



## IBU ATHLETE AMBASSADOR PROGRAMME 2023-2025

### Selection Criteria

The application for the IBU Athlete Ambassador Programme 2023-2025 (2 years term) is a competitive process due to a limited number of spots per area.

Athletes can apply for a spot in the area of:

- Sustainability
- Gender Equality
- Integrity

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

1. Rationale for becoming and serving as an ambassador
2. Previous experience and engagement in the chosen category
3. Current size of Social Media audience/reach
4. Involvement in Athlete Ambassador Programme 2021-2023
5. Athletic performance
6. Competitions in IBU Cup or IBU World Cup
7. > 18 years

Deadline for applications: **31 March 2023**

Feedback on application result: **10 April 2023**