



Case Study - Sports Event

Bournemouth International Rugby 7s Championship

Creating a new high profile public sports event from scratch is not for the faint hearted, so we were flattered to be asked by organisers Diamond Sports Events to add some "bling" to help ensure the success of the 2008 Bournemouth 7s International Rugby Festival in it's inaugural year.



Having come highly recommended, Splash and Tickle immediately appealed to the organisers who were looking to provide some innovative hospitality for sponsors, players and public alike. The tournament, which plays host to 20,000 visitors and 250 participating teams, strikes the perfect balance between top class sport, family fun and live entertainment, hence its broad appeal.

A decked VIP hot tub area with changing facilities and Champagne bar formed an inviting addition to the corporate hospitality marquee overlooking the main competition area, making for the ultimate pitch side viewing experience!. Sessions were rotated between different user groups. Pre and post match relaxation sessions for players then made way for the public during the games. Promotional competitions leading up to and during the event meant that fans could win a private hot tub session and photo opportunity with the winning team.

The hot tubs weren't overlooked for the Event closing party either!

This ability to be flexible on when, how and by whom the facility was used during the course of the event meant that sponsors and organisers alike were able to gain maximum bang for their buck!



"Splash & Tickle are a very professional outfit and they were a real asset to the Bournemouth Sevens international rugby/music festival. The rugby players and spectators made full use of the Jacuzzi whilst sipping champagne and watching top class sport - We will definitely have you back next year, thanks for your hard work."

(Sophie Christy/Diamond Sports Events National Events Manager)

Please contact us to discuss how we can integrate a Splash and Tickle Spa to benefit your event.

