  
23,550 youths



60  
Young Referees



450  
schools and  
clubs part of  
the programme



10  
Olympic Villages  
part of the  
programme



46 festivals  
attended by  
12,000  
participants

# ‘Experience The Games’ Fan Zone

Get Into Rugby branded 350m<sup>2</sup> space right at the entrance of the Deodoro Olympic Park

- Open for 6 days, 10 hours per day
- Attended by World Rugby Chairman Bill Beaumont and IOC members
- 15 trained coaches in attendance
- Inflatable pitch for adults touch rugby games
- Inflatable posts for kicking and throwing contests
- Tackle bags and mats for tackling workshops
- Tag rugby clinics and mini-games for kids
- Accessories for photos and social media promotion (rugby boards and frames, Olympic mascots, official rugby ball)



1,750+

local children, coaches and teachers invited to attend a session of the Olympic rugby tournament

#FutureFans project

3,500+ give-aways

**Kids' range:**

- Mini-balls,
- Get Into Rugby Caps
- Squeeze Bottles
- Drawstring Bags and Pins

**Adults' range:**

- World Rugby Pins
- Keyrings and Pens,
- Get Into Rugby Polos and Hoodies

# Impact Beyond Rio 2016



## Mexico

Rugby and Olympics 'Fun Facts' social medias campaign



## Tunisia

Cleaning operation on the beach followed by a beach rugby tournament



## Chile

'Light the Olympic Torch' ceremonies in clubs and schools



## Hungary

Introduction to rugby for athletes from other sports

85 unions

6 regional associations



## Fiji

Girls' and Women's Rugby promotional campaign



## India

Tournaments held to mark the Olympics count down milestones

over 200 events

over 60,000 participants

Unions around the world were encouraged to organise related activities to coincide with Rio 2016 to promote the game and attract new players and fans.

85 unions supported by the six Regional Associations organised over 200 events attended by more than 60,000 participants.