

**CONTINENTAL EVENTS
MEDIA & MARKETING RIGHTS GUIDELINES
2026 SEASON**

This document lists all the principles that guide Continental Events organised by the World Climbing and World Climbing Councils. It integrates the single agreements signed with LOCs.

1. Media Rights

- 1.1. All media rights of the event belong to World Climbing, which can decide through the single event agreement to authorise the media coverage of the specific event.
- 1.2. All the production files belong to World Climbing, which can use or sell any related rights.
- 1.3. World Climbing encourage the media production of the event, which shall be available to be streamed by the specific World Climbing continental YouTube channel.
- 1.4. To partially or totally cover the cost of the TV production, the LOC can discuss deals with local broadcasters. The signals of those channels should always be domestic (national level), and if digitally streamed, should be geoblocked to the relevant national territory.
- 1.5. The deal with any broadcaster will be signed by World Climbing, which is the owner of the media rights. World Climbing will invoice the broadcaster, then pay back the LOC after receiving a relative invoice.

2. Marketing Rights

- 2.1. World Climbing can set its partners' brand visibility at the event. This possibility will be communicated in advance to the LOC.
- 2.2. The LOC can deal all marketing rights of the event.
- 2.3. The LOC will have to send the list of partners to World Climbing office in due time. World Climbing will have to approve the deal, reserving the right not to accept proposals that are not in line with its principles or that conflict with its sponsors' products.
- 2.4. All marketing materials must comply with approved World Climbing brand guidelines.
- 2.5. The LOC must obtain written approval from World Climbing before entering any multi-year marketing, sponsorship, or commercial agreements related to the event. Agreements made without such approval are not valid.