



# ROLLER FREESTYLE 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 **ROLLER FREESTYLE**

Roller Freestyle is a dynamic action sport that blends speed, style, and technical skills on inline skates. Originating in the early '90s, it grew from street culture into a global sport in skateparks, city plazas, and major competitions.

Athletes perform spectacular grinds, spins, and aerial tricks, captivating audiences with creativity and flow. With its strong youth appeal and vibrant community, Roller Freestyle brings energy, authenticity, and visual impact to any event – from sport festivals to brand activations.



# ROLLER FREESTYLE IN NUMBERS

<b>100+</b> ELITE ATHLETES	<b>\$15K</b> PRIZE MONEY PER DISCIPLINE
<b>30</b> COUNTRIES	<b>2.36 M</b> VIEWS*
<b>1.3 M</b> ACCOUNTS REACHED*	<b>35.000</b> LIKES*

\*BASED ON OTHER WORLD SKATE EVENTS





# ABOUT **THE ROLLER FREESTYLE WORLD CHAMPIONSHIP**

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The world's greatest Roller Freestyle riders perfectly fit in iconic urban environments, maximising visibility and making the sport accessible to all.

The event lasts 5 days, namely 2 training, 1 qualifications and 1 semifinals and 1 finals. Riders compete to win ranking points to increase their global standings, and to earn coveted pre-seeded status for future competitions.

We will document each of our stops with a comprehensive media package and a final live broadcast. This package will include high-quality photos and videos, made in collaboration with athletes during and after the event.





**JEFFREY DALNAS**  
24K FOLLOWERS



**NILS JANSONS**  
75K FOLLOWERS



**MERY MUÑO**  
98K FOLLOWERS



**TAKESHI YASUTOKO**  
88K FOLLOWERS



**DIAKO DIABY**  
150K FOLLOWERS



**NICOLY MACHADO**  
414K FOLLOWERS



**JULIEN CUDOT**  
52K FOLLOWERS



**ANA JULIA**  
266K FOLLOWERS

TOP  
**ATHLETES**





# CORE VALUES OF ROLLER FREESTYLE



## FREEDOM

There is no right or wrong way to ride. Every trick is performed uniquely by each skater, and the freedom of expression is a key component that keeps roller freestyle fun and refreshing.



## RESPECT

Spread around a world of great diversity - gender, race, culture, age, sexual orientation, abilities, skills and experience - the roller freestyle community and its fanbase are centered around respecting, welcoming and celebrating people from all backgrounds.



## YOUTH

One of the most accessible action sports in the world. Besides being adaptable for adult mobility and action sports, the availability and usability of skates for young people is a unique benefit that transitions millions of users into the market.



## SUSTAINABILITY

Sharing other action sports' facilities, as opposed to having its own specific requirements, means roller freestyle boasts an extremely low footprint, minimising its financial and environmental demand while delivering the highest quality entertainment.



# ROI FOR THE HOST CITY

## NAMING RIGHTS

Integration of the city & event logos visible in the venue and the broadcasting assets which provide audiences or impacts becoming a tangible value for the city.

## MARKETING RIGHTS

Potential revenue sources include ticketing, fan zone activations, food & drink sales, public & private sponsorship deals, domestic media rights and more.

## REACH

Daily content edition for social media and news. Creation of a tailored marketing campaign, focused on promoting your city to specifically meet your strategic goals.







## ECONOMIC IMPACT

**+100** COMPETITORS

**250** FAMILY AND FRIENDS

**30** SUPPORT STAFF

**20** WORLD SKATE FAMILY

**2000** LOCAL SPECTATORS

**ROI: \$2 MLN PER EVENT**



# WATCH IT

— STREET COMPETITION —

— PARK COMPETITION —

— VERT COMPETITION —





# EVENT REQUIREMENTS



MACRO	ITEMS	DESCRIPTION
EVENT SCHEDULE	DISCIPLINES	Park, Street, Vert
	CATEGORIES	Men, Women, Junior Men, Junior Women
	CALENDAR	For all four categories and three disciplines at least 6 full days are required
INFRASTRUCTURE	FOP	Area of competition that varies by discipline. Requirements specified in the Handbook
	BUFFER ZONES FOR ATHLETES AND TRAINERS	Adjacent to the field of play a zone at least 1,20 m wide shall be arranged for athletes (and their coach, if applicable) who are about to compete
	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	Area dedicated to the official photographers on the stands or on a platform overseeing the FOP or alongside the FOP
	STANDS	The minimum seating capacity is 400 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
	TV COMPOUND	A dedicated parking area for production vehicles is required (approximately 25x8 m)
	ATHLETES AREA	Area close to the FOP for at least 100 athletes and officials - requirements specified in the Handbook
	MEETING SPACES	A suitable space to hold athlete meetings and press conferences accommodating at least 50 people
	PHIOTHERAPY AREA	Area inside Athletes Area with minimum 4 massage beds
	JUDGES AND SPORT PRESENTATION BOOTHS	One area close to the FOP for judges, Technical Commission and scoring system staff shall be arranged with a minimum size of 12x4 m - this area overlooks the entire facility and provides a clear view of all landing areas
	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	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
	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 & 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
	MEDICAL & AMBULANCE	Local medical doctor and staff including at least 2 paramedical staff and a driver for each ambulance - if two FOPs are to be used simultaneously the Host must provide an emergency service for each FOP
	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 24 staff members in a 4-stars hotel for an average of 7 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		30+ 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  
ROLLER FREESTYLE WORLD CHAMPIONSHIP:

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

