



IBU

# IBU ATHLETE **AMBASSADOR** **PROGRAMME 2023-2025**





# Becoming an **Athlete Ambassador**

is an opportunity for you to realize your potential and to maximise your voice to promote a positive purpose within biathlon. As a biathlete, you are in a unique position to use your platform to influence new audiences, not just your fellow biathletes but also the media and global biathlon fans.

## What does the role of an Athlete Ambassador involve?

- An opportunity to educate yourself in the field of **Sustainability**, **Gender Equality** or **Integrity**
- A voluntary engagement
- A two year commitment but based on individual schedules and availability
- A possibility to share your passion and enthusiasm as an Ambassador
- A chance to influence your community to adopt a more sustainable lifestyle

Please **join us** and help us ensure a **better biathlon world** for all!



## What should an IBU Athlete Ambassador be like?

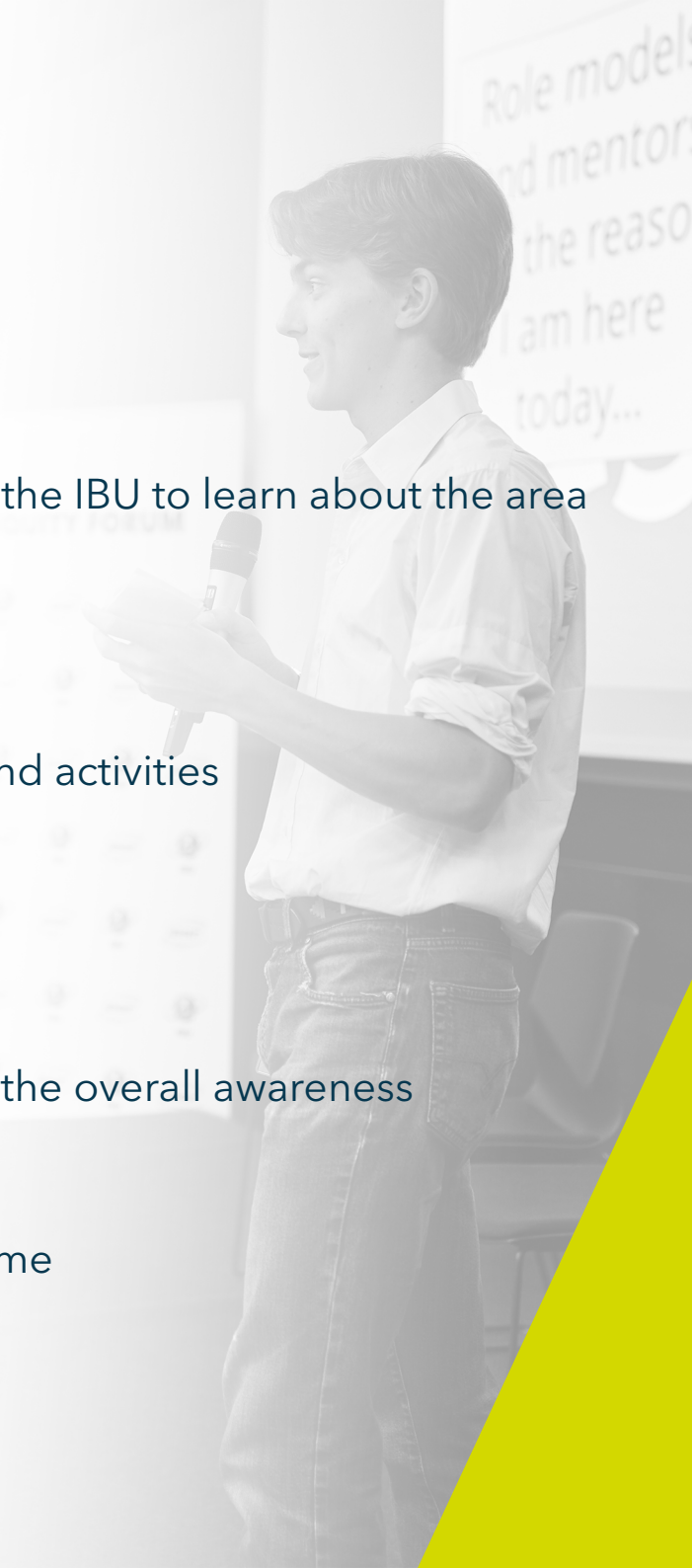
- Interested in the areas Sustainability, Gender Equality or Integrity (no need to be an expert) and willingness to learn about IBU's efforts on that topics
- Motivated and optimistic about making biathlon a more sustainable, gender equal and fair sport
- Open, communicative, with a reasonable social media presence
- Speak and write fluent English





## **What do we expect from an IBU Athlete Ambassador?**

1. Join at least two educational sessions per year offered by the IBU to learn about the area you applied for (virtual or in person)
2. Actively share personal ideas and opinions with the IBU
3. Use your platform to communicate about IBU's projects and activities
4. Take part in IBU events, seminars, webinars or workshops
5. Represent the IBU in external events (on request)
6. Educate other athletes and the biathlon family to increase the overall awareness of the projects IBU is running
7. Introduce other athletes to the IBU Ambassador programme





## Benefits of becoming an IBU Athlete Ambassador

1. Make new contacts in the sport management world
2. Work together with other athletes and the IBU on a shared purpose
3. Receive potential speaking opportunities
4. Broaden your knowledge on the area you applied for
5. Gain visibility through official communication
6. Have a chance to jumpstart your future personal career and skill development
7. Lead by example and be an inspiration to global youth, junior and senior athletes







### Interested?

Please reach out to us,  
we are happy to answer  
**all of your questions!**

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