

INTERNATIONAL SKI FEDERATION

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FOR IMMEDIATE RELEASE

FIS MEDIA INFO**FIS issues invitation to tender for FIS World Championships 2023 and 2025**

Today FIS has issued an invitation to tender for principal agencies involved in sports to consider the acquisition of the marketing and media rights to the FIS Alpine and Nordic World Ski Championships in 2023 and 2025. In addition interested parties may also include the FIS Freestyle and Snowboard World Championships as an optional component of their offer.

The key consideration to open the tender process is to ensure that the best interests of FIS and its disciplines can reach their maximum potential in view of the exposure, promotion and generation of revenues to invest in continued development.

The FIS Alpine and Nordic World Ski Championships are recognised as two of the most important winter sports events on the international calendar and are held in uneven years. They include 21 competitions in Cross Country, Ski Jumping and Nordic Combined comprising the Nordic Championships and 11 competitions at the Alpine Championships.

The FIS Freestyle and Snowboard World Championships are comprised of the most progressive youth-focused winter sports events and were acclaimed at the 2018 Olympic Winter Games. The Championships in 2019 will take place in Park City (USA) and at the 2022 Olympic Venue of Secret Garden, Zhangjiakou (CHN) in 2021.

The advances in technology and the related opportunities to exploit new means of distribution to the public are an integral element of the exploitation of the rights and are a key factor in achieving the goals of the FIS.

Companies interested in submitting an offer must detail their overall experience in the management of marketing and/or media rights on a global basis and demonstrate a high level of market knowledge and an understanding of the current regulatory and legal environment, as well as the commitment and expertise to achieve the FIS' goals.

For more information, companies are encouraged to contact Jürg Capol, FIS Marketing Director and Richard Bunn, FIS Television Consultant for the full documentation.

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About FIS

FIS is the governing body for international skiing and snowboarding, [founded in 1924](#) during the first Olympic Games in Chamonix, France. Recognized by the International Olympic Committee (IOC), FIS manages the Olympic disciplines of [Alpine Skiing](#), [Cross-Country Skiing](#), [Ski Jumping](#), [Nordic Combined](#), [Freestyle Skiing](#) and [Snowboarding](#), including setting the international competition rules. Through its 130 member nations, more than 7'000 FIS ski and snowboard competitions are staged annually. Specific initiatives are undertaken by FIS to promote snow activities as a healthy leisure recreation, [notably for the young](#). For more information, please visit www.fis-ski.com