



INTERNATIONAL FEDERATION OF **SPORT CLIMBING**
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2015
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IFSC CLIMBING WORLD CHAMPIONSHIPS 2018: TRIDEM SPORTS BECOMES EXCLUSIVE MARKETING AGENCY FOR THE IFSC CLIMBING WORLD CHAMPIONSHIPS IN INNSBRUCK 2018

The International Federation of Sport Climbing (IFSC) and the Austrian Climbing Federation (OEWK) signed an exclusive contract with Tridem Sports AG for the exploitation of all marketing rights of the IFSC Climbing World Championships in Innsbruck 2018. Tridem will be responsible for the sale of all sponsorship rights of the event.

Additionally Tridem will manage the integration of the event sponsors in the media landscape of the World Championships. Tridem will cooperate closely with the Austrian Climbing Federation, who is very experienced in managing and implementing each year some of the best climbing events worldwide.

Marco Maria Sclaris, IFSC President said, "Sport Climbing has experienced a fast and huge growth in the past few years in the urban environment and is one of the cornerstones of the outdoor market. Our international exposure is getting stronger and the proposal of Sport Climbing as a new sport for Tokyo 2020 Olympic Games is giving us a fantastic visibility and recognition. The experience of Tridem will boost all our qualities".

OEWK President Dr. Eugen Burtscher said, "I am very pleased that we could win Tridem Sports AG as a marketer for the 2018 IFSC World Championships in Innsbruck. The guarantee of a professional, global marketing is another big step in the whole development of climbing sport - both nationally and internationally and creates sustainable value."

Tridem founder and CEO Christian Pirzer said, "We are pleased about this new exclusive mandate from IFSC and OEWK. We see great potential in this sport. We are happy to help to develop the commercial programme of climbing worldwide."

About Tridem Sports

Tridem Sports is an international, independent full-service agency for sports management and sports rights marketing. Tridem Sports was founded by Christian Pirzer in 2008 and is based in Freienbach, SZ. Its portfolio of rights includes event-marketing rights such as the FIS Alpine and Nordic World Ski Championships, Engadin Skimarathon and the World Cup and World Championships of the International Canoe Federation, joint venture companies with the International Skiing Federation "FIS Marketing AG" and with the European Athletics Federation "European Athletics Marketing AG". It also manages the commercial rights of clients such as cross-country skiers Dario and Gianluca Cologna and Chef Benoit Violier.



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VIDEOS

YouTube: <http://www.youtube.com/ifscchannel>

PHOTOS

For a selection of photos available shortly after each event, please visit the Photo Gallery on www.ifsc-climbing.org

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