



EVENTS GUIDE





TABLE OF CONTENT

1. What is Biathlon 4 All	3
2. Concept and Design of Events	6
3. Biathlon 4 All Event Formats	11
4. Communication and Branding	14
5. Ambassadors	20
6. Sustainability	22
7. International Biathlon Day	25
8. Impact Monitoring	28
9. About Development in IBU	30

1

WHAT IS BIATHLON 4 ALL

1

WHAT IS BIATHLON 4 ALL?



- Biathlon 4 All (B4A) is our way of making biathlon fun and accessible for kids and young athletes.
- B4A aims to attract new people to Olympic and Paralympic biathlon.
- We partner with IBU National Federations to create programmes that fit their needs at every stage and supports biathlon recruitment.
- Whether you love skiing, rollerblading or running and want to try shooting, B4A is for you! We provide easy-to-use shooting equipment designed just for young athletes.
- The IBU supports its member National Federations (NFs) with the necessary equipment to organise recruitment events, competitions and training sessions
- The IBU provides customisable digital assets for online promotion campaigns and engaging printed materials for use at events.
- We also foster a collaborative network for sharing ideas and expertise through best practice exchange and knowledge-building, together with training resources and guidelines.

We encourage active participation from NFs. This includes sharing information about events and activities, offering valuable tips and feedback, and contributing to the development of laser/optical rifles.



Click here for the
Biathlon 4 All Website

PARA BIATHLON



The IBU sees para biathlon as a key part of its mission to grow and diversify the sport. The IBU helps create opportunities for athletes in para biathlon, from local events to major competitions like World Cups and Paralympic Games, as well as Biathlon 4 All. This partnership supports the IBU's goal of making winter sports more inclusive and innovative.



WHY BIATHLON 4 ALL?

The IBU is committed to expanding the reach of biathlon, attracting newcomers and nurturing the next generation of athletes.
As part of our strategy, we aim to:



Increase accessibility

We offer co-funded equipment and educational campaigns—with promotional and communication materials—to help National Federations make biathlon, including laser/optical and future audio rifles for visually impaired para-biathletes, more accessible.



Foster global collaboration

We unite National Federations through joint projects, global promotion of biathlon, and knowledge exchange



Advance equipment

We are dedicated to developing laser/optical rifles and defining IBU specifications.



Biathlon Data & Monitoring

We are developing a database to track biathlon events, youth participation through clubs and schools, and their progress in recruitment



Boost domestic activities

We support National Federations boost starts, active clubs, competitions, and educational activities.



2

CONCEPT AND DESIGN OF EVENTS



CONCEPT AND DESIGN OF EVENTS

Designing and delivering quality Biathlon 4 All (B4A) events is essential for achieving the programme's core mission: to make biathlon more fun, inclusive, and accessible for everyone, everywhere. Whether welcoming young beginners, para athletes, families, or seasoned biathlon fans, a well-planned event ensures not only safety and enjoyment but also long-lasting engagement with the sport.



A strong and consistent event concept fosters recognition—locally and internationally. Maintaining a professional standard across all B4A events builds credibility and visibility for organisers, National Federations, and the IBU brand. From the layout of the venue and safety protocols to communication materials and participant experience, a cohesive approach helps establish Biathlon 4 All as a trusted and recognizable initiative.



[Click here to learn more
IBU Learningsuite](#)



[Click here to download
B4A Visual Identity](#)



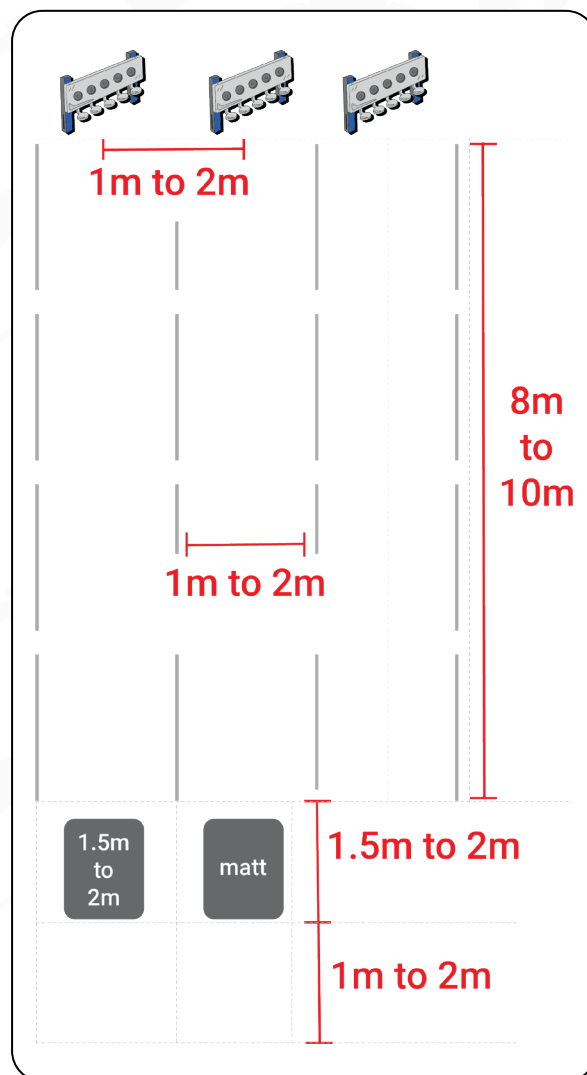
[Click here to download
B4A Logo](#)



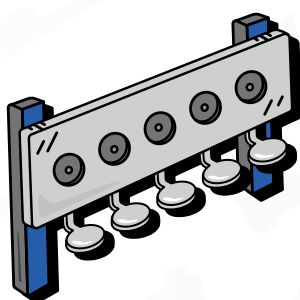
By following shared standards and formats, each event becomes part of a broader network, where best practices and lessons learned can be exchanged to improve the experience for all involved.

Finally, professional event execution is not just about logistics—it is about creating a welcoming atmosphere, inspiring future biathletes, and reinforcing the values of accessibility, community, and excellence that Biathlon 4 All represents.

SHOOTING RANGE MEASUREMENTS



ABOUT SAFETY



As a B4A organiser, underline the importance of safety during each shooting session, especially while working with children, youths, and juniors.

It doesn't matter if it is a laser/optical, air or small-bore rifle. All biathletes must acknowledge the need for the highest level of safety during all training sessions and events.

WHAT IS NECESSARY TO DO FOR AN EVENT?



1 PRE-EVENT PLANNING

- Define event objectives (e.g. promotion, community engagement, talent ID)
- Select a safe and accessible venue (ski track, running loop, shooting area)
- Choose event date and create timeline
- Secure necessary permits/authorisations
- Prepare budget (include equipment, staff, insurance, refreshments)
- Risk assessment and safety plan completed
- Emergency plan & first aid arranged
- Identify target participants (age groups, ability levels, schools, clubs)
- Identify local media that support the event communication
- Consider approach to sustainability in terms of energy, transport, waste (see more page 23-24)

2 LOGISTICS & EQUIPMENT

- Confirm track setup (skiing/running loop, signage, fencing)
- Secure safe shooting range setting (e.g. fencing, lanes numbering)
- Shooting range setup (targets, chargers or batteries, shooting mats, cons or v-boards)
- Timing equipment or manual timing plan
- Prepare start and finish line, bibs, start lists, and the results system
- Check weather forecast and prepare contingencies

3 STAFF & VOLUNTEERS

- Assign roles: Event manager, course chief, shooting range instructors and supervisors
- Organise volunteer briefing/training
- Provide visibility gear (vests, whistles, radios)
- Ensure staff are briefed on inclusion, participant support and on sustainability efforts

4 PARTICIPANTS & PROMOTION

- Create promotional materials, both digital and printed, using the B4A templates (flyers, social media posts, posters)
- Distribute information through clubs, schools, and community groups
- Open registration if needed (online or on-site)
- Collect consent forms and medical info if needed
- Provide participants with info pack (event rules, schedule, what to bring)

5 INCLUSIVITY & ACCESSIBILITY

- Offer adaptive options (e.g. sit-ski, walking, alternative shooting formats)
- Ensure facilities are accessible (toilets, changing areas, venue access)
- Provide language support or visual materials if needed
- Encourage participation across all genders, backgrounds, and abilities

6 ON THE DAY

- Set up venue early (course markings, shooting area, registration zone)
- Brief staff and volunteers
- Conduct safety and equipment checks
- Welcome & register participants
- Host participant briefing/warm-up
- Run event according to schedule
- Monitor safety and enjoyment throughout
- Create a space for more information sharing

7 POST-EVENT

- Announce results and distribute certificates/awards
- Thank participants, volunteers, and partners
- Collect feedback from attendees and staff
- Conduct debrief with team
- Share event highlights with IBU Project Coordinator (photos, videos, stories)
- Prepare short report (participation numbers, outcomes, recommendations)


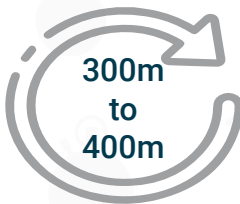

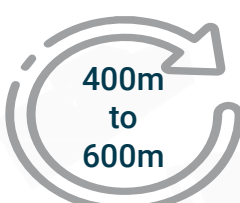

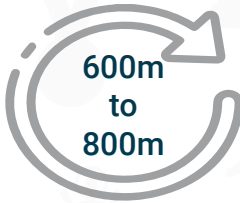

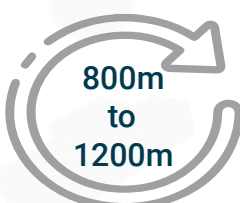

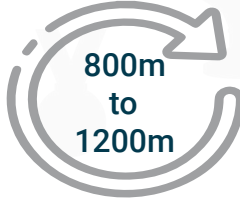

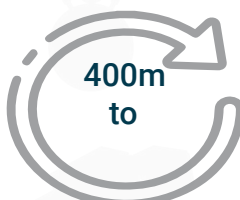


Click here to download
B4A Event Checklist



BIATHLON 4 ALL EVENT FORMATS

3 BIATHLON 4 ALL EVENT FORMATS

Category	Age Range	Shooting Position	Loops (Run/Ski)	sprint or individual race setting
Kids Fun	6 9	Prone  (supported big targets)	300m to 400m 	Small loop, fun-focused
Youth Start	10 12	Prone  (unsupported big targets)	400m to 600m 	Shorter loop, higher focus
Teen Challenge I	13 15	Prone  (unsupported small targets)	600m to 800m 	Competitive format possible
Teen Challenge II	16 17	Prone/Standing  (flexible)	800m to 1200m 	Competitive format possible
Adult Open	18+ 18+	Prone/Standing  (flexible)	800m to 1200m 	Competitive format possible
Family Relay	mixed	Prone/Standing  (flexible)	400m to 	Teams of all ages, combined points

EXAMPLE EVENT STRUCTURE

INDIVIDUAL RACES (BY CATEGORY)

Format: 2 or 3 running/skiing loops + 1 or 2 shooting bouts
 Example for Youth Start: Run 400 m > Prone Shoot > Run 400 m > Finish
 Start Type: Interval 15 or 30 sec.

TEAM RELAYS (FUN & MIXED AGE CATEGORIES)

Format: 2–4 person teams (can be mixed age or family members assigned before the event)
 Count ranking points for the overall results.
 Encourage creative naming and team spirit!

TRY-IT ZONE (ONGOING ACTIVITY AREA)

For spectators or younger children not racing Simple shoot-only or short loop + shoot combo Include visual impaired rifle shooting lane for try Supervised by instructors, no scoring pressure.

TRY-IT ZONE (ONGOING ACTIVITY AREA)

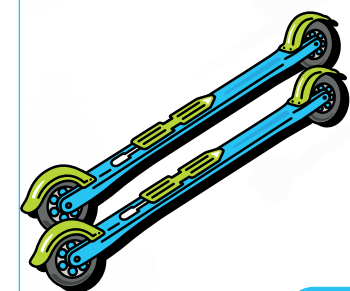
For spectators or younger children, remote racing Simple shoot-only or short loop + shoot combo Supervised by instructors, no scoring pressure Collect the time on the results board.

ADAPTABILITY TIPS

- Adjust loop length and difficulty to terrain and ability
- Offer supporters, change the target dimension for less experienced or younger participants
- Use color-coded bibs or signs by category for clarity
- Encourage inclusive language and participation across all genders and backgrounds

AWARDS & RECOGNITION

- Offer certificates or medals for all, or medals for top finishers by category
- Special recognition: best team name, best shooting, best spirit
- Celebrate participation, not just competition
- Invite to training in a local club or school





COMMUNICATION AND BRANDING

4 COMMUNICATION AND BRANDING

The messages and design elements of the Biathlon 4 All program should be integrated into the development of communication materials for related events to ensure a consistent identity across all activities.

Communication for specific events can be tailored to the different target groups of a Biathlon 4 All event (e.g., families, children, youths, school groups, sports and biathlon enthusiasts). However, the vision and branding of the program should consistently be considered across the entire strategy.

Key messages should emphasise inclusion, accessibility, and the fun of combining precision shooting with dynamic athletic activities. This will ensure that Biathlon 4 All events appeal to a wide audience and support the IBU's mission to make biathlon accessible to all.



Examples

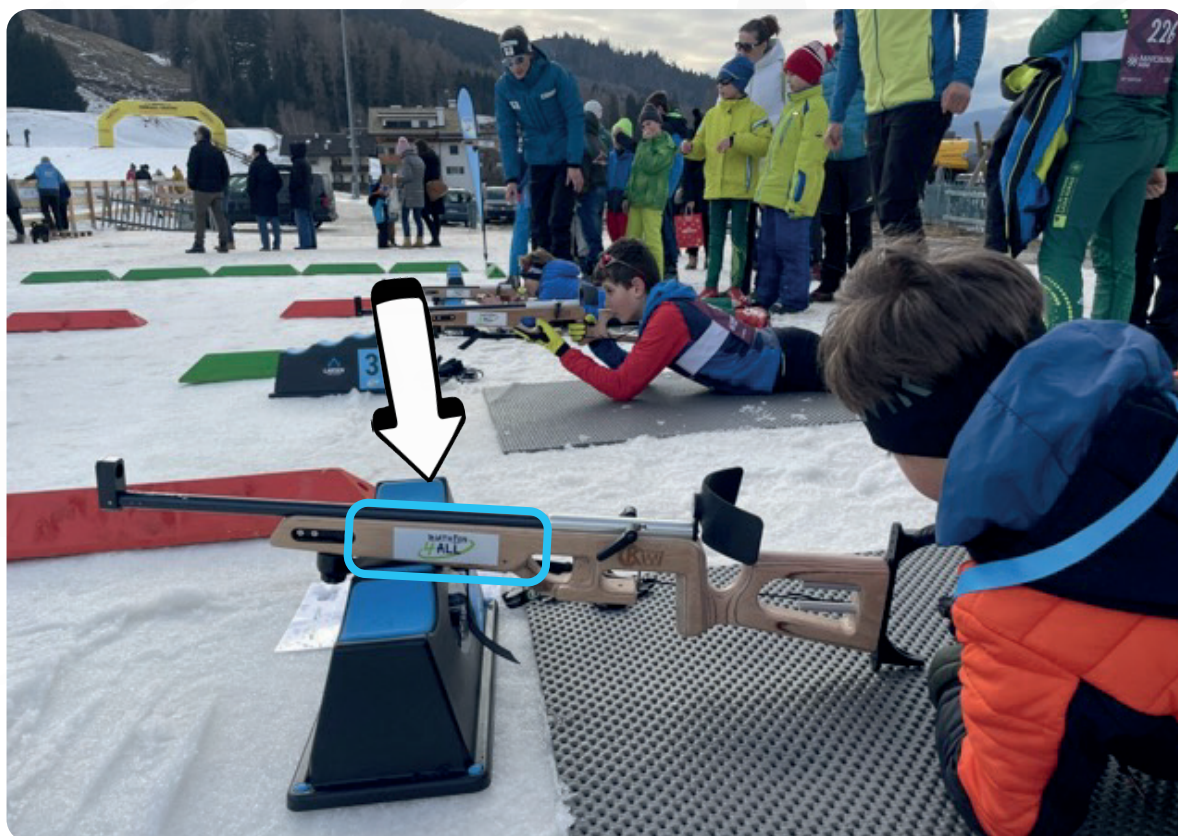
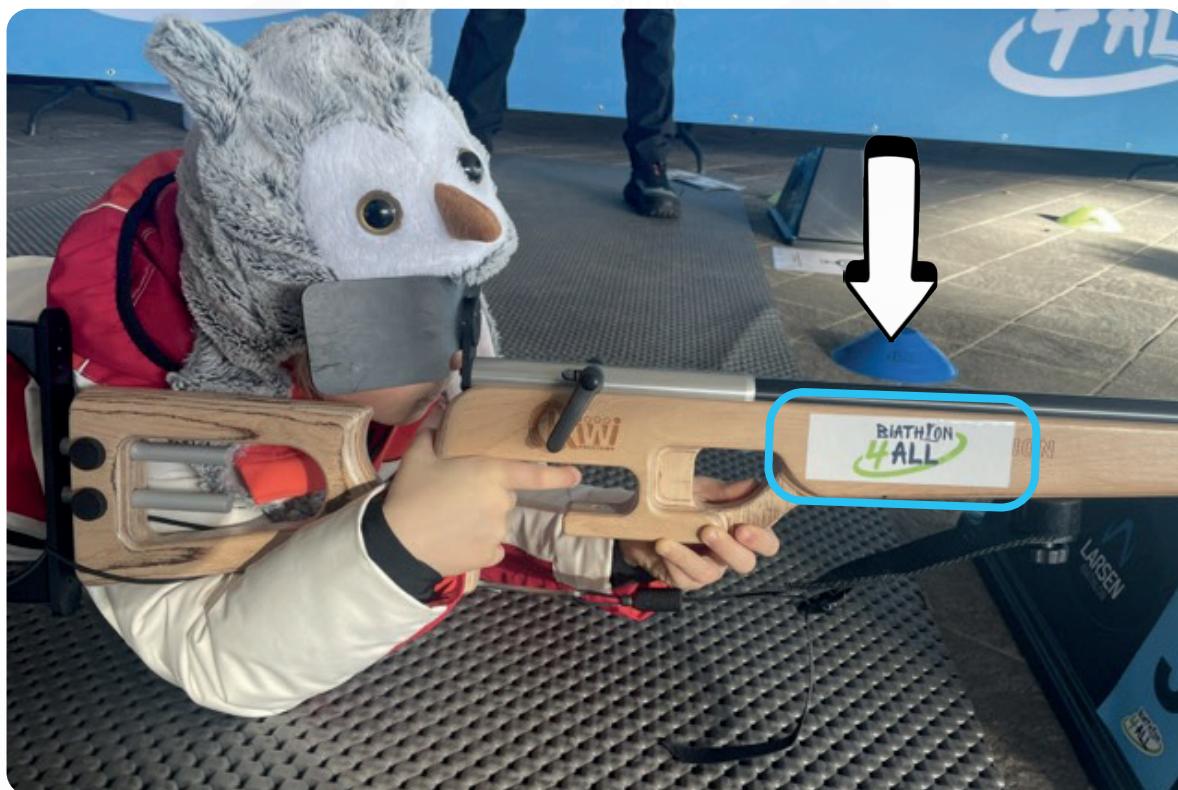
Lane and supporters' numbers



Click here to download
Templates



Obligatory rifle sticker place holder on both sides of the rifles:



Click here to download
B4A Stickers

PRESS AND SOCIAL MEDIA

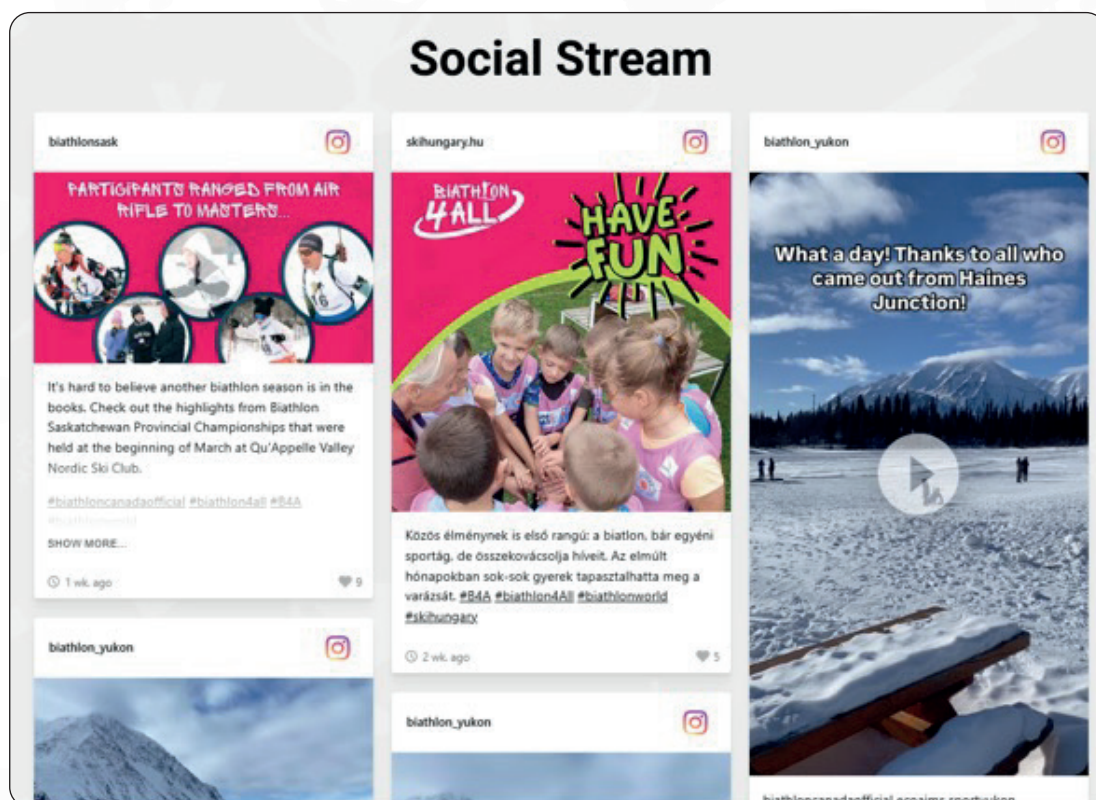
Biathlon 4 All events provide an excellent opportunity to increase awareness of the biathlon initiative in local, regional, and national media.

Sharing information about Biathlon 4 All events on social media is essential. Platforms like Facebook, Instagram, and Twitter offer the opportunity to spread key messages, event details, and exciting content, from individual participant stories to insights into event preparations.

Hashtag Strategy

We recommend using the hashtag #Biathlon4All in all posts to reach a broader audience. Additionally, a unique hashtag can be created for the event (e.g., #Biathlon4All-FamilyFest or #Biathlon4All-YouthEvent) to centralise the content and make event-specific updates more discoverable.

Your posts are recognised by us and additionally promoted.



EXAMPLE HASHTAGS:

#Biathlon4All #Biathlonworld #B4A
 #Sport4All
 #ExperienceCommunity
 #WinterSports
 #BiathlonLove

HAPPY
AND
HEALTHY

SOCIAL MEDIA CONTENT CHECKLIST

Before the Event:

- Share videos (teaser) or graphics highlighting the inclusive and fun nature of the event.
- Post countdown graphics and calls to action like "Register now!"
- Highlight the accessible equipment (laser/optical rifles) to reduce possible entry barriers.
- Think about social media paid campaign to reach more participants!

During the Event:

- Post live updates, photos, and short videos of participants during Biathlon 4 All activities.
- Share interviews with participants or organisers to personalise the event.

After the Event:

- Share videos and reports about the event.
- Post thank you messages to participants along with a collage of event highlights.
- Share (if available or created) interesting statistics, such as participant numbers, and encourage interaction through polls or comments.
- Share insights with IBU.

PUBLIC RELATIONS

Press Releases: Highlight the unique aspects of Biathlon 4 All in press releases, such as inclusion, the use of eco-friendly laser rifles (sustainability), and the focus on an active lifestyle. Share with IBU Project Coordinator.

Target the local news (should be shared with local news and papers)

Media Kit: Supply high-quality photos, logos, and key details about the Biathlon 4 All event to maintain consistent branding across all publications. Utilize Biathlon 4 All templates for images to ensure visual consistency in line with the IBU's established style.

Local Media: Collaborating with local media outlets helps increase reach within the local target audience and raises awareness of the biathlon sport.

MESSAGING GOAL

Together, inspire more people to take an interest in biathlon and spread the joy of this unique sport. Generate attention at the local, regional, and even national level!



Click here for
B4A Social Media Kit



AMBASSADORS

AMBASSADORS

As part of the B4A project, the Athletes Ambassadors program is designed to use the influence and passion of professional biathletes to promote the sport to a new generation. While no ambassadors are currently active, this component will be launched soon and will play a crucial role in inspiring participation through visibility, advocacy, and personal engagement.

Purpose of the Ambassadors Program

The Ambassadors will serve as visible and credible role models who:

- Inspire children and youth to engage in biathlon.
- Promote the use of laser/optical rifles as a safe and accessible introduction to the sport.
- Support the growth of grassroots biathlon by engaging with schools, clubs, and communities.
- Support communication campaigns tailored to national and local needs.

Role of Event Organisers

Event organisers are encouraged to:

- Identify and engage national or local biathletes who embody the values of sportsmanship, enthusiasm, and youth engagement.
- Facilitate appearances, training demos, or digital messages from ambassadors during Biathlon for All events.
- Coordinate with the IBU Development team to ensure athlete alignment with campaign messaging and values.
- Collect and share impact stories, photos, and media for cross-promotional purposes.

Selection Criteria for Ambassadors

While selection may vary by country and event, the ideal Biathlon for All Athletes Ambassador should:

- Be an active or recently retired biathlete with national recognition.
- Be passionate about youth development and sports accessibility.
- Commit to representing the values of inclusivity, sustainability, and safety.
- Be willing to participate in promotional activities online or in person.

LOOKING AHEAD

In 2025 and beyond, the IBU will work closely with National Federations to establish a pool of Ambassadors and provide supporting materials. This initiative aims to strengthen the community presence of biathlon and cultivate the next generation of athletes.



SUSTAINABILITY

6 SUSTAINABILITY

TOP 8 SUSTAINABILITY ACTIONS FOR BIATHLON 4 ALL ACTIVITIES

To ensure your Biathlon 4 All activities contribute to protecting the planet and where we ski, start by focusing on these eight core sustainability actions:



1. Promote Sustainable Mobility

- Encourage your participants to car share, use public transport, cycle or walk to your event.
- Partner with local transport services to offer group travel deals or incentives for other green travel choices.
- Limit parking spaces, and offer preferred parking for electric vehicles or cars with more than three passengers.



2. Avoid Single-Use Plastics

- Avoid single-use items by offering reusable alternatives (e.g., water stations instead of bottled water), multiple-use plates and cutlery.
- Ask your participants to bring their own reusable bottles and containers.
- Also ask your suppliers to not pack their products individually in plastic wrapping, and prioritize bulk purchases.



3. Minimise Waste

- Provide plentiful clearly marked recycling and compost bins.
- Work with partners and suppliers to limit packaging, in particular plastic.
- Skip wasteful giveaway gadgets and if you must distribute any goodies, make sure they support sport activity (e.g. healthy sports snacks, useful gear).



4. Engage Participants in Climate Action

- Incorporate short, fun sustainability facts or signs at your event to educate participants on climate impact and how snow sports are affected by global warming.
- Ask your participants to help suggest ways to make your event better for the environment and planet.
- Use your channels to share your efforts.



TOP 8 SUSTAINABILITY ACTIONS FOR BIATHLON 4 ALL ACTIVITIES



5. Choose Your Partners Wisely

- Collaborate with suppliers and sponsors who demonstrate strong environmental practices and align with your values.
- Select local providers to avoid long transport ways
- Challenge your partners to help make your event more sustainable – you might be surprised about what you can develop together.



6. Protect Natural Environments

- Respect the local environment by sticking to designated paths and avoiding sensitive areas. Consider partnering with a local environmental organisation.
- Promote a “leave no trace” ethic during your events.
- Watch out for sound and light pollution if you are near natural habitats.



7. Provide Sustainable Food Options

- Focus on plant-based, seasonal, and locally sourced meals – they usually have a significantly lower environmental impact.
- Work with local caterers or vendors who use organic or sustainably certified ingredients.
- Minimise food waste through careful planning and donate any remaining food if possible.
- Use reusable or compostable dishes and cutlery, and aim for low-waste food service.



8. Measure and Improve

- Track your carbon emissions using free tools such as MyClimate, weigh your waste, and gather data on your participant travel modes where possible.
- Develop a short written plan for annual next steps based on the data insights to improve your sustainability efforts year after year.
- Celebrate and communicate your sustainability achievements.

By embedding these actions into the planning and delivery of your Biathlon 4 All events, biathlon can lead by example and ensure our activities support a thriving future for both the sport and the planet.



INTERNATIONAL BIATHLON DAY

7 INTERNATIONAL BIATHLON DAY

CELEBRATING BIATHLON 4 ALL

International Biathlon Day (IBD), held each year on the last weekend of May, is a **global celebration** that brings biathlon closer to communities worldwide. Through “try-it” zones, youth races, family relays, and recruitment events, National Federations showcase the sport’s **fun, inclusive spirit**.

It’s a chance to **highlight our achievements**, promote ongoing activities, and strengthen communication through a unified identity—**reaching more people** and growing the biathlon community **together**.

ROLES & COLLABORATION

International Biathlon Union (IBU):

- Provide a communication and media toolkit to support promotion
- Highlight global efforts through shared storytelling and social media
- Emphasise a collaborative, unified approach to grow the sport
- Support defined event with material and promotional support

National Federations (NFs):

- Coordinate and promote events across clubs and regions
- Motivate organisers and ensure a variety of inclusive formats
- Share national-level visibility and best practices.
- Supports with laser/optical rifles equipment donated by IBU within B4A projects
- Support communication throughout social media
- If possible, support with athlete ambassadors

International Biathlon Days in the following years

- 24th May 2025
- 30th May 2026
- 29th May 2027
- 27th May 2028
- 26th May 2029
- 25th May 2030



Click here to download
IBD Media Kit



Click here to download
IBD Logo

FRAME THE FUN - SHARE THE PASSION!

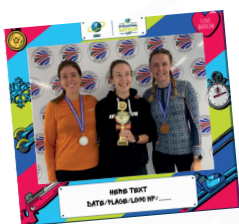
Bring the spirit of Biathlon for All to life with our official International Biathlon Day photo frame! This vibrant, die-cut frame is more than just a requisite—it's a celebration tool that helps capture joyful moments and share the excitement of the biathlon with others.

Whether it's kids trying laser rifles for the first time, enthusiastic volunteers, or a whole school community coming together—every smile inside the frame tells the story of the biathlon's growing reach.

Let's make our movement visible. Let's put a frame around the fun!

SOCIAL MEDIA EXAMPLES FOR ORGANISERS

- **A group of children proudly posing with laser rifles, holding the frame with a caption:** "First time, big smiles! Discovering biathlon on #InternationalBiathlonDay #Biathlon4All"
- **An athlete ambassador taking a selfie through the frame with fans:** "From the World Cup track to the schoolyard - bringing biathlon to the next generation! #InternationalBiathlonDay #BiathlonAmbassador #BiathlonForAll"
- **A family at a side event holding the frame with the event banner in the background:** "Family fun meets winter spirit - Thank you for joining us in spreading the love for biathlon! #InternationalBiathlonDay #BiathlonFamily #IBUDevelopment"



Tips for Organisers

- Print 2 or more photo frames and write your event name, place, date, logo.
- Set up a dedicated "photo corner" with the frame at your event.
- Encourage participants to share photos on Instagram/Facebook with hashtags like #BiathlonForAll and #InternationalBiathlonDay.
- Use the frame for "before and after" shots of activity stations.
- Collect photos for your federation's newsletter or future promotion.



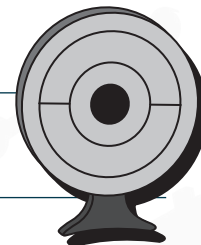
**Click here to download
IBD Photo Frames**



IMPACT MONITORING

8

IMPACT MONITORING



WHY YOUR REPORTS ARE NEEDED?

Tracking Participation and Growth: By creating a database of participants, clubs, and schools involved, the IBU can monitor the program's impact and measure the growth of biathlon among children and youth worldwide.

Improving Recruitment and Training: Detailed data helps evaluate the effectiveness of recruitment and training strategies, ensuring continuous improvement and better outcomes for young athletes.

Promoting Collaboration: Data facilitates knowledge exchange among National Federations (NFs), enabling the identification of best practices and fostering global collaboration to make biathlon more accessible.

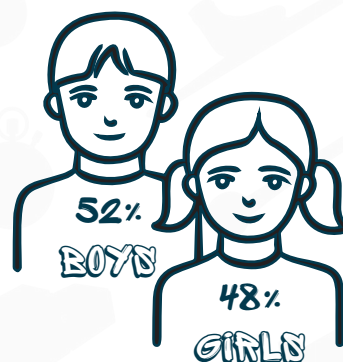
Supporting Development Initiatives: Accurate reporting enables the IBU to allocate resources effectively, refine equipment specifications, and enhance educational campaigns to expand biathlon's reach.

Advancing Olympic Values: Monitoring activities ensures alignment with broader goals like promoting inclusivity, sustainability, and Olympic values.

IN 2023 & 2024

We support 44 NFs and distributed 483 laser/optical rifles (with material distribution over 500 sets). NFs reported last year: **126.166 kids and youths participating** in various activities*

*Participants were counted per event



Where we are?

- **Australia and Oceania:** AUS, NZL
- **Europe:** AUT, BEL, BiH, BUL, CRO, CZE, DEN, ESP, EST, FIN, GBR, GEO, GER, GRE, HUN, IRL, ISL, ITA, LAT, LBN, LTU, MDA, NED, NMKD, NOR, POL, ROU, SLO, SRB, SUI, TUR, UKR
- **South America:** BRA, CHI
- **North America:** CAN, USA
- **Asia:** IND, JPN, KAZ, KOR, THA, TPE





ABOUT DEVELOPMENT IN IBU



9

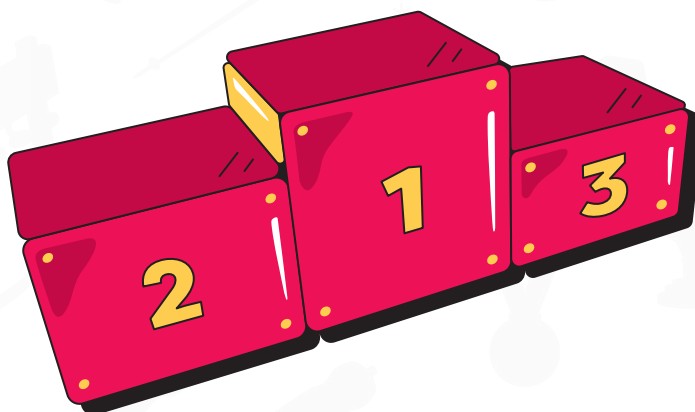
ABOUT DEVELOPMENT IN IBU

The International Biathlon Union (IBU) is the global governing body for the sports of biathlon and para biathlon, a unique combination of cross-country skiing and rifle shooting. Established in 1993, the IBU is responsible for organizing and regulating international biathlon competitions, including the prestigious Biathlon World Cup, the Biathlon World Championships, the Winter Olympic biathlon and the Paralympic Para Biathlon events.

Headquartered in Salzburg, Austria, the IBU works closely with national federations to promote the sport's growth and ensure the highest standards of fairness, safety, and sustainability. The IBU is committed to advancing athlete development, implementing anti-doping measures, and fostering technological innovation in biathlon.

In addition to elite-level competitions, the IBU invests in grassroots programs, youth development, and sustainability initiatives to make biathlon and para biathlon more accessible and environmentally responsible. The IBU Academy plays a crucial role in shaping the future of BIATHLON by providing education and training for coaches, officials, and IBU staff. Through specialized courses and certification programs, the academy helps develop the next generation of biathlon trainers, ensuring professional standards and continuous improvement in coaching expertise worldwide.

With a strong focus on fan engagement, the IBU leverages digital platforms and media partnerships to bring the excitement of biathlon to a global audience. Through its continuous efforts, the IBU plays a key role in shaping the future of the sport while upholding its traditions and values.



Click here for
IBU Academy

