



EVENTS GUIDE





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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.





MASCOT SHIBU



MASCOT SHIBU



MEET SHIBU THE OFFICIAL MASCOT OF BIATHLON 4 ALL

As official mascot of the **Biathlon 4 All project**, Shibu serves as a dynamic ambassador for the IBU's efforts to make Olympic and Paralympic biathlon more accessible and engaging worldwide. Through appearances at events, educational activities, and community programmes, Shibu helps share the excitement of biathlon with new audiences and inspire greater participation across all ages and abilities.

Inspired by Japan's much-loved Shiba Inu, Shibu embodies a unique mix of charm, enthusiasm and character that brings the spirit of biathlon closer to everyone. The Shiba Inu is renowned for its loyalty, confidence, intelligence and agility – qualities that perfectly mirror the core values of biathlon: precision, resilience and teamwork. Just as athletes combine focus and determination on the shooting range with strength and stamina on the tracks, Shibu symbolises balance, versatility and commitment.

A PLAYFUL COMBINATION IN ITS NAME

The mascot's name, Shibu, is a playful combination that reflects both its inspiration and its roots. It draws on the Shiba Inu, the spirited Japanese dog breed. At the same time, the name highlights the connection to the IBU – the International Biathlon Union, the sport's global governing body and the driving force behind the Biathlon 4 All project. By blending Shiba and IBU, the name Shibu symbolises the fusion of cultural inspiration with the federation's mission: to make biathlon more inclusive, accessible and engaging for people of all ages and abilities.

Shibu's lively personality makes it the ideal ambassador to inspire both newcomers and seasoned fans to engage with biathlon. Whether cheering on participants at events, motivating children to try the sport, or highlighting the inclusive vision of the Biathlon 4 All project, Shibu helps make biathlon accessible, relatable and fun for all generations.



[Click here for the Shibu Stickers](#)



[Click here for the Shibu Graphics](#)

SPIRIT OF OPENNESS AND INCLUSIVITY

The Japanese origins of the Shiba Inu reflect the country's unique conditions for the sport. With strict firearm regulations limiting the use of traditional rifles, organisers have embraced laser rifles for youth training and community events. This safer, more accessible approach opens the door for many more people to experience biathlon free from legal or safety barriers. Shibu, with its playful and approachable nature, perfectly captures this spirit of openness and inclusivity - showing that biathlon is not only for elite athletes but also for families, children, and newcomers eager to discover the sport in a fun and welcoming way.

A REAL SYMBOL AT IBU HEADQUARTERS

Shibu isn't just a symbol - at the IBU headquarters, a real dog owned by a staff member brings the mascot to life every day. This friendly companion embodies the same playful and welcoming spirit that Shibu represents, making the connection between the mascot and the biathlon community feel even more genuine and heartfelt.



Click here for the
Biathlon 4 All Video



3

CONCEPT AND DESIGN OF EVENTS

3 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 for the IBU Learningsuite](#)



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



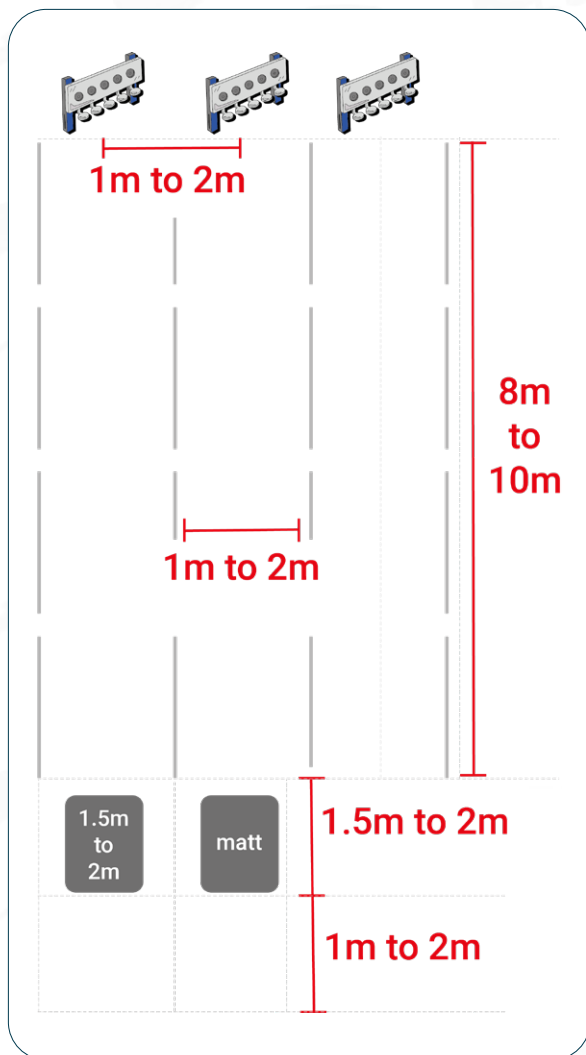
[Click here to download B4A Logo](#)



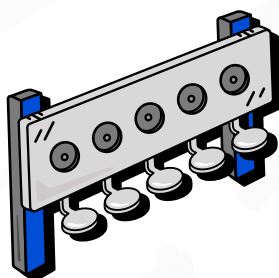
By following shared standards and formats, each event becomes part of a broader network, where best practices and lessons learned can be exchanged to improve the experience for all involved.

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 and participant support

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

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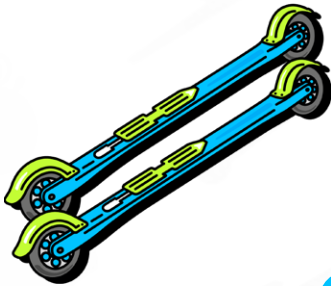
BIATHLON 4 ALL EVENT FORMATS

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

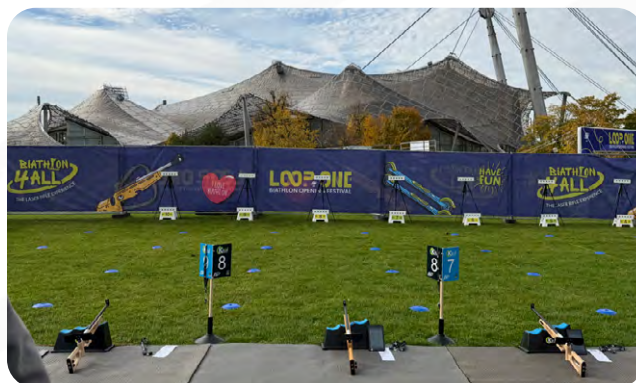
USE CASE: BIATHLON 4 ALL AT LOOP ONE

The IBU staged its inaugural LOOP ONE Festival on 18–19 October 2025, combining a summer edition of biathlon with a lively festival atmosphere. The largest ever Biathlon 4 All space proved to be one of the main highlights, drawing an impressive 5,000 visitors keen to experience the sport first-hand.

- 3 Shooting Ranges with 10 lanes each (Prone & Standing)
- 3 suppliers
- 50 instructors and coordinators
- B4A integrated into the Activity Pass where people can participate in the total of five activities, collect stamps and win prizes
- Tattoos / stickers with B4A branding for children
- Biathlon Legends: Arnd Peiffer, Benedikt Doll, Magdalena Neuner

SPACE

- Flat surface
- 20x15m (1,5m per lane)



STAFF

- Project Coordinator (for pre-event planning and delivery)
- Shooting Range Coordinator (for coordination of shifts and equipment maintenance)
- Instructors (for instructing visitors and giving tips)
- Volunteers (for promoting the activities and managing the crowd)

EQUIPMENT

Rifle Sets

- Rifles
- Targets
- Tripods

Mats and Lane separators

- V-boards
- Training cones
- Ropes



BRANDING

- Tent
- Banners/fence covers
- Target numbers
- Lane numbers
- Bibs (optional)
- Posters (optional)

TOOLKIT

- Scissors
- Pocket knife
- Tape
- Plastic binders
- Sweeper

OTHER

- Parkour
- Ergometer
- Running
- Skipping rope



Click here for
Best Practice Video



COMMUNICATION AND BRANDING



5 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

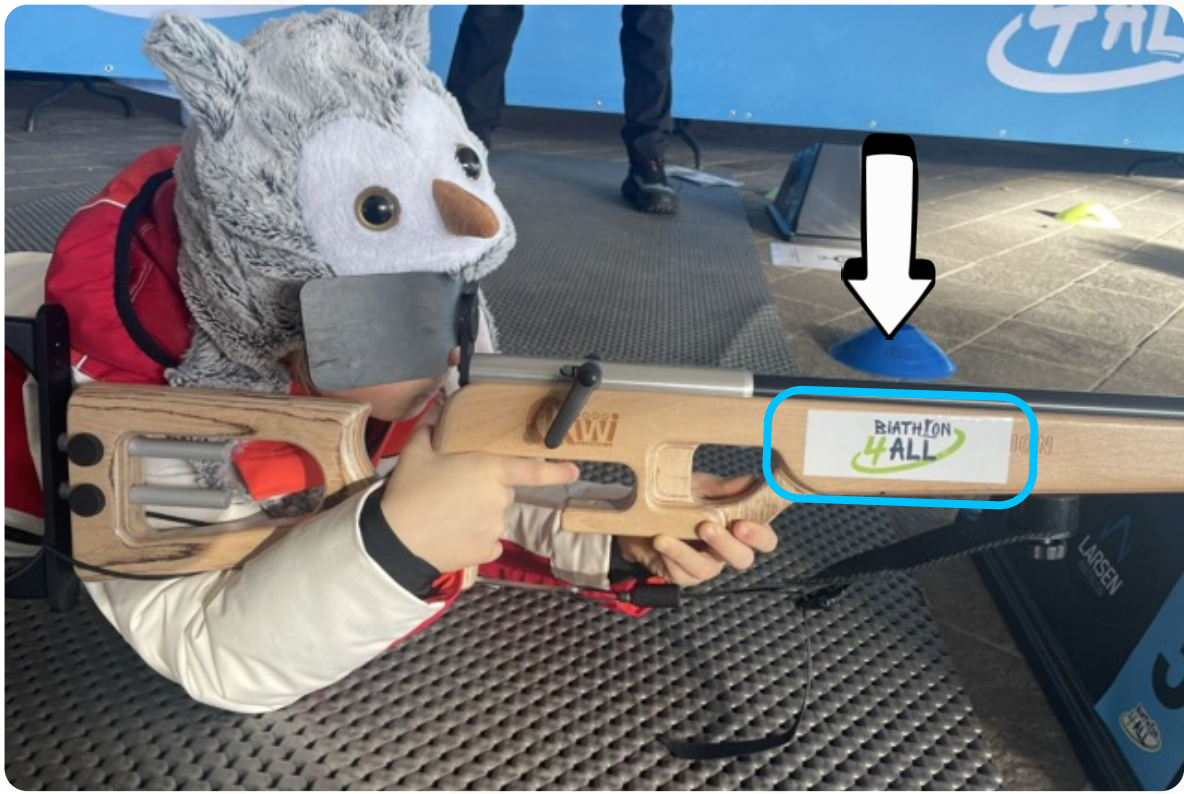
Lane and supporters' numbers



Click here to download
Templates



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



PRESS AND SOCIAL MEDIA

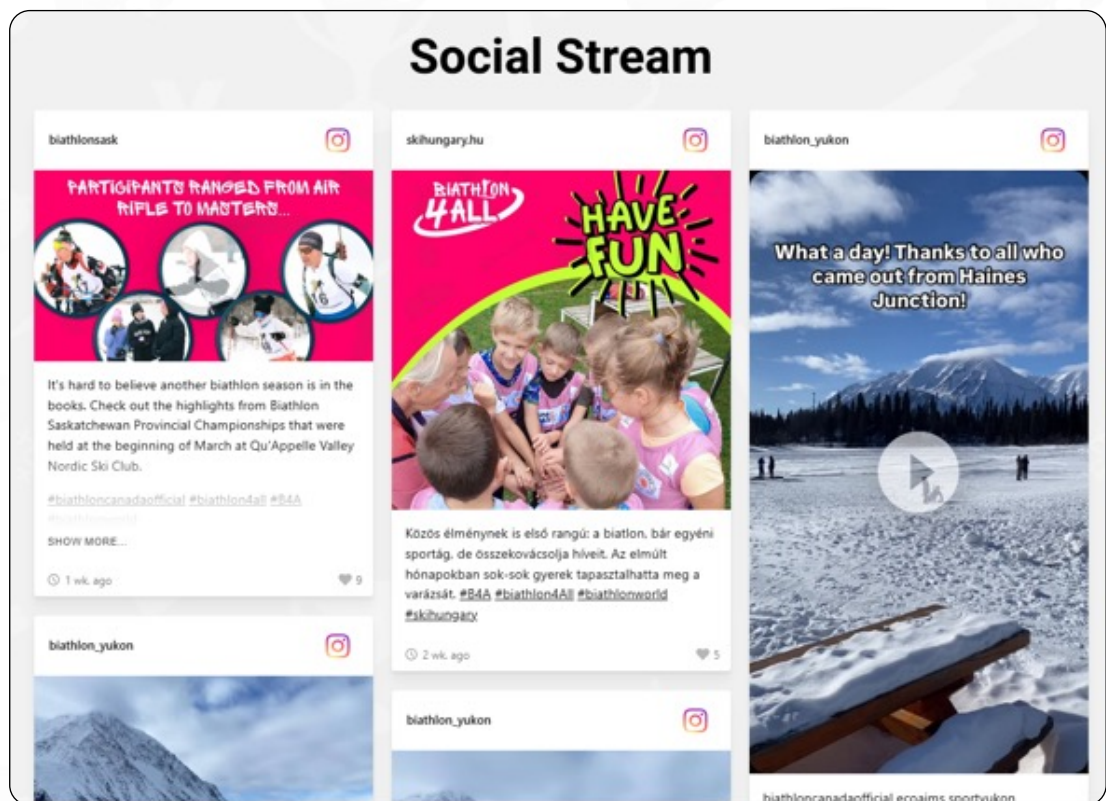
Biathlon 4 All events provide an excellent opportunity to increase awareness of the biathlon initiative in local, regional, and national media.

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



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



BIATHLON 4 ALL

SAFETY RULES

- 1 Follow all instructor commands immediately

- 2 Always keep the rifle pointed up or toward the target

- 3 Do not load until you are on the shooting mat and aimed at the target

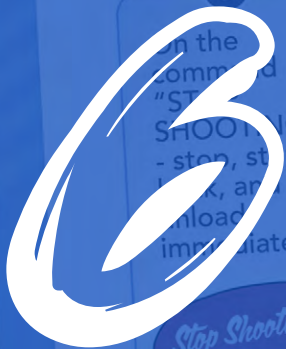
- 4 Never handle a rifle while anyone is downrange

- 5 On the command "STOP SHOOTING" - stop, stop loading, and unload immediately

- 6 A shooting round consists of...

- 7 After shooting, place the rifle on the mat

- 8 Ask an instructor if you're unsure!

BIATHLON 4 ALL POSTERS



8

BIATHLON 4 ALL POSTERS



Basics about the

OLYMPIC BIATHLON

Biathlon is an Olympic Sport since 1960

It is a combination of cross-country skiing (skating technique) and shooting in prone & standing positions at a distance of 50 meters

Sequence:
Skiing laps alternate with shooting bouts each of 5 shots



Shooting positions:
standing and prone



Target size:
Prone 4.5cm diameter,
standing 11.5cm diameter



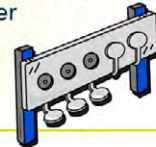
Penalty (each missed shot): 150m penalty loop or 1-minute penalty time (individual)



Rifle: small-bore sport rifle 5,6 mm (.22LR), weighted at least 3,5 kg



Target: Hit makes white plate appear to cover black target disc



Olympics disciplines: Individual, sprint, pursuit, mass start, relay, mixed relay



Biathlon rifle parts



- 1 Cheek piece
- 2 Stock
- 3 Bolt
- 4 Rear sight with snow cover
- 5 Trigger
- 6 Magazine container
- 7 Magazines
- 8 Front sight with snow cover




BIATHLON 4ALL



SAFETY RULES

- 1**


Follow all instructor commands immediately


- 2**


Always keep the rifle pointed up or toward the target



- 3**


Do not load until you are on the shooting mat and aimed at the target


- 4**

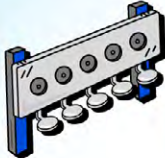
Never handle a rifle while anyone is downrange


- 5**


On the command "STOP SHOOTING" - stop, step back, and unload immediately


- 6**


A shooting round consists of 5 shots


- 7**

After shooting, place the rifle on the rifle support or rack


- 8**

Ask an instructor if you're unsure!







Basics about the

PARA BIATHLON

Para Biathlon was introduced at the Paralympic Winter Games 1988 in Innsbruck for athletes with a physical impairment, and at Albertville 1992, athletes with a vision impairment also became eligible to compete. Since 2024, Para Biathlon is fully governed by the IBU.

Para Biathlon is a dynamic adaptation of Olympic biathlon, designed to provide fair, competitive, and exciting racing opportunities for athletes with physical and visual impairments. Athletes are classified into one of three general groups: Sitting, Standing, Visually Impaired (VI).

To ensure fair competition, Para Biathlon uses a classification (assignment of athletes into three groups) and factoring system (adjustment of finish times with reductions) based on the type and degree of impairment.



Para Biathlon courses are thoughtfully designed to meet the needs of athletes across all classifications while maintaining fairness and challenge.



Sit skis are custom-made pieces of adaptive equipment that enable athletes with lower-limb impairments to compete in cross-country skiing and biathlon.



Depending on the format, the events take place on 800 m - 2.5 km course skied three or five times in the free technique for a total race distance between 2.5-12.5 km.



Between the skiing stages, athletes must stop at the shooting range to make five shots on targets located at a distance of 10m.



For each missed target either a time penalty or a penalty loop (75 m to 150m) that has to be skied immediately after leaving the shooting range applies.



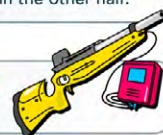
Athletes with visual impairments receive support through acoustic signals via headphones, which vary in intensity to indicate when they are on target.



Athletes shoot in the prone position; however, sit skiers may shoot in the sitting position if they are unable to shoot prone due to their impairment.



The Para Biathlon range is divided into two parts with air rifle targets (for sitting and standing athletes) installed in one half and electronic targets (for the athletes with visual impairments) in the other half.



Para biathletes do not carry their rifles during the skiing stage but receive them at the range.



Para biathlon equipment & support

- Headsets and electronic rifles for visually impaired athletes
- Air rifles for sitting and standing athletes
- Sit skis for athletes with lower-limb impairments
- Rifle stands and rests for all competitors (if needed)
- Straps and harnesses for body stabilisation
- Guides with verbal instructions for visually impaired athletes



Click here to download B4All Posters



AMBASSADORS



7 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.



[Click here to video Athlete Ambassadors](#)

8

SUSTAINABILITY

FASZINATI
WINTERSPO



8

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.



9

INTERNATIONAL
BIATHLON DAY

9

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

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



Click here for
IBD Homepage



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

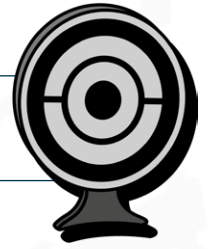
- Print 2 or more photo frames and write your event name, place, date, logo.
- Set up a dedicated "photo corner" with the frame at your event.
- Encourage participants to share photos on Instagram/Facebook with hashtags like #BiathlonForAll and #InternationalBiathlonDay.
- Use the frame for "before and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



Click here to download
IBD Photo Frames

10 IMPACT MONITORING

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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.

Event statistics

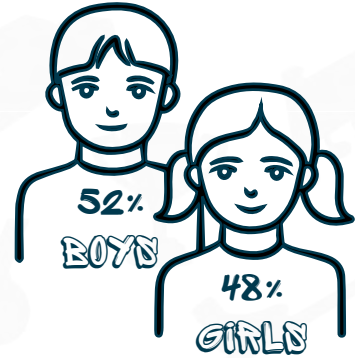
- Some **46 NFs** have participated in the Biathlon 4 All programme at least once.
- A total of **580 rifle sets (645 including Material Distribution)** has been distributed to NFs over three seasons.
- A total of **1.6 million Euros** is the value of the B4A equipment and promotional support that has been distributed to NFs over three seasons.
- Some **16 NFs** have not participated in the Biathlon 4 All programme (excl. suspended NFs).
- KiwiPrecision is the supplier with the highest number of distributed rifle sets (280), followed by EcoAims (177), and Anschütz (58).
- For seasons 2024/2025 and 2025/2026, the category of "promotional support" was added.



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



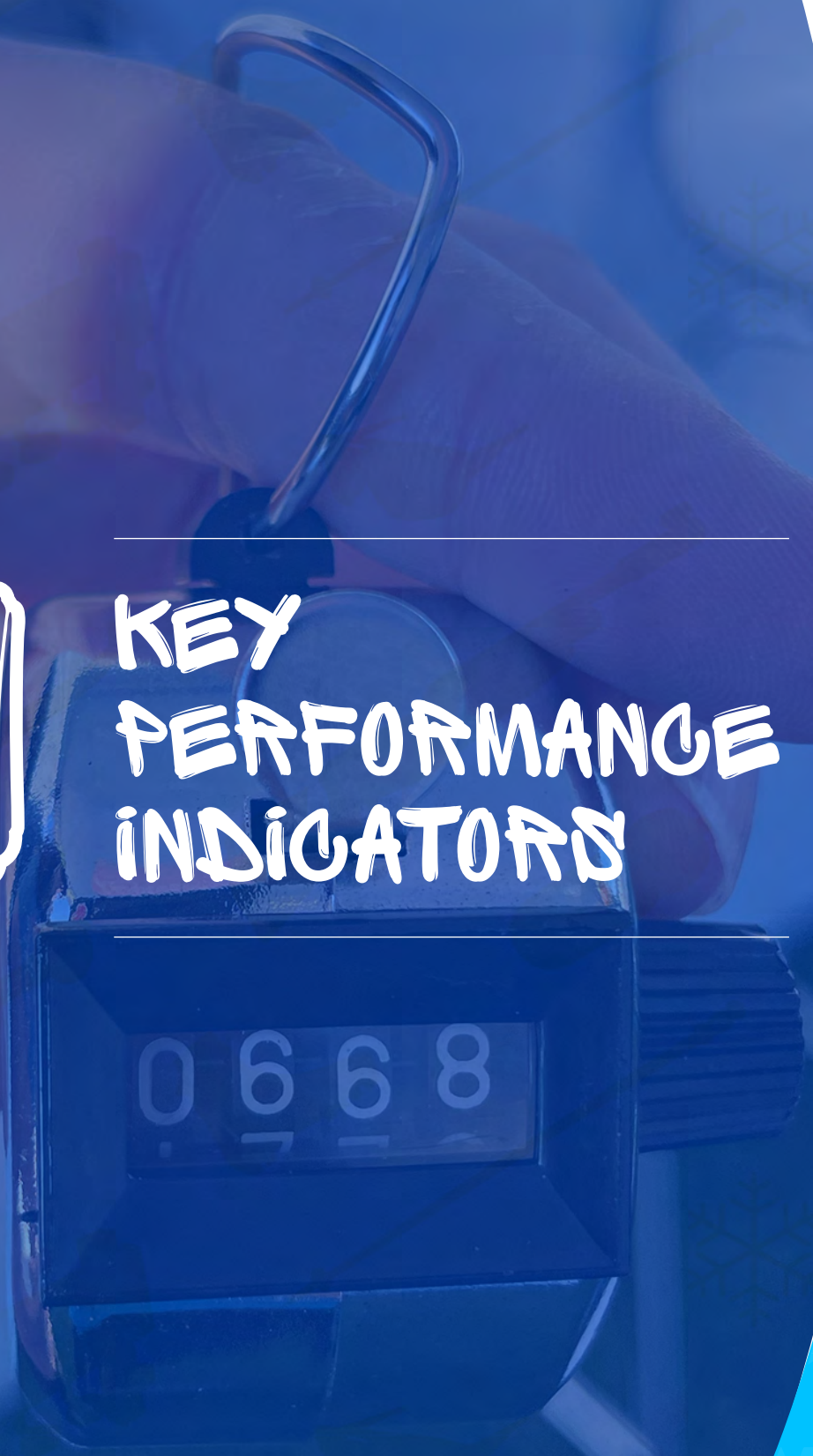
Where we are?

- **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



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KEY PERFORMANCE INDICATORS



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BIATHLON 4 ALL EVENT

Depending on the event format (exhibition, try out, competition, etc.), various performance indicators can be used to evaluate the success of activities. Below is a list of possible indicators that can be tracked to measure the impact of the event on the recruitment strategies, participation rates, and media exposure.

GATEGORY - OPERATIONAL



Number of participants

Description:	Total attendance at B4A events, disaggregated by demographics
Measurement Method:	Event registrations; head counts
Target/Data Source:	≥ 100 participants per event; growing trend
Benchmark:	Registration forms; NF reports

Gender balance

Description:	Share of male vs female participants
Measurement Method:	Registration data; self-reported
Target/Data Source:	≥ 35% female participation
Benchmark:	Event registration databases

Age profile

Description:	Distribution by age categories (<18, 18–30, 30–50, 50+)
Measurement Method:	Registration data
Target/Data Source:	≥ 40% youth (<18)
Benchmark:	Registration databases; NF reports



CATEGORY - ENGAGEMENT & QUALITY



Repeat participation

Description:	% of participants who attend more than one B4A event
Measurement Method:	Registration cross-check across events
Target/Data Source:	≥ 30% repeat participation
Benchmark:	Event registration database

Participant satisfaction

Description:	Overall satisfaction with event organisation and experience
Measurement Method:	Post-event surveys (1–5 scale)
Target/Data Source:	≥ 80% satisfaction
Benchmark:	Post-event survey data

Volunteer involvement

Description:	Number of volunteers engaged in each event
Measurement Method:	Volunteer sign-up sheets
Target/Data Source:	≥ 10 volunteers per event
Benchmark:	Event staffing records

Partner activation

Description:	Number of local clubs, schools, or partners involved per event
Measurement Method:	Count of partner organisations per event
Target/Data Source:	≥ 3 partners per event
Benchmark:	Event reports; NF submissions



GATEGORY - IMPACT

New grassroots registrations

Description:	Event participants who subsequently join a biathlon club
Measurement Method:	Follow-up survey; NF registration data
Target/Data Source:	≥ 10% of participants transition to clubs
Benchmark:	NF reports; follow-up surveys



Media exposure from events

Description:	Media and online mentions specifically tied to events
Measurement Method:	Media monitoring; social analytics
Target/Data Source:	≥ 5 media hits per event
Benchmark:	Press clippings; social media reports

Inclusivity of participation

Description:	Diversity of participants (gender, age, social background, ability)
Measurement Method:	Registration + survey data
Target/Data Source:	Demonstrated inclusivity balance
Benchmark:	Registration forms; post event surveys

Community awareness

Description:	Local community awareness of B4A events
Measurement Method:	Pre/post-event surveys
Target/Data Source:	≥ 50% of local respondents aware of event
Benchmark:	Public/community surveys



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ABOUT DEVELOPMENT IN IBU



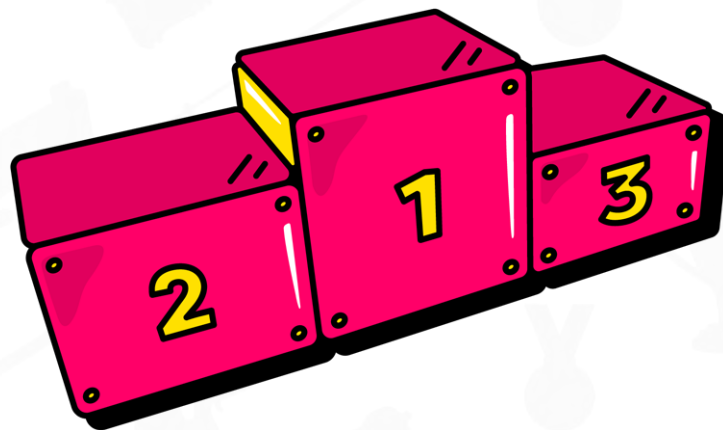
12 ABOUT DEVELOPMENT IN IBU

The International Biathlon Union (IBU) is the global governing body for the sport of 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, and the Winter Olympic 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 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

