

UIAA Ice Climbing World Tour - Athlete centered sponsorship drive

Aim – The UIAA Ice Climbing World Tour runs a financial model that allows for the coordination and promotion of a stable World Tour. However, to make further developments of the tour, its events and other aspects of the ice climbing community, another major sponsor is required.

Proposal – The UIAA office would like to work with the athlete community to try and draw in new sponsors from outside of the outdoor industry to sponsor the World Tour, to benefit the athlete community and the also athlete(s) that brings in the sponsorship contract.

If any athletes have contacts or leads that they think might be fruitful, the UIAA office will work with athlete(s) and provide marketing material to approach potential brands and will be involved with meetings and pitches. It is hoped that we can use the information that athletes (or their family/friends etc.) have within the community to find brands that could be a good fit to partner with the World Tour. Note that athletes should contact the office before approaching any brand and the pitch should be made together.

In return for this assistance, the UIAA will of course invest in the World Tour and also invest in the athlete community - via a solidarity fund and direct support to the athlete(s) that help bring in the new sponsorship deal. Note that if an ongoing deal is established, then the contributions to the parties detailed below would also be ongoing.

Split of Sponsorship – referring to cash income only – minus a finder's fee (all in-kind contributions would be at the determination of the UIAA).

1. 60% to go towards UIAA Ice Climbing World Tour coordination and development.
2. 40% to go towards UIAA Ice Climbing Development Fund.

Details –

1. The funds that go towards the World Tour development will be held by the UIAA and used as the UIAA Ice Climbing Executive Board sees fit, in consultation with the UIAA Athlete Commission to improve the World Tour and its events.
2. The UIAA plans to setup an Ice Climbing Development Fund, that will through an application process allow new and developing federations to apply for funding for athletes and teams to attend UIAA World Tour events, that otherwise would not have the money to do so, thus helping the community to grow. Funding may also be granted to event organisers for special projects.
3. The finder's fee would be up to 10% of the monetary value of the deal and must be used to cover the expenses for travelling to World Tour events - up to a maximum of 10k Euros i.e. approx. a whole season's worth of event travel expenses for that year of the tour for one athlete.

Process –

So, if you think you have a good idea or a good contact at a brand or company that might be interested in sponsoring the UIAA World Tour please get in touch with [Rob Adie at the UIAA office](#). He can provide you with all the marketing materials, data, statistics on the World Tour and support you need to make the approach to your chosen brand together with the UIAA. This potential sponsor could really help push forward the sport that we all know and love and benefit everyone in the community.