



IFSC EVENT PORTFOLIO 2025/2028

BID GUIDE



INTERNATIONAL FEDERATION
OF SPORT CLIMBING



00

Interested parties across cities, regions and National Federations with an eye on hosting the world's greatest climbing event can signal their interest in hosting IFSC events for the 2025 – 2028 cycle through the steps outlined within this guide

The IFSC can provide an event that fits any event strategy aim and objective.

Indoors, outdoors, speed, lead, boulder and paraclimbing: the IFSC offers an exciting portfolio of climbing events including annual World and Para World Cups and Youth World Championships, to the biannual headline of the IFSC World and Para World Championships.

The IFSC World Championships also stands as the major Olympic Qualifier for each Olympic discipline, driving global participation all our events attract the World's best athletes in attendance.

IFSC will accept bids, and combinations of bids for World Cup events (per discipline), World and Youth Championships as well as the Paraclimbing event bids.

IFSC is excited to extend consultation with organisers on the potential for multi year agreements and the opportunity for progressive staging of IFSC premier events throughout the quadrennial reflecting the Olympic cycle to Los Angeles and beyond.



01

WHAT ARE THE BENEFITS OF HOSTING AN IFSC EVENT?

The successful delivery of an IFSC Event is achieved by the teamwork of a sport event family. Once selected as host, a Local Organising Committee (LOC; incorporating but not limited to National Federation (NF), Host City, Event Presentation entity) will plan the event in collaboration with the IFSC and ensure it is showcased to reach maximum impact.

The main benefits that can be attributed to hosting an event include:



The IFSC Event will bring awareness to the host city and country. This will raise the profile of the host resort to a global audience as both a tourist destination and as a premier destination for large sporting events.



Staging a Climbing competition is a unique and privileged opportunity to create a sporting event that will generate civic pride and inspire participation in Sport Climbing as a continued legacy.



The IFSC Event will help bring economic benefits to the host – before, during and after the event. A surge in athletes, media and spectators will bring with it attendee spending, sponsorship activation and government investment in the short and long term.



After the IFSC Event has ended there is the potential to bid for further sporting events aided by the success of hosting a global event. The host venue will be boosted in the eyes of a global audience for tourism and as an attractive option for future trade and investment.

IFSC EVENTS MEDIA AND COMMERCIAL RIGHTS

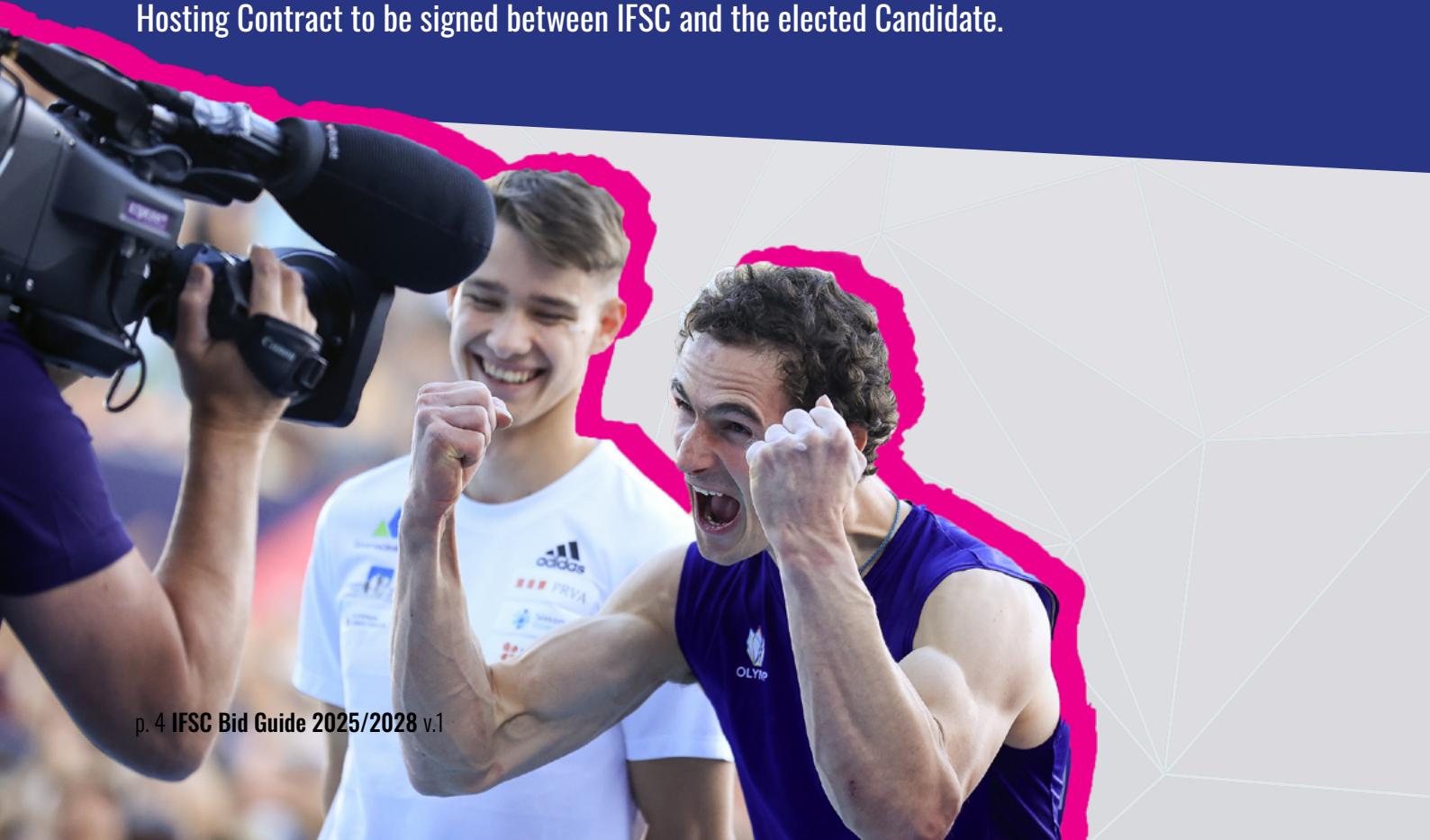
The International Federation of Sport Climbing (IFSC) is the owner of all commercial and media rights for the IFSC Events. These rights are exploited in order to generate funds to help the competition and support the Local Organising Authority. IFSC will provide additional detail on the sponsorship rights categories as the bidding process progresses.

The Media Rights include the audio-visual broadcast and exploitation rights including all forms of television, internet and mobile devices for the event and normally are managed by the IFSC and its assignees, such as agencies or organizations, for their exploitation.

The distribution strategy will be determined by the Media Rights partner in consultation with the IFSC.

The IFSC social media accounts will be integrated into the event strategy, in order to reach the largest number of fans. IFSC will seek a partner agency or organization to exploit the commercial and sponsorship rights.

Full details of the Local Organising Committee's rights and obligations will be provided in the Hosting Contract to be signed between IFSC and the elected Candidate.





03

IFSC COMMUNICATION STRATEGY

The IFSC Events offer a unique opportunity to communicate extensively about the sport and the host city. Communication activities feature a combination of both traditional and digital media elements.

The Local Organising Committee and IFSC are able to complement the messaging and ensure that the sport values are strategically incorporated.

The Local Organising Committee is encouraged to design an approach that fits its needs best, given the resources available.

IFSC MEDIA CHANNELS



FOLLOWERS:
184,000

IMPRESSIONS IN 2023: 38,000,000

FOLLOWERS:
40,200

IMPRESSIONS IN 2023: 10,000,000

ENGAGEMENT RATE: 3.8%



FOLLOWERS:
251,000

IMPRESSIONS IN 2023: 65,000,000

ENGAGEMENT RATE: 2.7%



FOLLOWERS:
308,000

IMPRESSIONS IN 2023: 180,000,000

2023 WATCH TIME: 5,500,000 HRS

04



IFSC EVENTS IMPRESSIONS



13.1m
Total Viewers



57
Markets Globally



21,1m
Total Reach



2m
Viewers



800k
Viewers



5,6m
Viewers



8.4m



2.1m



523k



374k



370k



566k

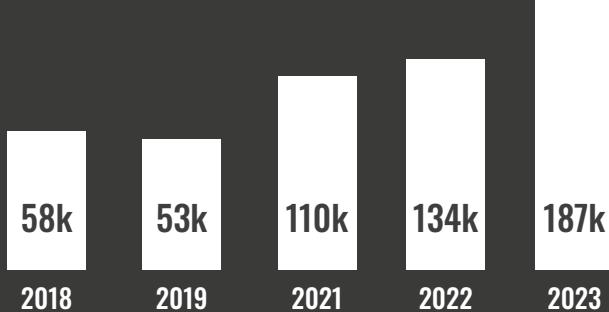
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IFSC PARA CLIMBING GROWTH



Youtube Viewers



Record Number

167
athletes



+150
medals



Inclusion in the
2028 Olympic Games





IFSC WORLD CUPS



HIGH VISIBILITY IN
THE CITY

MIX CITY/NATURE



URBAN **GLOBAL**
ICONIC LOCATIONS
SERIES
SUSTAINABLE **MODULAR**



IFSC YOUTH WORLD CHAMPIONSHIPS



RISING STARS

HIGH PARTICIPATION



YOUNG FUTURE DEVELOPMENT ANNUAL LONG DURATION FESTIVAL



07

IFSC WORLD CHAMPIONSHIPS



TOP TIER EVENT

MULTI-DISCIPLINE



WORLD WIDE
SOCIAL
BEST ATHLETES
FOCUS
CITY EXPOSURE
SPONSORS



08

SEE YOU AT THE NEXT IFSC EVENTS!

Climbing is a unique and captivating sport, showcasing high-performance athleticism in combination with its connection to an attractive and accessible lifestyle activity, an event that truly fits into the heart of any vibrant city.

Putting the spotlight on a city or region and boosting the local economy, you can expect an IFSC event to maximise national and international audience engagement while mobilising local support through cross-sector engagement under the lens of sustainability and impact.



Piero Rebaudengo
IFSC General Director





09

IFSC CONTACT



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