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INTERNATIONAL FEDERATION OF SPORT CLIMBING IFSC TO ISSUE RFP FOR JAPAN RIGHTS RENEWAL

The International Federation of Sport Climbing (IFSC) issued an RFP regarding its media and sponsorship rights in Japan from 2019 onwards.

The IFSC's current, 3-year media rights deal with Tokyo-based Synca Creations is due for renewal at the end of this year. From 2019, the IFSC intends to package media and sponsorship together to increase total value and synergy in the Japanese market.

The IFSC has also been working in Japan with HakuHodo DY media partners, another major Japan-based international sports marketing agency, which is also the marketing partner of the IFSC's member association, the Japan Mountaineering and Sport Climbing Association.

IFSC President Marco Sclaris commented, *"Even discounting the catalyst for interest which is inclusion in the Tokyo 2020 Olympic Games, Sport Climbing has been experiencing huge growth in Japan in recent years. This development is set to continue with the sheer volume of elite talent coming through in Japanese climbing, leading the International scene, and the proliferation of climbing gyms in the Japanese capital and throughout the country."*

The growth in the Japanese market is also reflected in the very high level of interest already shown by Japan's major sports marketing agencies. Thus, a very positive outcome for sport climbing is expected, both in Japan and worldwide.

President Sclaris concluded, *"The growth of Sport Climbing in Japan has been unusually fast, but it reflects a trend we now observe across the world. The growing awareness of Sport Climbing is visible in a booming use of values, codes, athletes and images of our amazing sport by more and more international brands, all around the world. The market and key commercial actors are recognising the assets of Sport Climbing and this interest has catapulted the sport into the arena of main stream sports, and a world full of possibilities."*

With the deadline for submissions in September, the IFSC expects to conclude its RFP process early in Q4. For more information, please contact Steven Morris at steven@broadreachmedia.tv.

IFSC Partners:



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