



ICF MEDIA RIGHTS 2026-2028





international
canoe
federation

Always Moving Forward

The global authority for paddle sport, overseeing 10 disciplines worldwide and recognised by the International Olympic Committee (IOC)

With 171 National Federations, the International Canoe Federation unites millions of paddlers globally, from grassroots to elite level, promoting a passion for paddle sport for all

THRILLING, WORLD-CLASS COMPETITION

international
canoe
federation

Paddlers compete in ICF events for world titles and Olympic qualification

- ICF events are the highest-level of paddle competition in the world
- Fast-paced events from stunning locations throughout the season from May to November
- High quality live productions, industry-leading timing and graphics supported by extensive digital content to inform and engage audiences

INTRODUCING NEW PRODUCTION STANDARDS

Focus on innovation and efficiency

international
canoe
federation

- From 2025, ICF innovated with new, immersive production set-ups and engaging graphics
- Created more non-live content and ensured fast delivery of clips and highlights to broadcast partners to support audience growth
- These new techniques ensured innovative broadcasts to deliver the best viewing experience
- On-site commentary from experts, including current and former champion athletes for in-depth race analysis

MEDIA RIGHTS AVAILABLE 2026-28

ICF Canoe Slalom World Championships
ICF Canoe Sprint World Championships
ICF Canoe Slalom World Cups
ICF Canoe Sprint World Cups
Paddle Europe Slalom Championships
Paddle Europe Sprint and Paracanoe Championships



ICF Canoe Slalom World Championships

international
canoe
federation

The premium global event for whitewater, including kayak cross, newly included to the Paris 2024 Olympic Games

2026, July 21-26

Oklahoma City, USA

2027, September 8-12

La Seu D'Urgell, Spain

More than **9 hours** of live competition coverage per event

ICF Canoe Sprint and Paracanoe World Championships

international
canoe
federation

The premium global event for flatwater

2026
August 26-30

Poznań, Poland

2027
August 25-29

Szeged, Hungary

2028

TBC

More than **7 hours** of live competition coverage per event

ICF Canoe Slalom World Cups

international
canoe
federation

x5 annually, including kayak cross
Indicative calendar based on 2026 (full schedule in Appendix)

June 5-7

World Cup 1
Prague, Czechia

June 12-14

World Cup 2
Augsburg, Germany

June 19-21

World Cup 3
Ljubljana, Slovenia

September 4-6

World Cup 4
Vaires-sur-Marne, France

September 4-7

World Cup Final
La Seu, Spain

More than **8 hours** of live competition coverage per event

ICF Canoe Sprint and Paracanoe World Cups

international
canoe
federation

Minimum of x2 annually

Indicative calendar based on 2026 (full schedule in Appendix)

May 8-10

World Cup 1
Szeged, Hungary

May 14-17

World Cup 2
Brandenburg, Germany

July 9-12

World Cup 3
Montreal, Canada

5-8 hours of live competition coverage per event

Paddle Europe Sprint and Paracanoe Championships

international
canoe
federation

Top tier flatwater event in the European calendar (formally known as European Championships)

2026
June 10-14

Montemor, Portugal

2027

Istanbul, Turkey

2028

TBC

5-8 hours of live competition coverage per event

Paddle Europe Slalom Championships

international
canoe
federation

Top tier whitewater event in the European calendar (formally known as European Championships)

2026
June 23-27

Ivrea, Italy

2027

Krakow, Poland

2028

TBC

5-8 hours of live competition coverage per event

SHOWCASE THE BIGGEST AND BEST GLOBAL PADDLING EVENTS FOR THE NEXT FOUR YEARS

The journey to LA 2028 starts here



RIGHTS OFFER

CALENDAR 2026

EVENT	LOCATION	DATES
ICF Sprint and Paracanoe World Championship	Poznan, Poland	26-30 August 2026
Paddle Europe Sprint and Paracanoe Championships	Montemor, Portugal	10-14 June 2026
ICF Sprint and Paracanoe World Cup	Szeged, Hungary	8-10 May 2026
ICF Sprint and Paracanoe World Cup	Brandenburg, Germany	14-17 May 2026
ICF Sprint and Paracanoe World Cup	Montreal, Canada	9-12 July 2026
ICF Slalom World Championship	Oklahoma City, USA	20-25 July 2026
Paddle Europe Slalom Championships	Ivrea, Italy	23-27 July 2026
ICF Slalom World Cup #1	Ljubljana, Slovenia	29-31 May 2026
ICF Slalom World Cup #2	Prague, Czechia	5-7 June 2026
ICF Slalom World Cup #3	Augsburg, Germany	12-14 June 2026
ICF Slalom World Cup #4	Vaires-sur-Marne, France	4-6 September 2026
ICF Slalom World Cup #5	La Seu, Spain	11-13 September 2026

RIGHTS OFFER

CALENDAR 2026-2028

EVENT	LOCATION	DATES
ICF Sprint and Paracanoe World Championships	Poznan, Poland Szeged, Hungary Venue TBC	2026 2027 2028
ICF Slalom World Championship	Oklahoma City, USA La Seu, Spain Venue TBC	2026 2027 2028
Paddle Europe Sprint and Paracanoe Championships	Montemor, Portugal Istanbul, Turkey Venue TBC	2026 2027 2028
Paddle Europe Slalom Championships	Ivrea, Italy Krakow, Poland Venue TBC	2026 2027 2028
All ICF Sprint and Paracanoe World Cups	Min two events per year	2026-28
All ICF Slalom World Cups	Five events per year	2026-28

THANK YOU



Global Director of TV, Broadcast & Marketing

Stuart Roach: stuart.roach@canoeicf.sport

Commercial & Sponsorship manager

Vimal Sankar: vimal.sankar@canoeicf.sport