



# SKATE CROSS WORLD CHAMPIONSHIP



# 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 SKATE CROSS: THE ULTIMATE URBAN THRILL

The Skate Cross World Championship represents the pinnacle of skill and speed, featuring the world's elite athletes competing in a truly spectacular showcase of technical ability, explosive agility, and raw athletic prowess over an innovative obstacle course. It's a dynamic and accessible urban sport, perfectly suited for city centers, transforming urban landscapes into a thrilling arena for unparalleled athletic engagement.

Skate Cross stands out with its unique blend of pure speed, acrobatic agility over obstacles, and direct, head-to-head racing contact, offering a constant stream of unpredictable action.



# WHY SKATE CROSS CAPTIVATES AUDIENCES:

Skate Cross involves athletes navigating a course with various obstacles, emphasizing speed, technical execution, and tactical racing. The straightforward rules – primarily, first across the line wins – make it incredibly easy for new audiences to follow and get immediately hooked, transforming spectators into instant fans of this high-octane spectacle. Imagine a downtown square, transformed overnight into a multi-dimensional track featuring towering ramps, tight turns, and gravity-defying jumps, all illuminated for prime-time viewing.





# DISCIPLINES OF **SKATE CROSS**



## TEAM CROSS

Teams of skaters combine their efforts to achieve the fastest collective time or highest placement, adding a strategic element that is still simple to grasp, and another layer to the overall show, fostering a strong sense of team camaraderie.



## TIME TRIALS

Athletes race against the clock, providing a clear and immediate understanding of performance and setting the stage for the intense battles to come.



## SKATE CROSS RACES

3-4 athletes race simultaneously on the same course, offering thrilling, wheel-to-wheel, head-to-head competition with direct elimination rounds. This is where the spectacle truly comes alive, with skaters battling elbow-to-elbow for every inch, executing daring overtakes, and pushing their limits.



# EVENT FORMAT

All World Skate Skate Cross competitions follow established formats, designed for maximum spectator engagement and to build an incredible, continuous show of athleticism and community spirit:

## **DAY 1/2 (OPTIONAL):**

Training – An unparalleled opportunity for fans to see the athletes up close, witness their dedication, and get a preview of the incredible skills that will be on display. This also fosters interaction within the global skating community.

## **DAY 3:**

Time Trials & Team Cross – A perfect introduction to the speed and skill involved, setting the stage for the main event and allowing fans to witness the breadth of talent.

## **DAY 4:**

Skate Cross Finals – The main event with thrilling elimination races, designed to be a continuous stream of high-octane action and dramatic finishes. The energy from the crowd is palpable, amplified by vibrant music and engaging commentary, as skaters defy gravity and push their bodies to the absolute limit in pursuit of victory. It's a true celebration of sporting achievement and community.







# WORLD SKATE CROSS RANKING

The “World Skate Cross Ranking” system considers:

- **RESULTS** from the current season.
- **POINTS** allocated based on final placement and event importance.
- **COMPETITIONS COUNTED:**  
Continental Championships, World Championships, and Skate Cross World Cup events.



# SKATE CROSS

## IN NUMBERS

### 200+

ATHLETES: Likely to participate annually, representing a vibrant and diverse global community of skaters.

### 20+

NATIONS: Would be represented, highlighting the sport's global reach and unifying power within the international skating community.

### 80+

COUNTRIES COVERED VIA LIVE FEED: The simple format and engaging visuals of close racing lead to wide broadcast reach, making it a highly televisual sport.

### SOCIAL MEDIA

MASSIVE ENGAGEMENT: The fast-paced action, spectacular jumps, and dramatic overtakes, combined with its urban appeal, generate considerable interest online.

\*BASED ON OTHER WORLD SKATE EVENTS





# WHY YOUR CITY SHOULD HOST THE SKATE CROSS

## DYNAMIC URBAN INTEGRATION

Transform iconic city spaces into a thrilling, temporary arena, showcasing your city as a modern, forward-thinking hub for exhilarating youth-oriented events with minimal disruption.

## GLOBAL MEDIA & DIGITAL IMPACT

Benefit from extensive international broadcast coverage and immense social media visibility, reaching millions worldwide and significantly enhancing your city's global profile.

## UNFORGETTABLE SPECTACLE

Experience visually stunning, wheel-to-wheel racing over custom-built obstacle courses, designed for maximum thrills and instant audience connection, creating an immersive sonic and visual experience.

## VIBRANT COMMUNITY ENGAGEMENT

Attract a passionate global community of athletes and fans, inspiring local youth participation and fostering an unparalleled atmosphere of camaraderie and shared excitement.



# ROI FOR THE HOST CITY

Hosting a Skate Cross event provides significant, multi-faceted benefits, particularly due to its urban compatibility, strong media appeal, and the incredible atmosphere it creates, fostering a strong connection with the local and global skating communities:

- **GLOBAL VISIBILITY:** Extensive media coverage across traditional and digital channels, driven by the sport's visually captivating nature and easily digestible format. The excitement of the live event translates perfectly to screen, giving your city unparalleled exposure on a global stage.
- **SPORT DEVELOPMENT:** Significant growth of local skating communities and programs, directly inspired by the high-energy performances and the visible camaraderie among elite athletes.
- **YOUTH ENGAGEMENT:** A strong connection with younger, digitally-native demographics through dynamic, authentic urban sport content that resonates with modern culture and lifestyle, often inspiring new participants from the community.
- **LEGACY PROGRAMS:** Development of skating infrastructure and coaching programs, leaving a lasting positive impact on the local community by fostering physical activity and a sense of belonging.
- **NEAR-TOURISM:** World Skate events drive near-tourism through live event ticket sales, as people are eager to experience the electric atmosphere first hand and be part of this vibrant community event.





EVENT REQUIREMENTS

MACRO	ITEMS	DESCRIPTION
EVENT SCHEDULE	CATEGORIES	Junior/Senior Men&Women
	CALENDAR	1 day Official Training+2 days competition
INFRASTRUCTURE	COMPETITION AREA	Length from 150 to 400 m - the width must be a minimum of 4 m at any point of the track - the circuit must be endowed with obstacles and protections
	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	Reserved area next to the competition area for official photographers
	STANDS	The minimum seating capacity is 1000 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
	SKATERS AREA	Tents/gazebos with minimum size 3x3 metres adequate to the number of participating athletes
	JUDGES AND SPORT	2 booths with minimum size 3x3 m, chairs, tables, AC, Wi-Fi, one printer, cable, stationery, coffee corner with snacks and soft drinks
	PHIOTHERAPY 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 &	Area dedicated to volunteers and suppliers' meals and relaxation time
SERVICES	RACING SHIRTS	One number per athlete to be provided following the technical specifications provided by World Skate
	AUDIO & VIDEO	This service has to be adequate to size and acoustic of the venue, the requirements:
	LIGHTING	Average lighting of at least 500 lux and average lighting ratio Eminimum/Emedium of at least 0,7 measured at FOP level (1 m from the ground)
	SCORING/TIMEKEEPING SYSTEM	Criteria provided by World Skate and supplier to be approved by World Skate but provided by the Host, unless otherwise agreed
	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 &	Software provided by World Skate (Infinity) - printing and related processes covered by the Host
	POWER	Must be adequate to the needs of all infrascstructures
	SPORT PRESENTATION	1 DJ, 1 announcer (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	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 22 staff members in a 4-stars hotel for an average of 5 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
	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		A team composed by at least 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 SKATE CROSS WORLD CHAMPIONSHIP:

[EVENTS@WORLDSKATE.ORG](mailto:EVENTS@WORLDSKATE.ORG)