

A male and female figure skater are performing a synchronized skating move on an ice rink. The male skater, wearing a black long-sleeved top, is in a low, wide stance, reaching out with his right hand to hold the female skater's right hand. The female skater, wearing a red leotard with a crisscross back and a red skirt, is in a low, wide stance, reaching out with her left hand to hold the male skater's left hand. They are looking towards the right side of the frame. The background is a blurred blue wall with the words "INTERNATIONAL SERIES 2023" and "05".

ARTISTIC WORLD CUP



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 WORLD CUP

The Artistic World Cup includes all competitions officially recognized by the World Skate Artistic Technical Commission. Events take place between January and the World Championships of each year. Each World Cup typically lasts nine days. This competition format has a proven track record of improving athletes and coaches by providing regular international-level competition throughout the season.

+400 ATHLETES
FROM MORE THAN 30 COUNTRIES

PREVIOUS EDITIONS

The Artistic World Cup gives host cities a stage to showcase the world's best skaters. In 2024 the tour visited Brasília, Brazil and Trieste, Italy. In 2025 it spanned two continents with stops in Buenos Aires, Argentina, Trieste, Italy, and Reggio Emilia, Italy for the World Cup Grand Finale. 2026 will see other 3 stages of the event reaching a bigger audience worldwide.





© WORLD SKATE

THE WORLD CUP IN NUMBERS



400+

ELITE
ATHLETES

30+

COUNTRIES

7.2M

TOTAL TOUR
VIEWS ON IG

\$36K

TOUR PRIZE
MONEY

3.5M+

ACCOUNTS REACHED

4

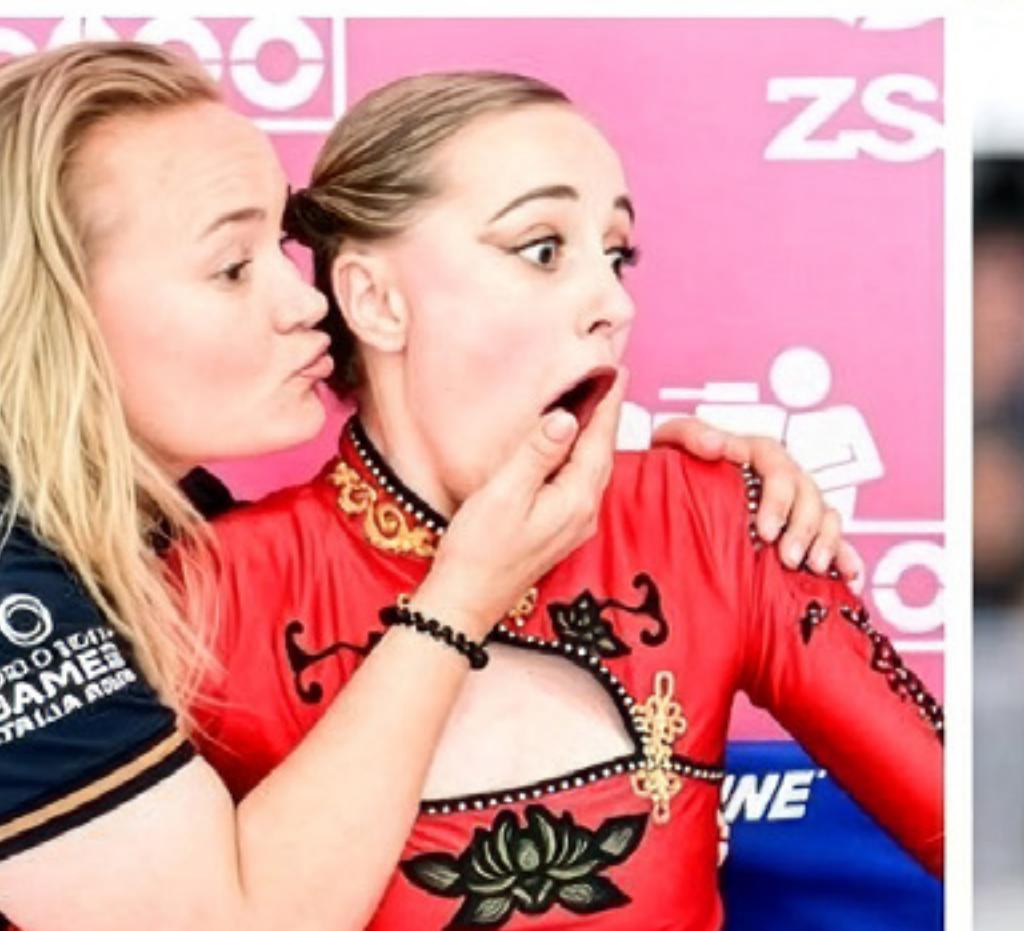
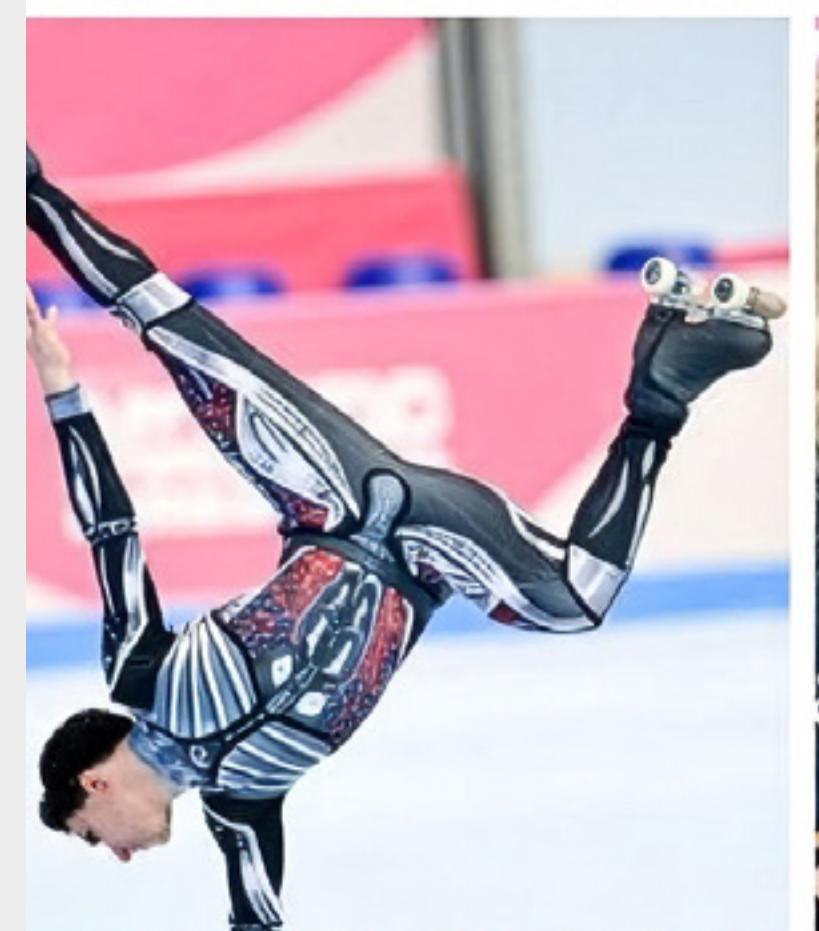
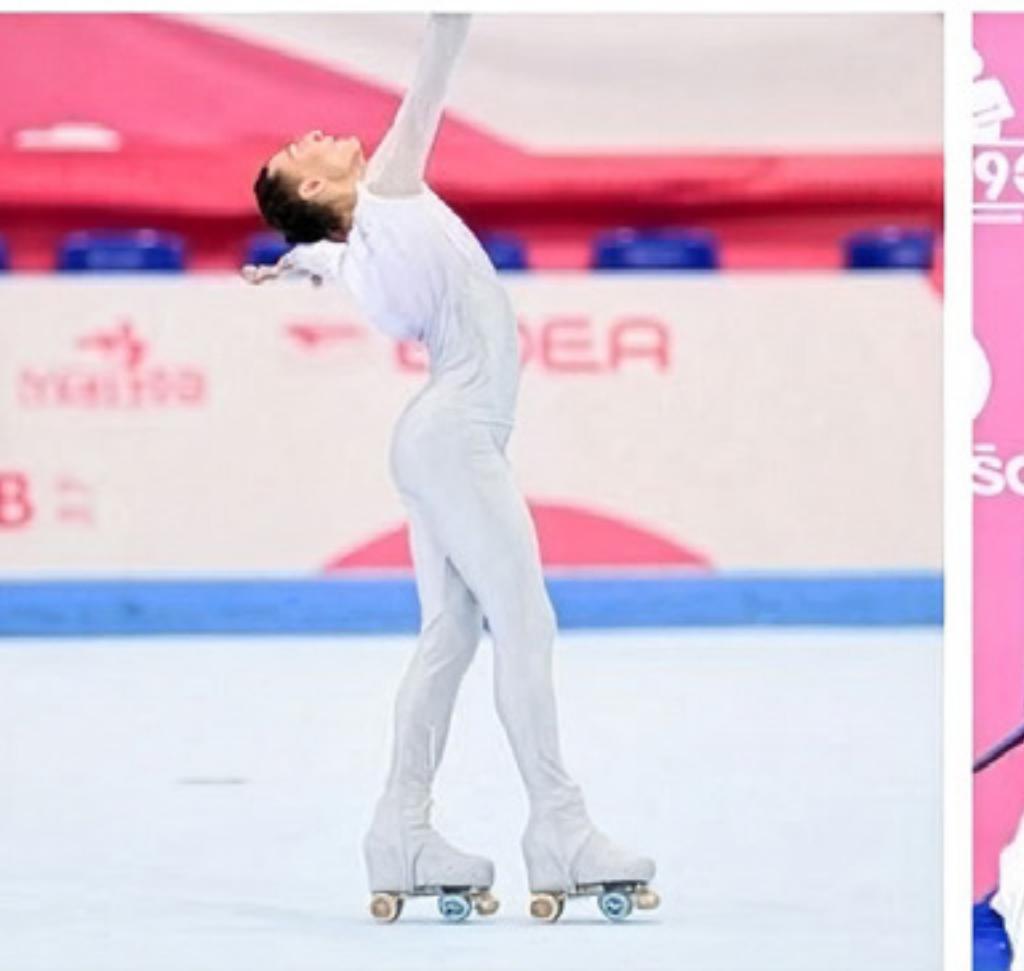
DISCIPLINES

BASED ON OTHER WORLD SKATE EVENTS

WORLD SKATE RESPONSIBILITIES

World Skate covers a defined set of services and responsibilities within the organizing fee, including but not limited to:

- Prize money
- Drafting and managing competition schedule.
- Scoring System
- Promotion of the event on official WSk
- Channels (Social media, website, newsletters...)
- Registration fee collection for the Host via
- Infinity's platform services.
- Live streaming on WSK TV
- Visual identity
- Communication staff compensations
- Technical delegate



COMPETITION FORMAT

Artistic World Cup foster unity among athletes from various countries, being inclusive and having at least 8 different nations in each final event.

ELEGIBILITY

The World Cup is open to the following categories and disciplines: Free Skating, Pairs, Couple Dance, and Solo Dance. The age categories for all disciplines are: Cadet (M/L), Youth (M/L), Junior (M/L), and Senior (M/L). For the disciplines of Free Skating and Solo Dance, the following additional categories are included: Tots (M/L), Minis (M/L), and Espoirs (M/L).

SEMIFINAL & FINAL

After the Short Program or Style Dance, the top 18 skaters/teams per category/discipline qualify for the Free Dance or Long Program. Non-qualifying skaters will still earn ranking points based on their placement. Up to 8 men and 8 women per category will qualify for the Final.

WILDCARDS & LAST CHANCES

If a continent has no skaters in the top 8 of a Junior or Senior event, a Wild Card is granted to its top-ranked skater. Held before the Final at the same venue, this high-stakes event offers one last chance to qualify. Only Free Dance or Long Program is performed (Cadet to Senior). Entries must be submitted to the LOC and confirmed with the Federations.

COMMERCIAL OPPORTUNITIES

CITY EXPOSURE

Daily content edition for social media and news. Creation of a tailored marketing campaign, focused on promoting the city itself to specifically meet 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 possibility to sell the television rights for the broadcast that will be produced during the World Cup: while World Skate retains the sale of international rights, the host will be able to manage national rights as they see fit.



EVENT REQUIREMENTS

MACRO	ITEMS	DESCRIPTION
EVENT SCHEDULE	DISCIPLINES	Free Skating - Inline Free Skating - Solo Dance - Couple Dance - Pairs - Quartets - Precision - Small & Large Show Groups
	CATEGORIES	Men-Women Junior and Senior
	CALENDAR	14 days (training & competition everyday)
INFRASTRUCTURE	FOP	Rectangular shape 25x50 m rounded by fencing - flooring perfectly smooth and non slippery
	WARM UP AREA	Rectangular shape minimum 15x30 m - same characteristics of FOP
	KISS & CRY AREA	Area for athletes and coaches to wait for scores to be displayed
	JUDGES' AREA	Area dedicated to judges to watch and carry out their duties
	MIXED ZONE	Additional elevated area for judges for the show groups and quartets competitions
	PHOTOGRAPHERS AREA	Area dedicated to the official photographers on the stands or on a platform overseeing the FOP or alongside the FOP
	OFFICIAL PHOTOGRAPHER AREA	A suitable and favorably positioned booth for the World Skate Official Photographer's exclusive sale of event images
	STANDS	The minimum seating capacity is 3000 people with an adequate number of toilets easily reachable, reserved seats for disabled and some areas dedicated to athletes, staff, guests and media
	OFFICES	Dedicated offices for President, World Skate Management & Staff, Judges and Technical Commission, Media equipped with chairs, tables, AC, WiFi, cable and stationery
	ATHLETES CHANGING ROOMS	A number adequate to the number of participating teams - all changing rooms shall be equipped with showers and gender separated toilets
	JUDGES CHANGING ROOMS	Adequate to the number of judges with reserved and reachable toilets (one per gender)
	PHYSIOTHERAPY AREA	Area inside Athletes Area with minimum 4 massage beds
	GUEST/VIPs AREA	Hospitality area - semis and finals
	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
	ANTIDOPING	Area exclusively dedicated to Antidoping controls made up of a waiting zone and 2 separate bathrooms (one per gender)
	COMMERCIAL/FAN ZONE AREA	Area dedicated to official commercial partners and fans, if applicable
	VOLUNTEERS & SUPPLIERS AREA	Area dedicated to volunteers and suppliers' meals and relaxation time

EVENT REQUIREMENTS

MACRO	ITEMS	DESCRIPTION
SERVICES	AUDIO & VIDEO	<p>This service has to be adequate to size and acoustic of the venue, the requirements:</p> <ul style="list-style-type: none"> - an digital videowall - a control station with permanent supervision - an audio communications system - 3 or 4 monitors
	LIGHTING	Average lighting of at least 750 lux and average lighting ratio Eminimum/Emedium of at least 0,7 measured at FOP level (1 m from the ground)
	SCORING/TIMEKEEPING SYSTEM	Provided by World Skate - technical details specified in the Handbook
	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 5 radios for communication between competition area, Technical Commission and a World Skate Staff Coordinator
	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 infrasctructures
	SPORT PRESENTATION	1 DJ, 1 announcers (local language+English) and 1 qualified operator managing audio & video
	MEDICAL & AMBULANCE	Local medical doctor and staff including at least 2 paramedical staff and a driver for each ambulance
	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
	SAFETY & SECURITY PLAN	To be implemented 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 44 staff members in a 4-stars hotel for an average of 14 days
	NATIONAL FEDERATIONS	List of official hotels will be provided by the Host - the official hotel transportation to/from venue is a free service, to/from airport is provided by private shuttle upon payment
	MEDIA	Same services offered to National Federations
F&B	WSK FAMILY	Breakfast, lunch and dinner to be provided
	NATIONAL FEDERATIONS	Offer special deals with Official Partner Hotels to NFs
	MEDIA	Offer special deals with Official Partner Hotels to NFs
COMMUNICATION		Creation and execution of a multicanal and multitarget communications plan
MARKETING & PROMOTION	BRANDING	Creation of a venue branding following the guidelines provided by World Skate
MARKETING & PROMOTION	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
TICKETING		Ticketing shall be managed by the Host and set at reasonable prices.
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		Create a staff team composed by 15 skilled members
VOLUNTEERS		50+ English speaking with a recognizable uniform and with specific roles and responsibilities
LEGAL		The Host has to sign a contract with World Skate



GET IN TOUCH!

TO EXPLORE HOSTING OPPORTUNITIES FOR
THE ARTISTIC WORLD CUP:

EVENTS@WORLDSKATE.ORG