



# IFSC WORLD CUP PARACLIMBING WORLD CUP SERIES 2024

APPLICATION GUIDE



INTERNATIONAL FEDERATION  
OF SPORT CLIMBING



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“Since its first appearance on the calendar in 1989, the IFSC World Cup Series has grown from strength to strength and remains the premier event throughout the year for international competition on the elite stage.

As we move ever closer to our second Olympic Games and just around the corner a new Olympic Quadrennial IFSC’s vision continues to mature, seeking compact, integrated venues through event management partnerships that include all administration, field of play, press centre, broadcast facilities, event village, hospitality space, partner activations and spectator facilities.

Excellence in Para Climbing continues to soar and this should be reflected across the development and expansion of our title events. The ability of a local organising committee to stage exciting and inclusive Para events remains a key strategic objective. IFSC remains flexible in its consideration on standalone series editions or events as part of the management alongside an open event. The Para Climbing World Cup journey is an integral part of our journey towards Los Angeles and Brisbane.

The centrality, recognisability, and size of a venue as well as the plan for communications and logistics are vital and should therefore include the opportunity for collaboration with city authorities.

Venues (indoor or outdoor) should meet the sports criteria set out within this bidding guide while attracting spectators in a location that is already existing as a visitor destination with good footfall.

Organisers and venues should be committed to running a sustainable and impactful event which provides a lasting legacy to the sport of climbing and within its region.

**In 2024 IFSC will accept applications for a maximum of five (5) World Cup events per discipline for 2024 only. Para Climbing event applications are strongly encouraged and will be reviewed in relation to the overall event calendar, for para teams and athletes and with specificity to requirements.**

2024 also provides opportunity for extended consultation with organisers on the potential for future agreements for the 2025 – 2028 competition cycle and their scope.

Future agreements and event scheduling will be in line with an event calendar reflecting an International and Olympic cycle. Within a cycle this will include venue/host rotation, regional spacing and proximity, peak and pinnacle event billing and with reference to multi-sport and qualification events.”



Maddie Dunn  
IFSC Sport Director



# WHAT ARE THE BENEFITS OF HOSTING AN IFSC WORLD CUP?

The successful delivery of an IFSC World Cup 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 the World Cup include:



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



Staging the IFSC World Cup 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 World Cup 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 World Cup has ended there is the potential to bid for further sporting events aided by the success of hosting of 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 WORLD CUP MEDIA AND COMMERCIAL RIGHTS

The International Federation of Sport Climbing (IFSC) is the owner of all commercial and media rights for the IFSC World Cup. These rights are exploited in order to generate funds to help the Event 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.







## IFSC COMMUNICATION STRATEGY

The IFSC World Cup Series 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



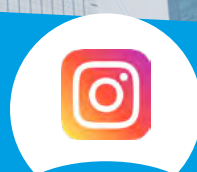
FOLLOWERS:  
**110,000**

IMPRESSIONS IN 2022: 157,000,000  
ENGAGEMENT RATE: 4.5%



FOLLOWERS:  
**37,000**

IMPRESSIONS IN 2022: 5,300,000  
ENGAGEMENT RATE: 3.0%



FOLLOWERS:  
**215,000**

IMPRESSIONS IN 2022: 37,000,000  
ENGAGEMENT RATE: 4.0%



FOLLOWERS:  
**260,000**

IMPRESSIONS IN 2022: 240,000,000  
2022 WATCH TIME: 4,500,000 HRS



# IFSC EVENTS IMPRESSIONS



**4.5m**

Total Viewers



**56**

Markets Globally



**30m**

Total Reach



**1.7 m**

Viewers



**1 m**

Viewers



**0.5 m**

Viewers



**2.1 m**



**0.7 m**



**0.5 m**



**0.4 m**



**0.4 m**



**0.3 m**

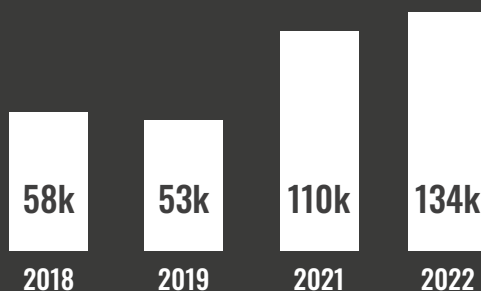




# IFSC PARACLIMBING GROWTH



Youtube Viewers



Record Number

167 athletes



Total events per year





# VENUE REQUIREMENTS

## **Competition Facility (indoor/outdoor venue) with a minimum 2000 spectators capacity**

*Field of Play (FOP) and Back of House (BOH) space as per the sport technical and specific para climbing requirements set out in the \*Event Organisers Handbook (\*evolving in 2023 Q4 to the IFSC World Cup Series Event Manual)*

### **Ability to secure the following:**

- Adequate space for Merchandise, sponsor booths and activations
- VIP Lounge to accommodate a minimum of 150 people
- Meet the IFSC requirements in terms of Sport Presentation and Broadcasting Production, as per the minimum requirements within the Event Manual for the IFSC World Cup Series.
- Organize official hotels/accommodation within proximity of the venue
- An iconic location in the city centre or a location with the possibility to organise multiple disciplines is a plus







# PROCESS & INSTRUCTIONS



INTERNATIONAL FEDERATION  
OF SPORT CLIMBING



# APPLICATION DOCUMENTS

The application to host the IFSC World Cup is open to all National Federation, Host Cities and Private entities with manageable and appropriate level of event delivery and presentation.

IFSC will distribute the following documents:

- IFSC Application Form
- \*IFSC Event Organisers Handbook (*\*evolving in 2023 Q4 to the IFSC World Cup Series Event Manual*)
- Hosting pre-agreement

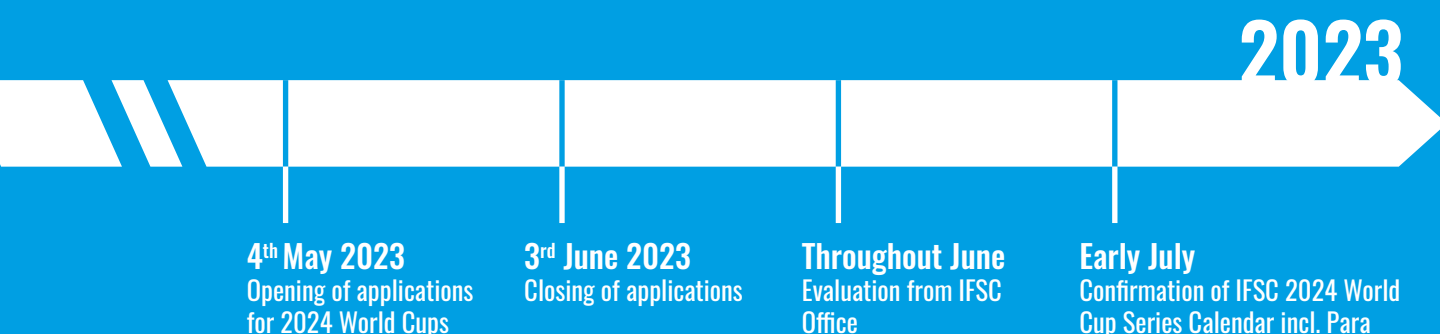
The application submitter (and where known and suitable, its partnered LOC Family Members) will be required to submit together with its application a signed pre-agreement committing to delivery of all obligations, should they be selected to host the event.)





# REVIEW AND EVALUATION PHASE

The application to host the IFSC World Cup is open to all National Federation, Host Cities and Private entities with manageable and appropriate level of event delivery and presentation.



## Application Form

The deadline for submission of the completed IFSC Application form and supporting documents is 3/06/2023. IFSC reserves the right not to consider any bidding questionnaire received after this date.

## Review Phase / Evaluation

Following the deadline to submit the application form the IFSC will start review the candidatures and start the consultation with event organisers. Evaluation will be carried out during June 2023





## EVALUATION CRITERIA

Applications are reviewed against a series of evaluation criteria. These can be located on the IFSC website or can be provided upon request. Throughout the application and evaluation process the IFSC will liaise with submitters to ensure that each application provides the necessary plans and information in compliance with the following areas:

- Venue
- Event Experience
- World Cup Series Delivery
- Risk Management
- Sustainability and legacy





# SPORT CALENDAR AND SCHEDULE

The IFSC Event Calendar is a core pillar of the IFSC that regulates the overall composition of the IFSC Events. The Calendar shall showcase the portfolios of all Sport Climbing disciplines in a geographically balanced and sustainable manner while considering the Olympic and Paralympic cycle.

In 2024 IFSC will accept applications for a maximum of five (5) World Cup events per discipline for 2024 only.

2024 is an Olympic year and therefore the applicants shall propose flexible event dates in the allowed time window. The final dates of each event will be determined by the IFSC in accordance with the interests of the applicants and the needs of the 2024 international calendar structure

April-July  
(open)

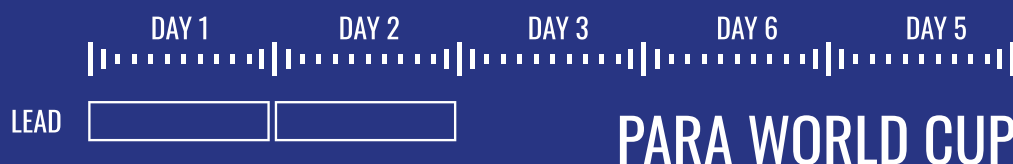
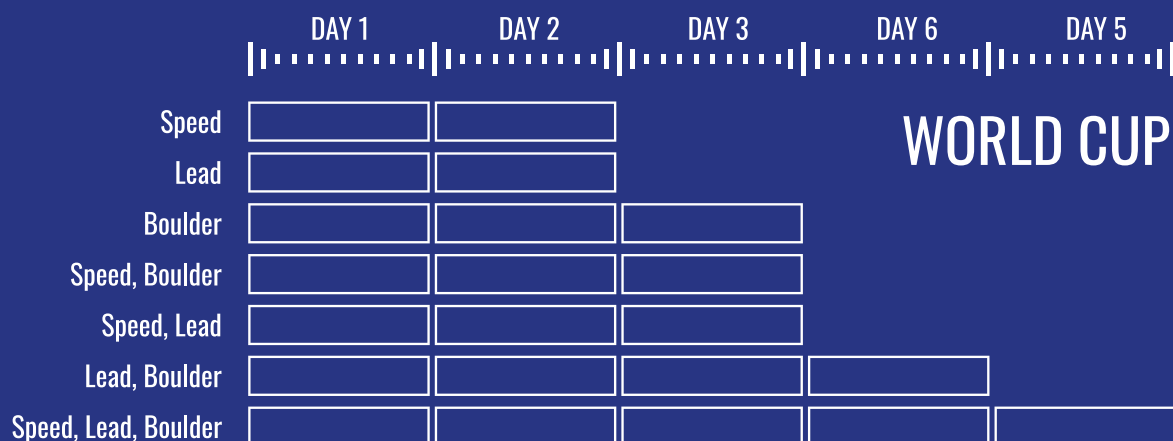


August (blocked) - Olympic Games  
Youth World Championships



September-October  
(open)

IFSC schedule requirements outline the minimum number of competition days required per discipline(s). An application is advised to take account of this information for venue rental plans and competition date proposals





# INTERNAL EVALUATION

An Internal Evaluation Panel comprised of relevant experts and stakeholders internal and external to the IFSC (climbing experts and athlete representatives; event specialists; sport management authorities; sport presentation and broadcast professionals etc) will review the applications against the evaluation criteria.

The IFSC may also decide to implement site visits and additional consultation meetings to ensure a thorough evaluation of candidature. Alongside the documentation submitted by the applicant, reports and feedback collected from previous events which may have been hosted will be considered.







# LEGAL PROVISION

Nothing contained in this bid manual and in the IFSC application form shall be construed as any form of commitment by IFSC to proceed with a bidding entity. IFSC reserves the right to short-list or reject a bid at any time and no reasons need to be given.

IFSC reserves the right at any time and without giving any reason to amend the bidding process if it deems in its sole discretion that such amendment is necessary or desirable.

The bidding entity shall keep the terms of this bid manual and the IFSC application form, the bidding process and all related documents confidential, however it is understood that the entity will have discussions with public authorities and potential partners during the bidding process.

Each bidding entity is solely responsible for all costs which it incurs in connection with the bidding process and, in particular, the preparation of its bid and any related documentation.

Any and all disputes arising out of or in relation to this bid manual and the IFSC application form or the bidding process, contemplated thereby shall be subject to Swiss law and the exclusive jurisdiction of the competent courts in Bern (Switzerland).