



world
rowing[®]

An invitation to bid for hosting the
2029 World Rowing Championships

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The World Rowing Championships

The journey starts here!



Classic Rowing stands as a testament to the rich history and tradition of our beloved sport. As the oldest Olympic sport, it has woven itself into the fabric of athletic excellence and human endurance over centuries. The World Rowing Championships serve as a celebration of this storied legacy, bringing together athletes, coaches, and enthusiasts to witness the sheer prowess and camaraderie that define the sport.

What sets Classic Rowing apart is its timeless appeal and the enduring connection to the roots of competitive Rowing. As we look to the future, we envision Classic Rowing embracing innovation and evolution while staying true to its historical significance. The sport is not just about the physical act of Rowing; it is about the continuation of a legacy that spans generations.

In our pursuit of the future, we are committed to the festivalisation of Classic Rowing events. We seek to transform each championship into a vibrant celebration that goes beyond competition, inviting communities to revel in the spirit of Rowing.

The festivalisation approach aims to create an immersive experience, where the excitement of the races is complemented by cultural, entertainment, and social activities, ensuring that our events become memorable occasions for participants and spectators alike.

This document serves as a comprehensive guide, outlining the essential criteria and requirements for cities interested in submitting bids to host the World Rowing Championships. We believe that the collaborative efforts of World Rowing and prospective host cities will contribute to the continued elevation of Classic Rowing on the international stage.

The journey starts here.
Be part of it!

Jean-Christophe Rolland
President of World Rowing



Unparalleled Olympic Heritage



Rowing is the most perfect sport in existence.

Pierre de Coubertin,
Founder of the Olympic Movement

There is no clearer example of Coubertin's vision for excellence in sport and social contributions than Rowing. It is a timeless sport built on the values of aspiring to go faster, aim higher, become stronger together in partnership with our natural environment.

Embodying unparalleled Olympic Heritage, World Rowing was the first international federation to join the Olympic Movement. Its rich legacy is woven into the fabric of every Olympic Games, having been a steadfast feature in each one since its inception. This enduring presence is a tribute to Rowing's universal appeal and its alignment with the Olympic ethos.

In 2029, the World Rowing Championships will serve as the premiere qualifying event for the Olympic Summer Games Los Angeles 2028. Inclusivity is at the heart of Rowing. The 2029 edition will feature a fully integrated para-sport programme. Rowers – from around the world – are drawn to this unique edition of Regatta in their pursuit of Olympic & Paralympic glory.





The Pinnacle of Rowing

The World Rowing Championships regatta is the biggest annual World Rowing event and the most important of the season. It is held at the end of each season, usually around August and includes Olympic and International boat classes, for men, women, lightweight and para rowers. The regatta spans eight days with a progression system used from heats through to finals.

And in the pre-Olympic year, the World Rowing Championships serves as the first opportunity for athletes to qualify their boats for the Olympic and Paralympic Games, which triggers additional media attention on an international level.

Every year, the World Rowing Championships bring together the global Rowing community to compete and celebrate the best athletes and best performances. The event is also a proper sports festival where athletes and fans celebrate the “best” of Rowing.



Evolution of a Sport Festival

The World Rowing Championships extends beyond competitive excellence and skill; it's a dynamic festival that embodies modern Rowing culture and the unifying spirit of our global Community.

A robust music, arts, and cultural festival program – complementing the on-water thrills – entertains and enlivens Rowing lifestyle beyond the boat. With each edition, the Championships evolve, embracing new dimensions transforms it into a complete celebration of global Rowing competition, cultural and community. Picturesque regatta venues play host to thrilling technological, open-air cinemas, musical performances bringing the global Rowing family together and welcoming curious newcomers.

Every host city uniquely enriches the World Rowing Championships, weaving its local culture, art, and music into the regatta. Through the parallel festival, each host city can showcase your city's unique hospitality and add distinct flair celebrating the intersection of your city and Rowing. Music & Arts Festivals are an ideal gateway to welcome newcomers to the sport and provide additional revenue generating opportunities for the organizing committee.





Benefits of Hosting - Sport

Hosting the World Rowing Championships propels your city into the global spotlight, showcasing its organizational excellence and vibrant community. This prestigious event embodies your city's ambition on the world stage, exemplifying its ability to attract and host major international sporting festivals. Embracing this event strengthens your city's reputation for future World Rowing events, laying the groundwork for an enduring legacy.



Benefits of Hosting - Community & Health

For host cities, the World Rowing Championships can be more than just an event; it's an opportunity to fortify the bonds of community, to nurture skill development, and to weave a tapestry of moments that both unite and celebrate the local spirit. Through local volunteer programs, individuals become part of a larger movement, contributing to an international showcase of sporting excellence while fostering a legacy of pride and togetherness within their own communities.





Benefits of Hosting - Economic & Visibility

Tourism Impact:

- Approx 23,000 overnight stays
- Approx 1,000 athletes from 70 countries
- Approx 50,000 - 70,000 spectators

Broadcast Figures:

- Approx 80 - 100 Mio global audience
- Approx 400 hours of coverage
- Approx 100 broadcasters, including top quality public broadcasters from across Europe (ARD, BBC, RAI, SRG, TVP, ZDF, etc.) and worldwide (CCTV, FOX, SKY, etc.)

World Rowing Media*

- More than 550,000 followers
- More than 6% engagement rate
- More than 10% year-on-year growth rate

Fan Demographics

- More than 50% are under 35
- Above average education and household wealth.

*excluding China.



Benefits of Hosting - Revenue Opportunities

The World Rowing Championships has the potential to generate substantial revenue when marketed properly. By attracting support from government and commercial entities, local organizing committees can reduce the overhead expenses. It is the responsibility of the Local Organizing Committee to market the event effectively.

As granted with the signature of a hosting agreement, the Local Organizing Committee has an opportunity to generate revenue from the following categories...



Hospitality



Food & Beverage



Public Ticketing



Merchandise Sales



Official Programmes



Sponsorship



Ancillary Events:
Music & Cultural Programs

Core Sport Requirements

A Competitive “Field of Play”

- Eight (8) Racing Lanes with 2000m Albano buoying system
- Start Tower & Finish Tower
- Interval timing facilities
- Minimum 4 launching platoons
- Boat storage for 500 boats of 70 teams
- Athlete & Team facilities
- Minimum of 60 rooms suitable to accommodate wheelchair access
- Depending upon the bidders recent history/experience with organising top-level international regattas, World Rowing may request the bidders to host such regatta in the years prior to the Championships

Core Logistic Requirements

Accessibility

The World Rowing Championships attract competitors, commercial partners and service providers worldwide, so reasonable proximity to an international airport is essential. The venue location should be accessible to fans, many who would travel via public transportation.

Welcoming “Regatta Venue”

- Appropriate Number of Rooms for Event Operations (Anti-Doping, Broadcast, Media, Medical, etc.)
- Exhibition Space for Local, National & International Commercial Partners
- Spectator Services & Facilities including Hospitality and Food & Beverage options.
- Festival Event Delivery Capabilities for adjacent music, arts, culture & cuisine festival events
- Logistics for approx. 70'000 spectators

Duration

11 days - 4 training / 7 racing

Available Accommodation

- Approx. 2'000 – 2'500 beds x 12 Nights
- 660 room nights for WR Team

Please note that this figure is an estimate of the total accommodations to be available for World Rowing (WR) operations, at no cost to WR, and for athletes to rent at a preferred rate.

Broadcast, Media & Sport Presentation

- International Live Broadcast Signal as per World Rowing requirements
- Sport Presented Services (procured from WR Service Provider Pool)
- Professional work facilities & logistics for approx. 500 accredited media.



Exemplary Budget Breakdown

The World Rowing Championships

Bidding Initiation Fee:

EUR 10'000

Bidding Submission Fee:

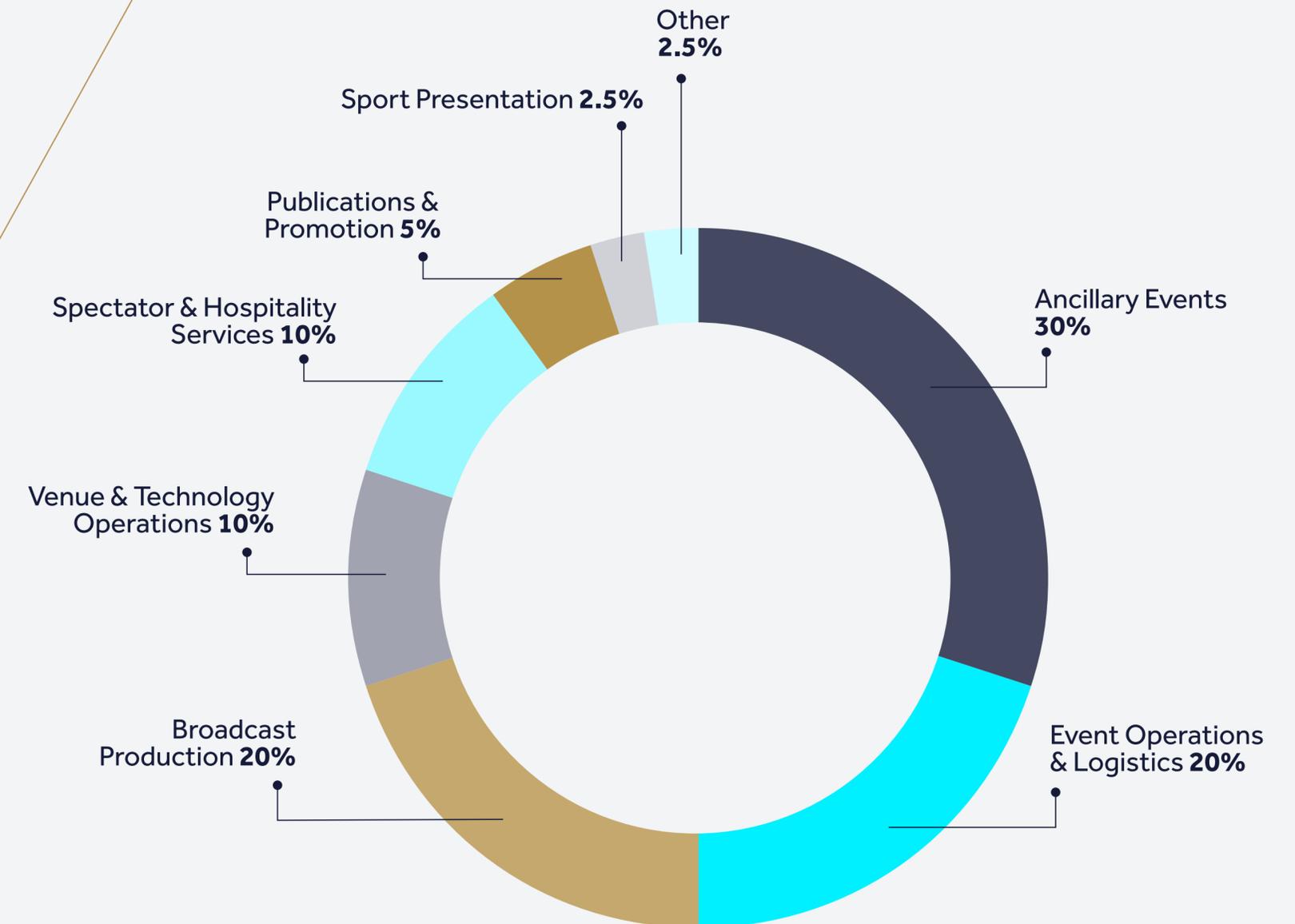
EUR 40'000

Hosting & Commercial Fee:

Minimum Investment of EUR 720'000

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.



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.

The sample indicated Event Budget for a World Rowing Championship is EUR 4'000'000,-. The budget indicated is used for modeling purposes and intended to offer some insight into the financial investment by percentages, not by overall amount invested. The Event Budget will vary according to local conditions and cost.

World Rowing 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:



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.

International Media Coverage:

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

Competition Management:

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

Event Delivery:

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

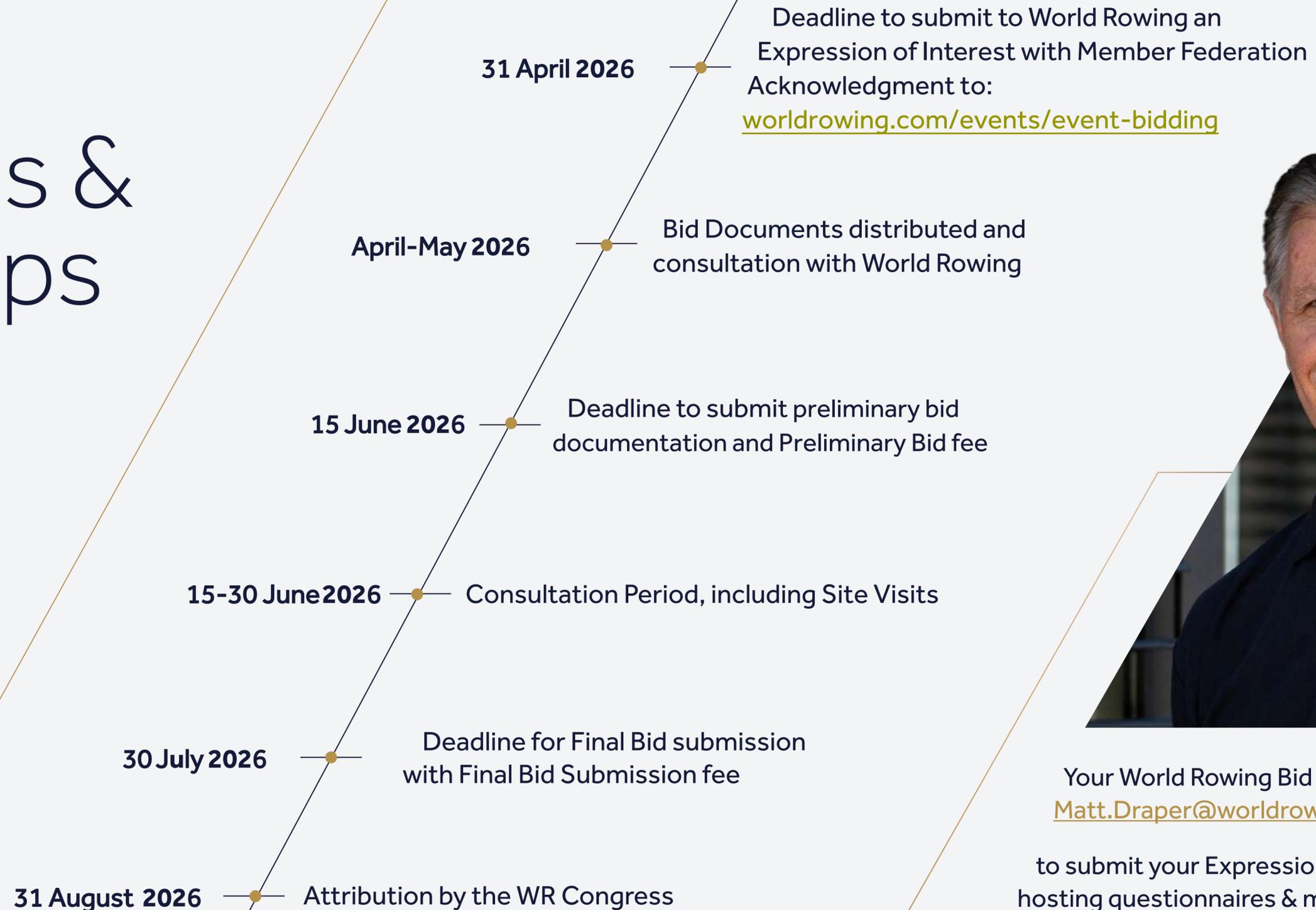
Venue Planning:

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



Timelines & Next Steps

2029 World Rowing Championships Attribution Timeline (generic)



Your World Rowing Bid Consultant:
Matt.Draper@worldrowing.com

to submit your Expression of Interest,
hosting questionnaires & more information.

About World Rowing



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

Empowered by its 159 Member Federations, World Rowing is the global authority of the sport of Rowing. The first international federation to join the Olympic Movement, World Rowing embodies unique Olympic Heritage with Rowing featuring 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.

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.

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, keeping the integrity of competition and governance and the protection of participants and the environment at the heart of all its activities



It encourages its development and strengthens the bonds that unite all who enjoy the sport. 



Disclaimer

Any and all of the information in this document is published in good faith and for general and preliminary information purposes for potentially interested bidders only.

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