

WORLD
SKATE
MARATHON
TOUR

WORLD SKATE MARATHON TOUR



ABOUT

WORLD SKATE

World Skate is the governing body recognized by the IOC for all sports performed on skating wheels.

100 YEARS

OF LEADERSHIP IN ROLLER SPORTS

12,000 ATHLETES

ENGAGED AT WORLD SKATE EVENTS

137 NATIONAL FEDERATIONS

AFFILIATED WITH WORLD SKATE





ABOUT THE MARATHON

The Skate Marathon is one of the most dynamic and inclusive disciplines within the World Skate spectrum. Set against iconic urban backdrops, it is highly accessible to a broad segment of the skating community. Elite athletes elevate the excitement through tactical racing, endurance, and speed, while the discipline also stands out as a lifelong fitness sport, well suited to both children and adults.

+2000 ATHLETES
FROM ALL THE 5 CONTINENTS

THE TOUR

The World Skate Marathon Tour offers elite inline skaters, the world's top athletes, and local and international communities the opportunity to skate through some of the world's most scenic urban landscapes. The WSK Marathon seamlessly combines high-level sport with recreational participation, fostering a festive atmosphere and providing an ideal platform for complementary cultural activities that inspire younger generations. Its flexible scheduling allows for multiple event formats, further promoting inclusivity and broad community engagement.



WATCH LIVE

MARCH 30
7AM CST



LIVE ON [WORLDKSKATE.TV](https://worldk skate.tv)
SHANGHAI, CHINA



WSMT IN NUMBERS

200+

ELITE
ATHLETES

\$\$\$

RACE PRIZE MONEY +
TOUR PRIZE MONEY

14

TEAMS

1.2M+

ACCOUNTS REACHED

2.4M

TOTAL TOUR
VIEWS ON IG

MORE

STOPS AROUND
THE WORLD

*BASED ON OTHER WORLD SKATE EVENTS

RACE FORMAT

The adaptability of the WSMT schedule offers different formats nurturing inclusion within the community.

WORLD CLASS 42KM

It is aimed at high-performance athletes, serving as a key driver of media exposure, broadcast coverage, and commercial engagement.

AMATEURS 42KM/10KM

Designed for everyday athletes, this format engages the widest segment of participants, with social media impact amplified by high participation levels and a strong passion for sport.

KIDS 10KM

Inclusive formats will leverage the existing course while covering only shorter sections, making the event accessible to younger participants who are not yet able to complete the full 42 km distance.

URBAN SPACE IMPROVEMENT

Hosting a WSMT stage activates and enhances public areas, often underutilized or in need of regeneration. Interventions may include surface upgrades, improved accessibility, and increased visibility of key urban zones. These improvements deliver lasting benefits to the urban fabric, creating inclusive and functional public spaces that continue to serve the local community well beyond the event.





ROI FOR THE HOST CITY

Hosting the WSMT provides multiple benefits:

COMMUNITY ENGAGEMENT

WSMT fosters direct community involvement by engaging local schools, sports clubs, institutions, and volunteers and build a stronger connection to both the event and their city.

INTERNATIONAL POSITIONING

Being part of the WSMT global circuit enhances the city's profile on the international stage. It positions the host city as a forward-thinking, youth-friendly, and sustainable destination.

SUSTAINABILITY

The WSMT acts as a catalyst for existing urban policies, aligning with city goals around sustainable mobility, youth empowerment, active lifestyles and public space regeneration.

ENVIRONMENT IMPACT

The WSMT promotes environmentally responsible event management by recommending the use of reusable and recyclable materials for staff, athletes and spectators.

WORLD SKATE RESPONSIBILITIES

The Organizing Fee to host a WSMT includes cost items covered by World Skate, including - but not limited to:

- Prize money per stage & per tour
- ITOs
- Athlete registration platform services
- Live streaming on WSK TV
- Social Media content production
- Visual identity
- Trophies for Pro and Futures per stage & per tour
- Comms and sport presentation
- Tv commentator
- Awards and Skinsuits jerseys
- Technical delegate



TO STAGE A STOP



SIDE EVENTS

By hosting a WSMT stop, the host city has the opportunity to organize complementary side events alongside the marathon. These may include food trucks, live music, commercial areas, and additional amenities designed to enhance the experience for fans, athletes, and amateur participants.



CIYT EXPOSURE

DDaily content production for social media and news platforms. Development of a tailored marketing campaign designed to promote the host city in alignment with its specific strategic objectives.



SPONSORS

The city will have the opportunity to develop a marketing plan, engaging partners and sponsors, and retain the revenue.



TV RIGHTS

The host has the option to commercialize the television broadcast produced during the marathon. While World Skateretains the sale of international broadcast rights, the host may manage and monetize national broadcast rights at its discretion.

EVENT REQUIREMENTS



MACRO	ITEMS	DESCRIPTION
EVENT SCHEDULE	CATEGORIES	Pro (Junior and Senior) Men & Women
	CALENDAR	1 day
INFRASTRUCTURE	CIRCUIT	Must meet all the requirements provided by World Skate
	MIXED ZONE	Area devoted to interviews and production of live contents equipped with a backdrop of at least 2x2 m branded with the logos of the event
	PHOTOGRAPHERS AREA	One area close to the finish line for official photographers
	TOILETS	In some specific areas chemical/portable toilets to be set up
	TECHNICAL COMMISSION AND ITOs GAZEBOS/TENTS	2 gazebos/tent 3x3 m close to the finish line with adequate number of tables and chairs, power outlets, power strips, stationery, a printer and reserved toilets
	DEDICATED AREAS	2 gazebos/tent 3x3 m for timekeepers, sport presentation team and secretariat reachable by coaches and linked to Technical Commission and ITOs gazebos/tents, with adequate number of tables and chairs, power outlets, power strips, AC, stationery, a printer and reserved toilets close to the finish line
	PHISIOTHERAPY AREA	Area inside Athletes Area with minimum 4 massage beds
	ATHLETES	A number of tents/gazebos 3x3 metres adequate to the number of participating teams/athletes
	GUEST/VIPs AREA	Hospitality area
	ACCREDITATION CENTER	An area with at least 4 working stations - the Administration Area/Corner shall be part of it but separated in a way to ensure privacy
	REGISTRATION CENTER	A dedicated area equipped with laptops provided with the registration system software and available to deliver the race pack to each participant
	ANTIDOPING	Area exclusively dedicated to Antidoping controls made up of a waiting zone and 2 separate bathrooms (one per gender)
	COMMERCIAL/FAN ZONE	Area dedicated to official commercial partners and fans, if applicable
	VOLUNTEERS & STORAGE ROOMS	Area dedicated to volunteers and suppliers' meals and relaxation time
	MEETING SPACES	Area provided by a security service/system in which all participants can leave the equipment
	MEETING SPACES	The Host must provide a suitable space to hold athlete meetings and press conferences accommodating at least 100 people
MACRO	ITEMS	DESCRIPTION

EVENT REQUIREMENTS



MACRO	ITEMS	DESCRIPTION
SERVICES	RACE PACK	Race numbers, gadget and snacks for each participant
	AUDIO & VIDEO	This service has to be adequate to size and acoustic of the venue, the requirements: - a digital videowall - a control station with permanent supervision - a voice-over system with at least two wireless microphones and connection to broadcast music
	SCORING/TIMEKEEPING SYSTEM	Scoring/Timekeeping System criteria provided by World Skate, supplier provided by the Host - the Host shall set up an hand time measuring, completely separated and independent from electrically time measurement
	INTERNET	Dedicated high speed connection in all areas, but especially for Media/Press Office, Broadcasting Area and Accreditation Area - minimum characteristics of 40 megabytes for download and 20 megabytes for upload
	RADIOS	A minimum of 10 radios for communication between competition area, Technical Commission and a World Skate Staff Coordinator - 8 radios for Judges
	REGISTRATION & ACCREDITATION	Software provided by World Skate (Infinity) - printing and related processes covered by the Host
	POWER	Must be adequate to the needs of all infrastructures
	SPORT PRESENTATION	1 DJ, 1 announcer (local language+English) and 1 qualified operator managing audio & video
	CARS & MOTORBIKES	At least 8 (eight) motorcycles, 1 (one) car leading and 1 (one) trailing the race (with drivers) according to the number of participants and the route
	MEDICAL & AMBULANCE	A doctor with 2 paramedical staff and 5 ambulances with drivers to manage the medical emergencies on all circuit (according to the number of participant and the route)
	CLEANING & WASTE	At least three people available during all phases of competition and training
	SECURITY	Adequate number of staff to ensure control of all reserved and public access - a safety and security plan must be drawn up by an authorized professional appointed by the Host

EVENT REQUIREMENTS

MACRO	ITEMS	DESCRIPTION
T&A	WSK FAMILY	Travel, accommodation and local transportation (from/to airport, venue and hotel) shall be provided for around 30 staff members in a 4-stars hotel for an average of 2 days
	MARATHON TEAMS	Offer special deals with Official Partner Hotels to Marathon teams, including ground transportation to/from venue and to/from airport
F&B	WSK FAMILY	Breakfast, lunch and dinner to be provided to 30 people
MARKETING & PROMOTION	BRANDING	Creation of a venue branding following the guidelines provided by World Skate
	SIGNAGE	Creation of a signage system to easily reach the most important points of interest
BROADCASTING		Provide a service based on production details and World Skate technical requirements
PROTOCOL		The Host is responsible for the management of ceremonies (following World Skate guidelines and approval) and provision of flags, medals and announcers
ANTIDOPING		Support the World Skate Antidoping Manager in the activities related to antidoping protocol
STAFF		A team composed by at least 15 skilled members
VOLUNTEERS		30+ English speaking with a recognizable uniform and with specific roles and responsibilities - other volunteers shall be used along the circuit according to the characteristic of the circuit
LEGAL		The Host has to sign a contract with World Skate



**WORLD
SKATE
MARATHON
TOUR**

FINISH

2025

国际轮滑马拉松巡回赛(上海站)
WORLD SKATE MARATHON TOUR(SHANGHAI)

**GET IN
TOUCH!**

TO EXPLORE HOSTING OPPORTUNITIES FOR
THE WORLD SKATE MARATHON TOUR:

EVENTS@WORLDSKATE.ORG