

INTERNATIONAL BIATHLON DAY 2026

APPLICATION GUIDELINES FOR NATIONAL FEDERATIONS



1. INTRODUCTION

The second edition of **International Biathlon Day (IBD)** will take place on Saturday, **30 May 2026**.

International Biathlon Day, held annually on the last weekend of May, is a global celebration designed to bring biathlon and para biathlon closer to communities worldwide. Through try-it zones, youth races, family relays, and recruitment activities, National Federations (NFs) showcase the sport's fun, inclusive, and accessible nature. The event is part of the International Biathlon Union's ongoing commitment to grow the sport through its Biathlon 4 All programme, which focuses on engaging youth and newcomers by offering family-friendly activities that combine endurance and biathlon shooting skills.

More information about the International Biathlon Day and its first edition in 2025 is available on its dedicated webpage [here](#). Promotional materials and a social media kit are available in the download section [here](#).

2. GOALS OF INTERNATIONAL BIATHLON DAY

- Highlight achievements within the biathlon and para biathlon community
- Promote ongoing development activities
- Strengthen communication at national and international level
- Reach new audiences
- Grow the global biathlon community

3. ELIGIBILITY

All active National Federations (NFs) are eligible to apply for funding.

National Federations that failed to submit reports for the previous Biathlon 4 All call for applications are not eligible to apply.

4. IBU BUDGET

The IBU's budget will be allocated to International Biathlon Day 2026 to support National Federations across the following support categories:

- (1) Paid social media campaign + Professional photographer and/or content creator (provided by IBU)
- (2) Promotional support
- (3) Event organisation support

5. IBU SUPPORT

5.1 GENERAL SUPPORT

Regardless of participation in this funding call, the IBU will:

- Provide all IBD organisers with a social media toolkit
- Selectively promote individual NF events across IBU communication channels
- Feature events on the International Biathlon Day project page

5.2 FUNDING SUPPORT

National Federations may receive the following forms of support based on the quality of applications and evaluation of event concepts.

(1) Paid Social Media Campaign & Professional Photographer and/or Content Creator

a. Paid Social Media Campaign – EUR 3,000

- EUR 3,000 paid media investment (including campaign setup and execution, if required)
- Design support and templates (optional, if applicable)

- Promotion via IBU digital channels

The paid social media campaign aims to increase event awareness and drive traffic to event landing pages containing key information. Paid social media refers to advertising in which the IBU pays social media platforms (e.g. Meta/Facebook, Instagram, TikTok, LinkedIn, X, Snapchat) to display content to a targeted audience with a defined objective (e.g. traffic, lead generation, conversions). Paid social media complements organic social media activity.

To be considered for funding, National Federations must agree to create a dedicated event landing page and social media visuals, which will be used for targeted promotion through a paid social media campaign.

b. Professional Photographer / Video Content Creator – max. EUR 1,000

- Selected from the IBU service provider pool
- Covers travel costs, accommodation costs, and daily working fee

To be eligible for funding, the event must feature a diverse and engaging programme, attract a high number of participants, and provide public access to its activities. A detailed description of the planned activities must be included in the application.

(2) Promotional Support – max. EUR 1,500

- Branded promotional materials
- Materials ordered and delivered by the IBU or produced by the NF upon IBU design approval

To be eligible for funding, the NF must justify the need for producing additional branding materials (e.g. due to damage or new event location(s)). Estimated costs for the branding materials must be specified in the application.

(3) Event Organisation Support – max. EUR 2,000

- All arrangements to be managed by the event organisers
- Eligible costs may include medical services, security, logistics, rentals, and gifts

To be eligible for funding, events must attract more than 100 participants and demonstrate a professional organisational set-up, including contractual and financial commitments to external service providers. Estimated costs from these service providers must be included in the funding application.

6. NATIONAL FEDERATION RESPONSIBILITIES

All National Federations that have received funding under the Biathlon 4 All project are obliged to organise an International Biathlon Day. If selected under this call, the NF must:

- Create and execute an engaging programme targeting children and families (e.g. athlete involvement);
- Submit the final event programme no later than three (3) weeks prior to the event;
- In the case of a Paid Social Media Campaign, develop a dedicated landing page containing clear and user-friendly event information as well as social media visuals

Following project approval, the NF must ensure that all approved activities are implemented as described in the application. The NF must inform the IBU of any significant changes.

7. APPLICATION PROCESS

Applications must be submitted via [IBU Scope 2.0](#) no later than **17 March 2026**.

As part of the application, National Federations must submit an International Biathlon Day concept, including:

- Planned IBD
- Project timeline
- Promotional activities
- Estimated budget

8. EVALUATION

Applications will be evaluated by the Development Director, Development Project Coordinator, and Digital Marketing Manager based on the following criteria:

- Alignment with IBD objectives and guidelines;
- Feasibility of the proposed activities;
- Realism of the proposed promotional budget;
- For previously funded NFs, the level of activity and communication during the previous period.

The IBU will select five National Federations to receive support in the form of a paid social media campaign and the services of a professional photographer and/or content creator. These five NFs will automatically receive promotional and event organisation support. The total value of this support package is a **maximum of EUR 7,500** per NF. In addition, the National Federations with the best applications will receive other forms of support.

Payment will be made upfront with the obligation of the NF to report on the completed activities. If a National Federation fails to submit the required event report, the approved budget may be deducted from other projects or from other support received.

The results will be communicated via email and published on IBU Scope by **31 March 2026**.

9. TIMELINE

26 January 2026	Call for applications opens
17 March 2026	Application deadline
31 March 2026	Announcement of results
Start of May 2026	Information on planned IBD activities from all NFs
9 May 2026	Deadline for preparing social media visuals*
15 May 2026	Deadline for providing the landing page URL*
15 May 2026	Final event programme from selected NFs*
20 May 2026	Start of Paid Social Media Campaign for selected NFs
30 May 2026	International Biathlon Day 2026
June 2026	Post-event reporting

*Concerns the NFs, which are supported with the Paid Social Media Campaign.

10. CONTACT

For questions regarding the application process or promotional materials please contact Maxim Berdnikov, IBU Development Projects Coordinator: maxim.berdnikov@ibu.at