

# MOVE FORWARD WITH US

PARTNERSHIP OPPORTUNITIES





*71% of the  
world is our  
playground*

As we prepare to rebrand ourselves as **Paddle Worldwide**, we are more than just a name—**we're a movement.**

**Our mission** is to unite paddlers and dreamers across oceans, lakes, and rivers, fuelled by shared stories, endless horizons, and the freedom to explore.

**Our vision** is to break boundaries and shape the future of the sport, **paddle forward with us.**

# WHO WE ARE

The International Canoe Federation is the world governing body for paddle sport, overseeing all Olympic and Paralympic canoe and kayak disciplines, as well as seven non-Olympic disciplines.

We have 171 National Federations that support millions of recreational paddlers and over 15,000 athletes competing in around 25–35 ICF events every year. Having recently celebrated our centenary milestone, the ICF continues its unwavering commitment to developing paddle sport.

## KEY FIGURES

171

National Federations



13  
international offices  
managing our ever-expanding  
paddling community

## SOCIAL MEDIA



77.9M  
reach  
(2024)



342K subscribers with  
300M+ views  
(2024 total views)



59.5M  
reach  
(2024)

72.1M  
impressions  
(2024)



小红书



## OTHER SOCIAL MEDIA





## TV MEDIA KEY FACTS 2024

## Olympic Games

We have a strong Olympic history with Canoe Sprint and Canoe Slalom. There will be a total of 16 canoeing events on the programme at LA28, including 10 for sprint and six for slalom which all starred at Paris 2024.

Canoeing will have the sixth largest number of medal events of all 36 Olympic sports at the Games.

A total of 318 athlete quota places, including 236 for sprint and 82 for slalom, will be on offer for LA28 – the same number as Paris 2024.

Gender equality has been achieved once again, with eight events for men and eight events for women.



BROADCASTING TIME  
**686:24** hours



MEDIA CONTACTS  
**1.203,89** million



REACH  
**9,25** million



MEDIA VALUE  
**11,795** million €

\* ICF events only



## BROADCAST PARTNERS



# WHY PARTNER WITH ICF?

Partnering with the ICF means aligning your brand with a vibrant, growing sport that inspires millions and delivers authentic engagement worldwide.

## GLOBAL PRESENCE

171 National Federations and millions of paddlers offer an unparalleled platform for brand visibility and impact.

## ELITE ATHLETE CONNECTION

Over 15,000 athletes compete annually at high-profile events, bringing genuine brand association through Olympic and Paralympic disciplines.

## ECONOMIC GROWTH

Sponsorship opens doors to thriving regions and local businesses, supporting sustainable economic development.

## VALUES-DRIVEN PARTNERSHIP

The ICF's commitment to inclusivity, diversity, innovation, and environmental stewardship resonates deeply with modern consumers.

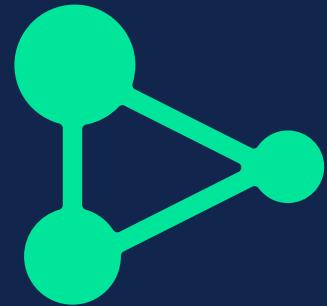
## SPORT DEVELOPMENT

Together, we grow paddle sport globally, expanding participation and commercial opportunities — strengthening both the sport and your brand.



# PARTNERSHIP OPPORTUNITIES

Choose from four tailored packages designed to maximise your brand's impact within the paddle sports community.



# GOLD

The gold standard of ICF partnerships, delivering the most comprehensive benefits and exclusive experiences across all touchpoints.

## Official recognition and credibility

- Attain formal ICF recognition and credibility as an official Gold-tier supplier.
- Use of "ICF Gold Partner" designation in all sales, publications, publicity, and media.

## Premium on-site brand exposure and visibility

- Logo placement on all kiss and cry areas, podiums, and mixed zone backdrops, guaranteeing consistent global visibility during broadcast coverage reaching millions worldwide.
- Prominent branding across multiple locations: event entrance boards, start/finish line gates, scoreboards, accreditation cards, course banners, on-site screen displays, event website, and any printed material.

## On-site business rights and VIP experience

- Guaranteed prime dedicated space for your services or exhibition tent within the athlete area at no cost.
- Commercial space for selling products at the venue.
- Up to 15 accreditations with athlete area entitlement per day for your team.
- Up to 3 VIP accreditations for your team.

## Exclusive partnership opportunities

- Rare opportunity to be nominated as a sole source supplier for the Olympic Games LA28.
- Chance to be included as an official partner in the ICF Development Programme.

## Marketing and communication rights

- Your logo displayed on the official ICF website year-round.
- Right to use official ICF photography.
- ICF promotion of your new products in publications and on the website upon request.
- Permission to publicise and promote your company worldwide through the partnership, specifically relating to ICF events.
- Exclusive opportunities to create customised sponsorship and event campaigns with all Gold-tier partners.

## Joint sport promotion and development

- Joint initiatives to promote both your brand and canoeing.
- Invitation to ICF Manufacturer Forum meetings to discuss sport and technology developments.

# SILVER

A higher level of ICF partnership,  
offering strong benefits and opportunities.

## Official recognition and credibility

- Attain formal ICF recognition and credibility as an official Silver-tier supplier.
- Use of "ICF Silver Partner" designation in all sales, publications, publicity, and media.

## On-site brand exposure and visibility

- Two banners per event in highly visible positions for both broadcast and spectators.
- Your logo on event websites.

## On-site business rights and VIP experience

- Dedicated space available for servicing equipment within the athlete area.
- Up to five accreditations with athlete area entitlement per day for your team.
- Up to three VIP accreditations for your team.

## Marketing and communication rights

- Your logo displayed on the official ICF website year-round.
- ICF promotion of your new products upon request.
- Permission to publicise and promote your company worldwide through the partnership, specifically relating to ICF events.

## Joint sport promotion and development

- Joint initiatives to promote both your company and canoeing.
- Invitation to ICF Manufacturer Forum meetings to discuss sport and technology developments.





# BRONZE

A recognised and promoted ICF partner with key benefits at specified events.

## Official recognition and credibility

- Attain formal ICF recognition and credibility as an official Bronze-tier supplier.
- Use of "ICF Bronze Partner" designation in all sales, publications, publicity, and media.

## On-site business rights and VIP experience

- Compact yet impactful space within the service course area at ICF major events.
- Up to five accreditations with service course area entitlement per day for your team.
- Up to one VIP accreditation for your team.

## Marketing and communication rights

- Your logo on event websites.
- Ability to provide your own marketing material and branding displays at specified events.
- Your logo displayed on the official ICF website year-round.
- Partnership highlighted in ICF press releases.
- ICF promotion of your new products upon request.
- Permission to publicise and promote your company worldwide through the partnership, specifically relating to ICF events.

## Joint sport promotion and development

- Joint initiatives to promote both your company and canoeing.
- Invitation to ICF Manufacturer Forum meetings to discuss sport and technology developments.



# ICF PARTNERS

## GOLD



## SILVER



## BRONZE



*Always moving forward*



# REACH OUT TO US

If you are ready to be part of our exciting journey,  
let's connect and explore how we can create a lasting impact together.

## Our partnerships team

**Stuart Roach:** [stuart.roach@canoeicf.sport](mailto:stuart.roach@canoeicf.sport)  
**Vimal Sankar:** [vimal.sankar@canoeicf.sport](mailto:vimal.sankar@canoeicf.sport)  
**Lily Simonffy:** [lily.simonffy@canoeicf.sport](mailto:lily.simonffy@canoeicf.sport)  
**Fiona Xie:** [fiona.xie@canoeicf.sport](mailto:fiona.xie@canoeicf.sport)

# FOLLOW US

**Official website of ICF:**  
<https://www.canoeicf.com>

**Headquarters:**  
76 Váci út, 1133 Budapest, Hungary

## Social media



YouTube  
Planet Canoe



Instagram  
planetcanoe



Facebook  
Planet Canoe



X  
PlanetCanoe



TikTok  
planetcanoe



微信公众号Wechat  
国际皮划艇联合会杭州代表处



微博Weibo  
ICF国际划联



抖音Tiktok  
ICF国际皮划艇联合会



小红书Xiaohongshu  
ICF国际皮划艇联合会





# THE WORDS OF OUR PRESIDENT

Paddle sport has always been one of the true highlights of the Olympic Games, with 16 medal events that capture the excitement and power of athletes competing at the very highest level.

But our sport does not shine only once every four years. Each year, the International Canoe Federation organises more than 40 international events across 10 diverse disciplines on all continents, generating global exposure and extensive television and digital coverage that reaches millions of fans on leading channels and online platforms worldwide.

Paddle sport boasts universal appeal – from children taking their first strokes to seniors enjoying the water for recreation; from grassroots communities to the very best Olympic champions, it connects people across cultures, ages, and backgrounds. It is, in every sense, a truly global sport.

Yet this is not merely a sport; it is more a lifestyle, a passion, and a bridge between people and nature.

At the ICF, we value partnership immensely. We believe that trust and mutual benefit are the core principles of any successful collaboration, as we not only promote a sport but also create inspiring stories that resonate with people worldwide.

We would be honoured to welcome you into this family. By joining us, you will not only strengthen your business but also become part of a global movement that celebrates excellence, diversity, and sustainability.

Together, we can write new chapters of success for both your brand and the sport of paddling.

International Canoe Federation President  
**Thomas Konietzko**