

## IBU ATHLETE AMBASSADOR PROGRAMME 2025-2027

### Selection Criteria

The application for the IBU Athlete Ambassador Programme 2025-2027 (2 years term) is a competitive process due to a limited number of spots per area.

Athletes can serve as an IBU Athlete Ambassador for a maximum of two terms (4 years).

Athletes can apply for a spot in the area of:

- Sustainability
- Diversity, Equality and Inclusion (DEI)
- Integrity

Criteria that are used to evaluate and select the Athlete Ambassadors for the next term are:

1. **Motivation and Commitment** - A strong rationale for becoming an ambassador and a clear vision of how they can contribute.
2. **Experience in the Chosen Category** - Demonstrated interest, previous activities, or engagement in one of the three focus areas (Sustainability, DEI, Integrity).
3. **Reach and Influence** - Active social media presence and the ability to engage with a relevant audience.
4. **Previous Participation in the Ambassador Programme** - Prior experience as an ambassador in the 2023-2025 cycle is considered.
5. **Athletic Performance and Role Model Potential** - Sporting achievements and the ability to inspire fellow athletes.
6. **Participation in High-Level Competitions** - Active competition in the IBU Cup or IBU World Cup.
7. **Minimum Age Requirement** - Applicants must be at least 18 years old.
8. **Commitment to Long-Term Impact** - Willingness to stay actively involved throughout the programme and drive meaningful change.

Deadline for applications: **31 March 2025**

Feedback on application result: **28 April 2025**