



# Coastal & Beach Sprint Rowing



An invitation to bid for the 2027, 2028 World Rowing Coastal Championships & Beach Sprint Finals and the 2026, 2027, 2028 European Rowing Coastal Championships & Beach Sprint Championships





# President Introduction



Seamlessly intertwining **129 years of Olympic heritage** with today's expanding urban sports culture, the **World Rowing and the European Rowing Coastal Championships and Beach Sprint Finals** stand as the apex of a vibrant emerging discipline, extending the reach of Rowing to new geographies and populations.



Distinguished by action-packed dynamics and minimal infrastructure intricacies, Coastal Rowing and Beach Sprint Rowing partners with some of nature's most dynamic forces – waves, currents and winds. It embraces accessibility, universality, sustainability, symbolizing endurance tests and fast-paced competitions set against iconic natural and urban backdrops.

Proven and honed through a decade of international development, Beach Sprint Rowing has already successfully integrated numerous high-profile multisport events globally. Beach Sprint Rowing is now gearing up to enhance the Summer Games' sports program for its Olympic debut at Los Angeles 2028.

Hosting World Rowing or European Rowing Coastal Championships and Beach Sprint Finals offers a unique opportunity to showcase an emerging Olympic discipline and welcoming elite Coastal Rowers from around the world.

Celebrating modern beach culture, our Coastal Championships and Beach Sprint Finals transform into contemporary sports festivals, uniting elite performance with a popular beach lifestyle. Infused with positive vibes, music and local culture, these events are crafted as family-friendly invitations where Rowers, spectators and global media converge.

Upon receiving your expression of interest, we will collaborate with you in evaluating how we can stage extraordinary events together, creating lasting impacts and memories for all to enjoy.



**Jean Christophe Rolland**  
**President of World Rowing**











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# THIS IS Coastal Rowing

## Framed against iconic coastal & city views,

the annual World Rowing and European Rowing Coastal Championships are the ultimate competitive test of endurance and perseverance. (Teams of) Rowers compete against each other and the dynamic conditions of the coast across a 4-6 km racecourse, customized according to the natural local layout and water conditions.

Coastal Championships feature one-person (1x), two-person (2x) and four-person boats with coxswain (4x+) categories. Multiple race classes include men, women, and mixed gender teams.

A perfect complement to the Beach Sprint Rowing Finals, the Coastal Championships are a grassroots / mass participation event, which sees Rowing clubs and/or National Teams from all over the world competing for glory and medals. The races can be held either the weekend before or following the Beach Sprint Rowing Finals.

## Customized Race Courses

Coastal Rowing race courses vary based on local coast line and water conditions.

They are usually designed by World Rowing in collaboration with Organizing Committees to allow for safe & competitive racing and for best possible broadcast coverage.





# THIS IS Beach Sprint Rowing

## Simple. Head-to-head. Thrilling.

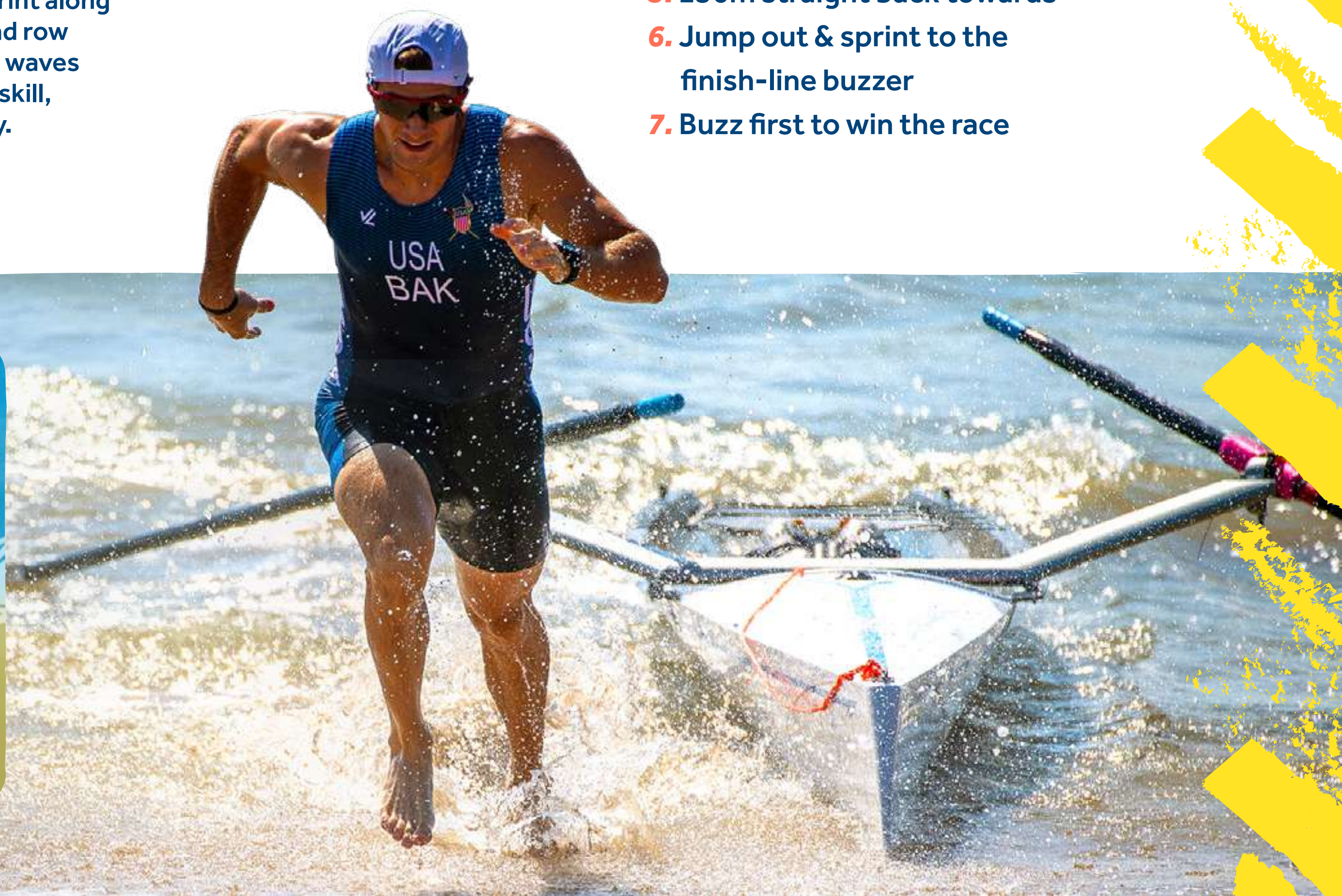
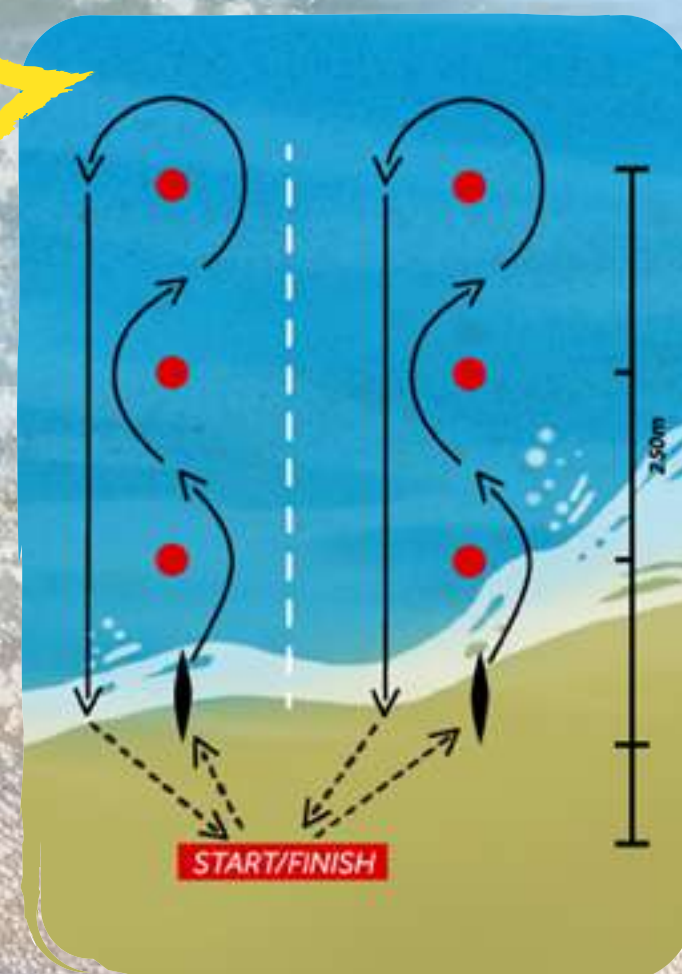
Beach Sprint Rowing is a vibrant head-to-head elimination format of Rowing, hosted on sandy beaches worldwide. The athletes sprint along the beach to their boats, and row through the crashing shore waves in a dynamic test of power, skill, navigation, and adaptability.

Over an exhilarating three-day weekend, the World Rowing and the European Rowing Beach Sprint Finals feature one-person (1x), two-person (2x) and four-person with coxswain boats (4x+) races.

Multiple competitive classes include men, women, and mixed gender categories.

## Seven Steps to Glory

1. Sprint to your boat
2. Jump in & start rowing
3. 250m slalom to the 3rd buoy
4. 180° spin around 3rd buoy
5. 250m straight back towards
6. Jump out & sprint to the finish-line buzzer
7. Buzz first to win the race





# YOUR Festival Weekend

The World Rowing and the European Coastal & Beach Sprint Rowing Championships transcend the bounds of competition and skill to become a vibrant festival celebrating modern beach culture and our global Rowing community's unifying spirit. Alongside the exhilarating racing on the shore and in the surf, a lively array of music, arts, and cultural experiences brings the seaside setting to life — immersing fans in the dynamic beach lifestyle that flourishes beyond the boat.

With each edition, the event evolves, embracing fresh elements that transform it into a comprehensive celebration of global Coastal & Beach Sprint Rowing and community.

Stunning waterfront venues, open-air beach cinemas, and musical performances that unite the global Rowing family and invite curious newcomers to discover the sport. Every host city contributes its distinct coastal character, blending local beach culture, art, and music into the regatta.

Through this parallel festival, the host city can highlight its signature beach vibe and renowned hospitality, adding a unique flair that celebrates the intersection of Rowing and coastal living.

These Music & Arts Festivals offer an ideal entry point for newcomers to explore Coastal & Beach Sprint Rowing and serve as an additional revenue source for organising committees, delivering a memorable, festival-like experience that resonates with both dedicated Rowing fans and beachgoers alike.

***Spice it up!***

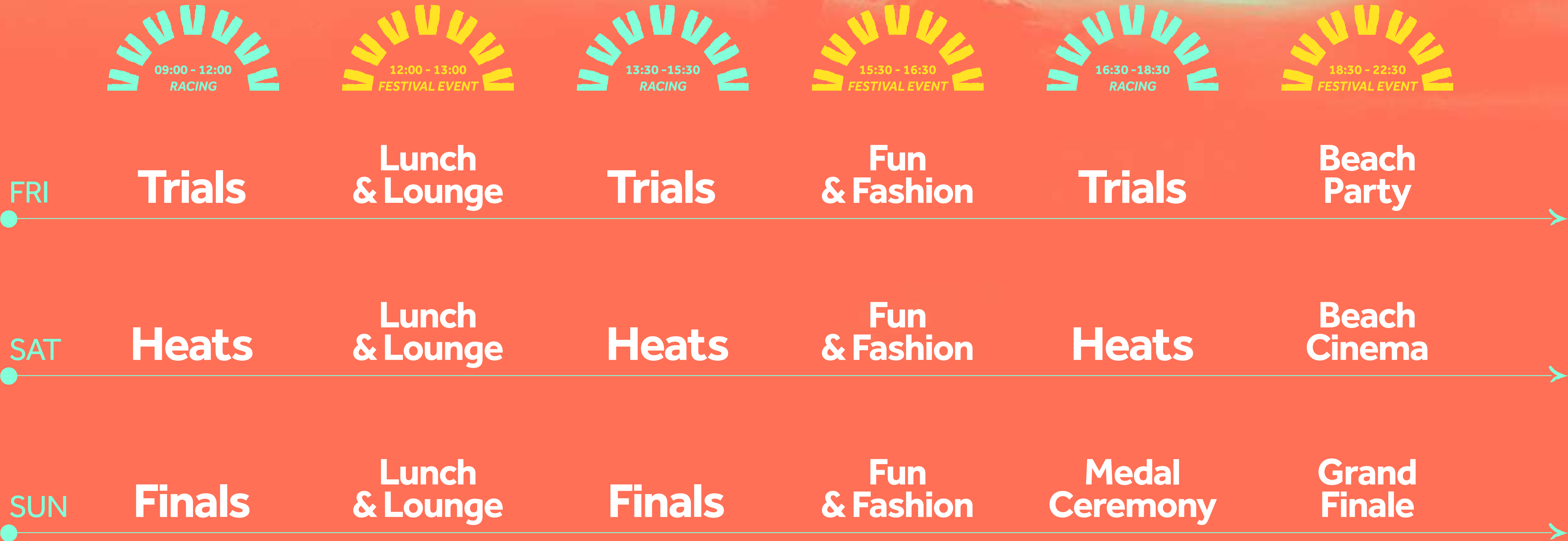
**Add revenue-generating, ancillary events to the sports programme.**





**Please note:** The below represents a simplified overview for illustration purposes only. Actual competition weekends may vary according to weather & water conditions, final discipline schedule and number & type of ancillary/festival events.

YOUR  
Festival Weekend









# The Coastal & Beach Sprint Rowing Opportunity



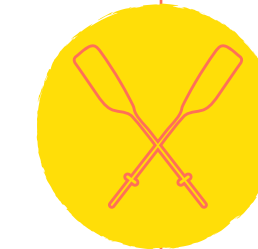
## Key Commercial Countries

- 100% competing
- BRA, CHN, ESP, FRA, GER, GBR, IND, ITA, JPN, USA, AUS ...
- No. of athletes (male & female) increasing
- No. of locally hosted events increasing



## Overall Global Participation

- Strong track record of continuous general participation
- Increase of 250% from 2019 to 2024
- Higher rates of growth expected following Olympic inclusion



## World Championships

- Growing participation for World Championships
- Increases of min. 10% YoY, despite Covid calendar implications



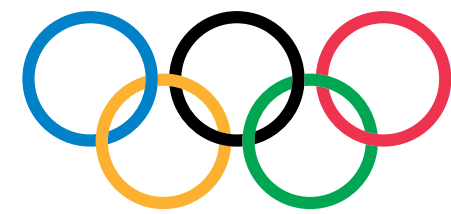
## Youth Participation

- **Women's U19:**  
Approx. 115% growth at World Champs from 2021 to 2024
- **Men's U19:**  
Approx. 85% growth at World Champs from 2021 to 2024





# THE Olympic Context



In **October 2023**, the International Olympic Committee announced at its 141st IOC Session in Mumbai, India, that **Beach Sprint Rowing** will make its full Olympic debut at the **LA28 Summer Olympic Games**.



Olympic inclusion is a valuable testament to the impressive and organic growth of Beach Sprint Rowing, fueled by its accessibility and modern values.

Launched in 2011, Beach Sprint Rowing has very quickly and significantly grown its global participant and fan base in over 100 countries, signifying the future of global urban youth sport, and will also feature at the Dakar 2026 Youth Olympic Games.









## BENEFITS OF HOSTING



# Sport



## Sport Legacy

Hosting the World Rowing or the European Rowing Coastal & Beach Sprint Championships allows your Region/City to stamp its indelible mark on the development of this groundbreaking beach sport-cultural movement. By doing so, your city establishes itself as a destination capable of welcoming future editions of this world-class event and fostering connections with the global Rowing community.



## BENEFITS OF HOSTING



# Community

### SOCIAL BENEFITS:

## Community & Environment

Coastal & Beach Sprint Rowing celebrate global beach culture while emphasizing values such as sustainability & volunteerism.

The disciplines' temporary infrastructures and World Rowing's sustainability efforts are geared towards the next evolution of elite & grassroots/ mass participation sport event delivery. In this context and harmonizing with nature, hosting Coastal & Beach Sprint Rowing events are an opportunity to strengthen your communities' ties with its natural home.

Through the local volunteer program, host cities can offer their communities opportunities to strengthen social cohesion, develop new skills, and create moments that unite & celebrate your local community.

Hosting a Coastal & Beach Sprint Rowing event is a beneficial opportunity for your city & local community to gain further experience organizing a world class sports festival, and to develop its capacity to attract and deliver future World Rowing events.







BENEFITS OF HOSTING



Global Visibility

RAPIDLY GROWING BROADCAST FOOTPRINT

TV-channels and digital platforms covering  
Beach Sprint Rowing in short or long form in 2023

Supersport	(Pan Africa)
Flow Sports	(Pan Caribbean)
Abu Dhabi Sports	(Pan Middle East)
Dubai Sports	(Pan Middle East)
Sportklub	(Pan Balkans)
Viasat Sport	(DEN, FIN, NOR, SWE)
Fox Sports	(AUS)
MAX Sport	(BUL)
RAI	(ITA)
RDS	(CAN)
Nova Sport	(CZE, SLK)
Star Sports	(CHN, HKG, TWN)
TV3 Sport	(DEN)
Movistar+	(ESP)
Servus TV	(GER, AUT)
Servus TV ON-OTT	(GER, AUT)
Novasports	(GER, CYT)

Sportflash	(IND)
Polsat 2	(POL)
Polsat Sport	(POL)
TV4	(POL)
Sportklub	(POL)
Prima Sport	(ROU)
TV Start	(RUS)
HUB Sports	(SGP)
Mio Sport	(SGP)
Sport TV	(SLO)
Blue Sport	(SUI, LIE)
True Sport	(THA)
Sporty Stuff	(UK)
VIAPLAY Xtra	(UK)
All Sports TV	(USA)
HTV	(VIE)

Olympic Movement  
Channels

Olympic Channel	(GLOBAL)
ANOC.TV	(GLOBAL)
WorldRowing.TV	(GLOBAL)

Please note:  
Olympic dynamics are expected  
to result in unprecedented  
increase of media coverage for  
Beach Sprint Rowing

- > Watched in  
100+ Countries
- > > 300%  
Streaming data  
2018 - 2024
- > No. of 'unique users'  
growing above average
- > No. of 'hours watched'  
growing above average



## BENEFITS OF HOSTING



# Revenue & Economic Impact

## Economic Impact & Revenue Opportunities

The World Rowing and European Rowing Coastal Rowing & Beach Sprint Finals come with the potential to generate substantial revenue when marketed properly.

Any support received by the Organising Committee from the public sector (local, regional, and national governments) can be fully used to stage the event. Further opportunities come with engaging private commercial entities.

As granted with the signature of a hosting agreement, the **Organising Committee** has an opportunity to **generate revenue** from the following categories:



Hospitality



Food & Beverage



Public Ticketing



Merchandise Sales



Official Programmes



Sponsorship



Ancillary events: music, artists, cultural & exhibition programs, etc.





Swift River



# Sample Sport & Logistical Requirements



## BEACH SPRINT ROWING FIELD OF PLAY

Approx. **80m x 70m** of gentle sloping sandy beach with access to gentle waves and 250m x 25m open water



## COASTAL ROWING FIELD OF PLAY

Approx. **4 - 6 km** of open water with coastline backdrop and gentle waves

## EQUIPMENT

Boats + Oars + Timing, Data & Results Services  
+ Entry & Competition Management Services

The equipment listed above may be procured and/or rented (as applicable) from World Rowing's supplier pool for delivery to the competition venue, reducing complexity for the local organizing committee and establishing the foundation for fair competition.

## DURATION

- **6 DAYS** for World Rowing Beach Sprint Finals
- **6 DAYS** for World Rowing Coastal Championships

## AIRPORT

International airport no further than approx. **200km** distance

## BROADCAST PRODUCTION & SPORTS PRESENTATION

- International Broadcast Signal produced by **WR Productions**
- Sports Presentation Services procured from **WR supplier pool**

## ACCOMMODATION

- **Approx. 1'000\*** Beds x6 for Coastal Championships
- **Approx. 500\*** Beds x6 for Beach Sprint Finals



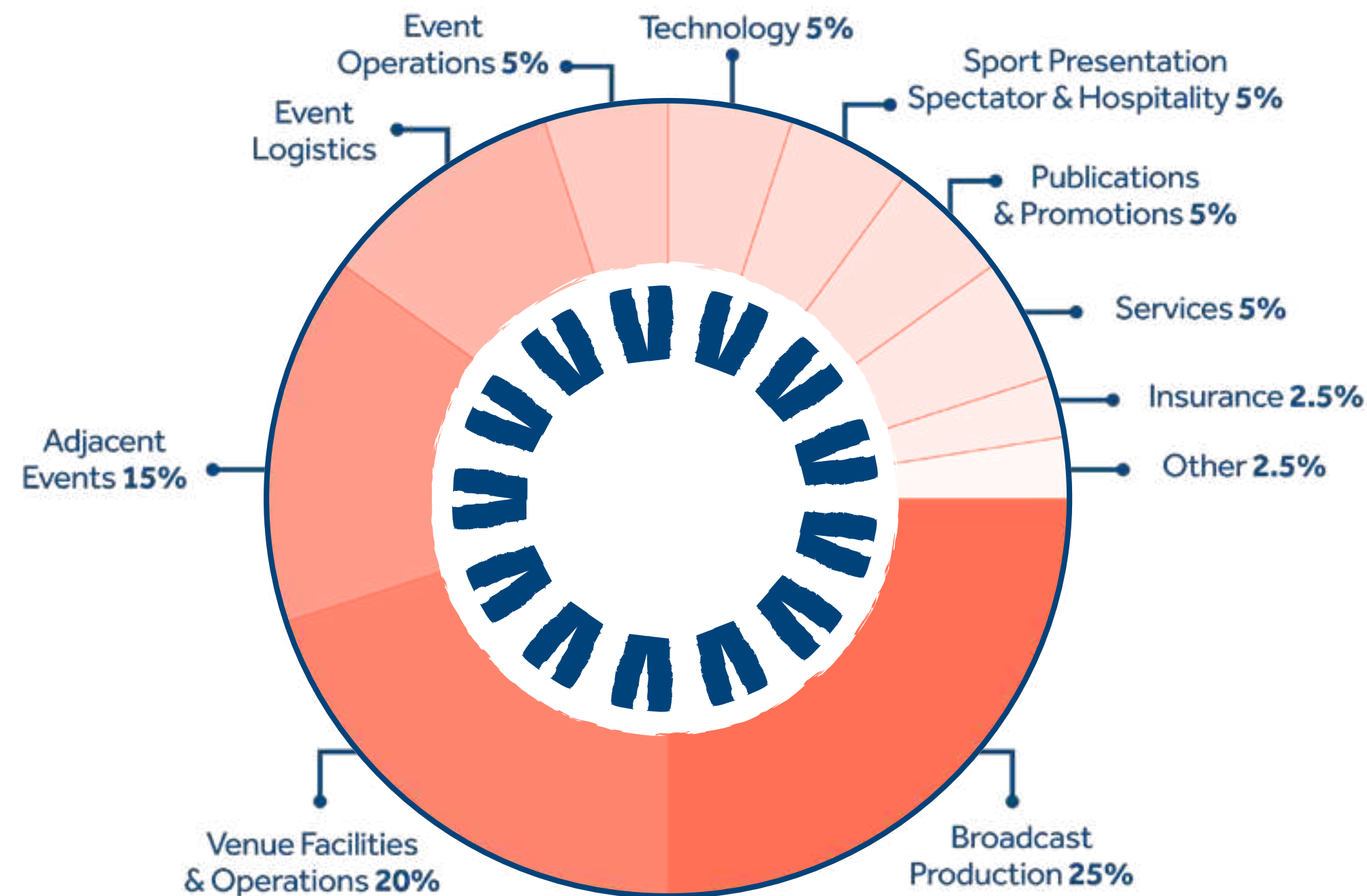


# Sample Budget & Fees

The sample indicated Event Budget for a combined World Rowing Coastal & Beach Sprint Championships is **CHF 1'000'000**.

The budget indicated is displayed for modeling purposes and intended to offer some insight into the financial investment and structure by percentages, not by overall amount invested.

The Event Budget will vary according to local conditions and costs. European Rowing events may require a slightly lower investment.



The indicated Event Budget percentages are based on historical data collected by World Rowing. Budget Percentages will vary according to local cost and conditions. World Rowing is committed to meeting with the bidding committee in preparation of the budget.

## Bid Fees (2027, 2028 WR)

Bidding Submission Fee:	CHF 10'000
Hosting Fee:	CHF 25'000
Commercial Fee:	CHF 60'000

## Bid Fees (2026, 2027, 2028 ER)

Bidding Submission Fee:	CHF 5'000
Hosting Fee:	CHF 10'000
Commercial Rights Fees:	CHF 25'000

## Enhanced Commercial Rights Fee:

Due to the competitive nature of the bidding process, this constitutes an important part of your bid. Interested parties are strongly encouraged to propose an additional investment package exceeding the standard fees specified above to reflect the unique commercial opportunities of their market - against further commercial inventory being granted.







# WR Investment & Support



The success of your event is our success. Our assistance does not stop with the event attribution.

To support our hosts in staging the best event possible for our mutual benefit, World Rowing has put together a very robust support and guidance package, aiming to make the organisation of your event easy.

**We will invest in your event and provide support in the following areas:**



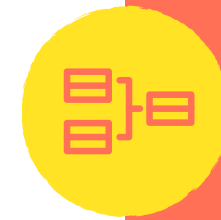
## Venue Planning:

World Rowing supports your event from Day 1 by providing venue planning expertise and event operations consulting.



## Event Delivery:

World Rowing will provide you with advanced services and products and will support and collaborate for the event delivery.



## Competition Management:

World Rowing will provide experts and specialized equipment from centralized entry system to time keeping & data services guaranteeing your event runs smoothly.



## International Media Coverage:

World Rowing will provide host broadcast & content production services of international level and distribute your event across the globe.



## Ancillary Events Support:

World Rowing may be in position to support the introduction of selected ancillary events and/or attractions to your event. Any respective details to be discussed in the consultation phase of the bid process.





# Event Availabilities

The following Championships  
are available to bid for:

**2026 European Rowing  
Coastal & Beach Sprint  
Championships**

**2027 World Rowing  
Coastal Championships  
& Beach Sprint Finals**

**2028 World Rowing  
Coastal Championships  
& Beach Sprint Finals**

**2027 European Rowing  
Coastal & Beach Sprint  
Championships**

**2028 European Rowing  
Coastal & Beach Sprint  
Championships**

**Please note:**

World Rowing may have a preference  
for allocating two World or European  
Championships to the same host.

**The Beach Sprint Finals in the year 2027 will serve as  
qualifiers to the Olympic Summer Games of LA28.**

**The Beach Sprint Finals in the year of 2028 will feature  
all events on the Olympic programme.**





# Timeline, Next Steps & Your World Rowing Contact

- Align with your World Rowing Member Federation.
- All Bids must include World Rowing Member Federation Approval.
- World Rowing is delighted to assist throughout the process.

Monday  
7 July 2025

Deadline to submit preliminary World Rowing Bid Documents

Monday  
July 2025  
-  
Monday  
September 2025

Preliminary Consultation period with World Rowing

Monday  
8 September 2025

Deadline to submit final World Rowing Bid Documents, signed Event Rights Agreement and Bid Fees

Monday  
September 2025  
-  
Monday  
November 2025

Consultation period with World Rowing

Monday  
24 November 2025

Attribution by World Rowing

FOR ANY ENQUIRIES & YOUR  
SUBMISSION OF 'EXPRESSION OF INTEREST',  
PLEASE CONTACT YOUR BID CONSULTANT:  
MATT DRAPER,  
[matt.draper@worldrowing.com](mailto:matt.draper@worldrowing.com)







# ABOUT World Rowing

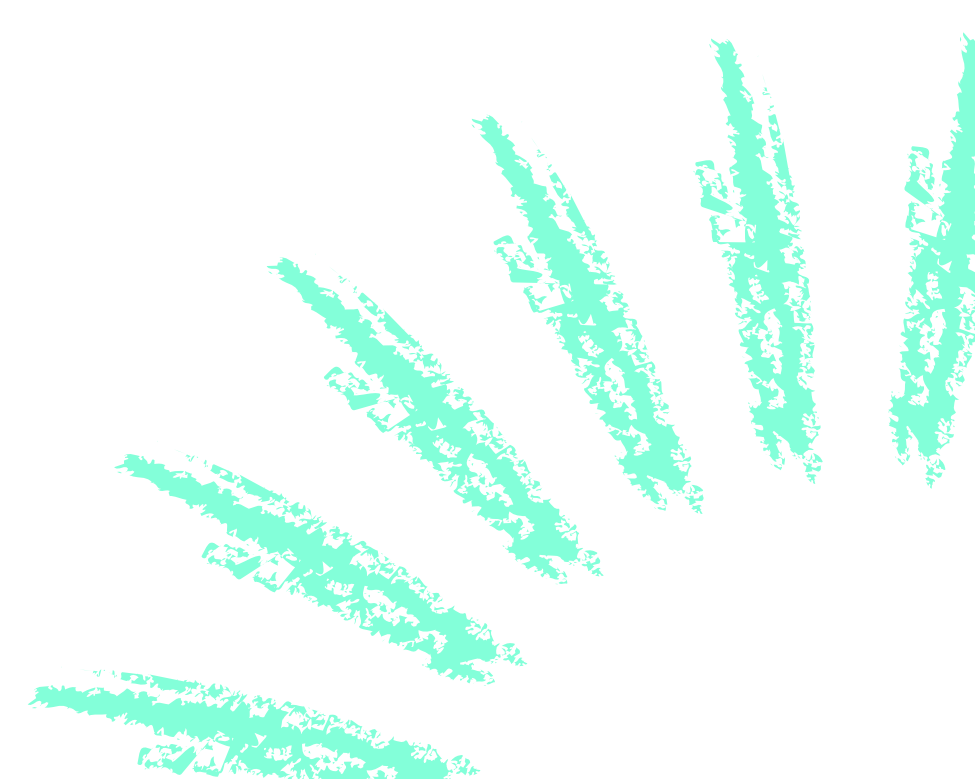
Formed in 1892, World Rowing (previously named FISA from the French 'Fédération Internationale des Sociétés d'Aviron') is the world governing body of the sport of Rowing.

The empowerment of its 159 National Member Federations makes it the only the global authority of the sport. As the oldest international federation, World Rowing has been the first one to join the Olympic Movement. It embodies unique Olympic Heritage with Rowing having been Olympic since the first modern Olympic Games in 1896, part of the inaugural Olympic Virtual Series in 2021 and present at the first edition of Olympic Esports Week in 2023.

The organisation promotes Rowing in all its forms throughout the world. It encourages its development and strengthens the bonds that unite all who enjoy the sport, ensuring the integrity of competitions, the protection of participants and of the environment are at the heart of all its activities.

World Rowing establishes the rules and regulations for Classic/ Elite-, Coastal-, Para- and Indoor Rowing and approves the Rowing programmes for international Series, Championships, Continental-, Regional- and Multisport Games, including the Olympic and Paralympic Games.

With the mission to effectively and efficiently govern, grow and showcase the sport, WR oversees sanctioned events and provides advice and expertise for the organisation of Rowing regattas. The Federation also works on coaching, education and other matters relating to the sport, ensuring it continues to flourish, the rules are enforced, the results are processed, the international calendar is managed, and that the values that are at its core - Fairness, Teamwork, Inclusiveness, Timelessness and Sustainability - are safeguarded and endorsed.

Several thick, expressive green brushstrokes of varying lengths and directions, located in the bottom right corner of the page.



# Disclaimer

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