



How to Maximise Your Venue for 2026 Sporting Events

A Guide to Sporting Hospitality Layout,
Furniture & Engagement

eCLIPse
— FURNITURE —

How to Maximise Your Venue for 2026 Sporting Events

Score big this year:
Why you need
to gear up for
seasonal sport



From football to Formula 1, rugby to racing, 2026 is a year packed with spectacular sporting events that could be a game-changer for your business. **But are you ready to capitalise on this golden opportunity?**

Simply showing the coverage isn't enough. At Eclipse Furniture, we understand that creating the right atmosphere with perfectly chosen commercial furniture is crucial in attracting and retaining sports-loving customers. As the fixture calendar heats up, your venue needs to be more than just a place to grab a pint. It needs to be the ultimate destination for fans to soak up the action, celebrate victories, and commiserate over near misses.

Invest Once, Benefit All Year

Beyond the immediate opportunity of 2026's sporting calendar, investing in commercial-grade furniture secures long-term profitability. Unlike budget options, high-quality pieces withstand heavy use and offer a much stronger return on investment over time.

- **Durability:** Unlike products designed for domestic environments, commercial furniture withstands heavy use and enthusiastic celebrations.
- **Versatility:** Modular layouts allow you to transition from a high-energy 'fan zone' to a formal restaurant setting in a matter of minutes.
- **Customer Retention:** Comfortable, ergonomic seating keeps guests in their seats for the full game and through post-match celebrations.

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2026's Sporting Event Calendar



Date	Event
5 February - 14 March	Six Nations Rugby
6 February - 22 February	Olympic Winter Games
8 February	Super Bowl LXI
10 March - 13 March	Cheltenham Festival
11 April	The Grand National
16 May	FA Cup Final
30 May	Champions League Final
11 June - 19 July	FIFA World Cup
29 June - 12 July	Wimbledon
23 July - 2 August	Commonwealth Games
2 July - 5 July	British Grand Prix (Silverstone)
6 November - 29 November	Nations Championship Rugby

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Indoor Strategy: The 'Stadium Seating' Approach



To capture the crowd, it's important to prioritise a perfect line-of-sight for every guest.

- **Layer your heights:** To ensure that every guest has a clear view of the screen, use a 'stadium seating' approach. Place low tables and chairs closest to the screens, with mid-height tables behind them, and high poseur tables with bar stools at the back.
- **Eliminate wobbles:** There's nothing worse than wobbly tables when you're trying to cheer on your favourite team. Use self-stabilising FLAT Table Bases to ensure no pints are spilled when the whistle blows.
- **Maximise flexibility:** Match days can be unpredictable. Choose lightweight, stackable chairs and square tables that can be easily pushed together for large groups.



PRO TIP

The most successful venues are those that can transform rapidly. A modular layout is key to moving from a high dwell 'viewing zone' back to a standard service model. Invest in furniture that is lightweight and stackable to make the transition seamless.

Are you prepared?

- Can every seat in your venue see the main screen clearly?
- Do you have a mix of dining furniture for pre-game meals and bar stools for 'just a pint' fans?
- Is your furniture 'match day' ready - is it durable enough for spilled drinks and celebrations?

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Outdoor Strategy: Optimising the 'Fan Zone'



The British public love to sit outside as soon as the weather allows, so make sure that your outdoor furniture is up to scratch and you've got enough seating for everyone.

- **Materials matter:** Wooden furniture stays warm to the touch, while polypropylene is UV-resistant, and can be wiped dry seconds after a rain shower.
- **Shelter and heat:** Use 'jumbrellas' (large commercial parasols) with optional infrared heaters, lighting and sound systems to increase capacity during cooler months.
- **Stability:** Use heavy-weight table bases, like Bison or Anzio, to prevent tables from being knocked over in high-energy crowds. Pair these with UV-resistant Extrema tops that won't fade under the glare of summer sun or be damaged by outdoor heaters.
- **Low maintenance:** Polypropylene chairs from Siesta are stylish yet tough and durable. All they need is a quick wipe down to keep them looking as good as new, plus they're stackable, meaning they're easy to move and store.



PRO TIP

You can customise any of our Siesta polypropylene furniture. With options including matching the products to your exact brand RAL colour or adding your logo or badge to chairs or tables, you can elevate your space and create an area that's not only functional - but unmistakably yours. Get in touch to find out more about how to customise Siesta furniture.

Siesta
exclusive

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Outdoor Strategy: Optimising the 'Fan Zone'



PRO TIP

Don't view buying outdoor furniture as single-event purchases. Investing in high-quality commercial chairs and tables designed for outside use means that they will last during the World Cup and beyond. Ergonomic seating will keep guests comfortable, leading to increased dwell time and higher spend per head.

Are you prepared?

- Is your outdoor furniture UV-resistant to prevent fading in the summer sun?
- Do you have enough stackable seating that can be quickly moved and easily stored?
- Have you considered infrared lighting and heating to keep fans outside after sunset?



How to Maximise Your Venue for 2026 Sporting Events

Top Commercial Furniture for Sporting Events



Our premier indoor furniture picks:

We've selected these pieces for their ability to handle high-traffic match days while maintaining a professional dining atmosphere...



The Tavо Collection

Durable chairs and stools for creating 'stadium seating' layouts.



Sheldon Bar Stools

Perfect for high-density viewing areas as they take up less room.



FLAT Table Bases

Eliminate wobbly tables and spilt pints during celebrations.

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Top Commercial Furniture for Sporting Events



Our award-worthy outdoor furniture picks:

Designed to be weather-resistant and east to maintain, these picks ensure your outdoor space remains profitable whatever the weather...



The Air Collection

UV-resistant, can be wipe dry in seconds, and are stackable for easy storage.



The Alaska Collection

Sturdy, classic wooden furniture that stays warm to the touch.



Jumbrellas

Commercial-grade parasols covering up to 38m² with optional lighting and heating.

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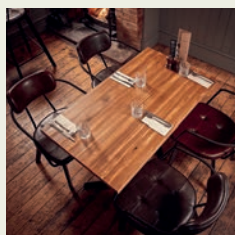
The Countdown to Kick-Off: Timing your Order



Timeline	Action
3-4 Months Out	Strategic Planning: Audit your current capacity to decide what furniture you need. Order 'jumbrellas' or custom furniture with longer lead-times to ensure delivery before major sporting events.
1-2 Months Out	The 'Top Up': Order stackable chairs, like the Siesta range, and replacement table tops to maximise every square inch of floor space.
Last Minute	Pre-Match Check: Is all your furniture match ready? If you need last minute replacements or a few extra chairs, we've always got plenty of in-stock products ready for next-day delivery.



Indoor Seating



Indoor Tables



Outdoor Seating



Outdoor Tables



Parasols &
Jumbrellas

Don't miss the kick-off!

Now is the time to ensure your venue is fully equipped to make the most of this amazing year of sport! Contact us on **01452 336 520** or email sales@eclipsefurniture.co.uk for a complimentary consultation and let us help you choose the winning furniture line-up for your business.

Need some help?

For more information on any of our products, layout planning or volume pricing, please get in touch with our friendly team.

Email: sales@eclipsefurniture.co.uk

Phone: 01452 336520

Live Chat: Available weekdays 8am - 5pm

Website: eclipsefurniture.co.uk

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