

**world
rowing**[®]

FISA



2025 Ordinary Congress

Shanghai, China
29 September 2025



21. Strategic projects

Call for action

world
rowing®



INFORMATION
COLLABORATION



CALL TO ACTION

Information, collaboration & call to action

- 1. Sponsorship**
- 2. Content Creation & Communications**
- 3. WWF & WR Healthy Waters Alliance**
- 4. 2025 Awards**

1- Sponsorship

INFO

Sponsorship



dentsu sports
international



- Recruited **Havas Play** as **global sponsorship sales agency** - now being onboarded
- Also engaging with **Dentsu Sports** and **DLEM** respectively for Japan & China markets
- Now operational and active in market

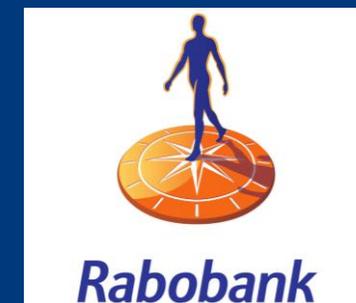
COLLABORATION

Sponsorship

- Intended to benefit WR Member Federations & Events/LOCs where possible/desirable
- Opportunity to combine global + national + local sponsorships rights & benefits
- Forming a consolidated sponsorship offer deriving **revenue & benefits for each party:**



Examples - for illustration purposes:



CALL TO ACTION

Sponsorship

- Please **REACH OUT** if you see opportunities in your market

2- Content Creation & Communications

INFO

Content Creation & Communications

- Through new EBU media right agreement effective 2025, we have secured **greater rights for live or 'near-live' digital / social media activation.**
- We must **leverage these new communications opportunities** collectively
- Currently **scoping a 'Media House'** for content sharing. Mid-term project, will require collective resources.

COLLABORATION

Content Creation & Communications

- Collaboration between WR, Member Federations and their athletes will be critical.
- Objective: **sharing worthy rowing content and demultiply communications opportunities at global, national and local levels.** Nations, Events, Athletes, etc.
- Soft engagement process and some content sharing has started

CALL TO ACTION

Content Creation & Communications

- Please **REACH OUT** and provide input to Brian Orsini, Head of Communications

3-



TOGETHER FOR

**HEALTHY
WATERS**



INFO

Healthy Waters Alliance

- 2025: first full season of activation since **launch of Alliance in Sept 2024**
- Several **key initiatives have already taken place**, notably recently at Worlds U19 in Trakai.
- Others to follow this years, including at European Beach Sprint Finals in Antalya.

COLLABORATION

Healthy Waters Alliance

Greater MF engagement is required to drive more action on the ground: 'every day' rowing in country and clubs; or at World Rowing events



RESTORE



CALL TO ACTION

Healthy Waters Alliance

- Please **REACH OUT** to Maïke Diekmann-Betts to discuss activation opportunities
- sustainability@worldrowing.com



2024

world
rowing
awards

Andalucía

4- 2025 World Rowing Awards

Lausanne, Switzerland

24 January, 2026

INFO

2025 World Rowing Awards



2024 World Rowing Awards
9 Nov 2024, Sevilla, Spain



2025 World Rowing Awards
24 January 2025, Lausanne, Switzerland

INFO

2025 World Rowing Awards



Thomas Keller Medal	Started
Distinguished Services to International Rowing	=
Artistic Contribution of the Year Award	=
Rowing Programme of the Year Award	=
Men's Crew of the Year	From 1 October
Women's Crew of the Year	=
Para Crew of the Year	=
Coach of the Year	=

DEADLINE 15 NOVEMBER

www.worldrowing.com/about/awards

COLLABORATION

2025 World Rowing Awards

Opportunity for greater MF participation and, with it, greater exposure of Awards in countries.



CALL TO ACTION

2025 World Rowing Awards



➤ Consult website, reach out, nominate!

www.worldrowing.com/about/awards

