

spartacord
INTERNATIONAL FEDERATIONS' UNION



**WORLD
BEACH
GAMES**





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WHAT ARE THE **WORLD BEACH GAMES?**

A unique blend of **lifestyle** and
sports performance.
An **atmosphere** unlike any other.

Combination of
**beach and water
sports**

Provide a
**worldwide
exposure**

Feature the
**world's best
athletes**

Perfect synergy
between **elite sport**
and **beach culture**

In cooperation with **international
federations and ANOC**



26 SPORTS

FEATURING BEACH AND WATER DISCIPLINES

14 DAYS OF COMPETITION

3-5 DAYS OF COMPETITION PER SPORT

3000+ ATHLETES AND OFFICIALS

35+ DISCIPLINES

13 BEACH SPORTS

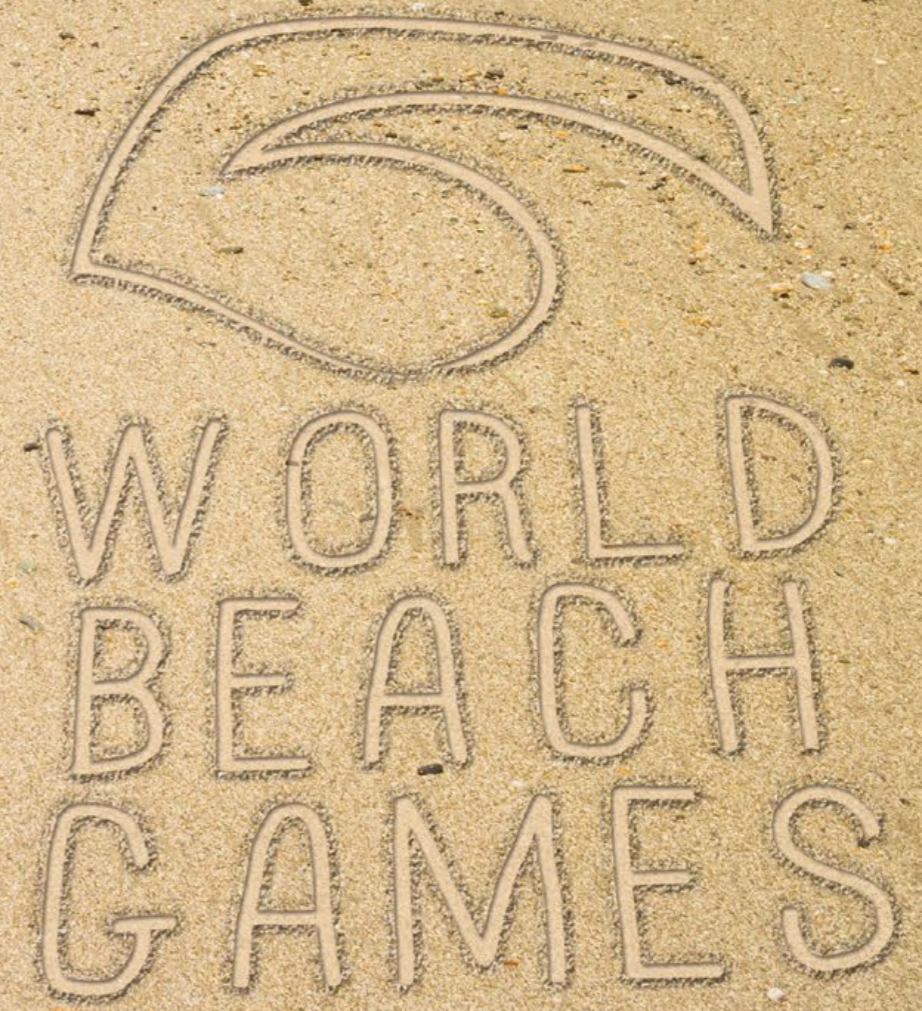
- | | | | |
|-------------------|--------------|-----------|-----------------|
| American Football | Bodybuilding | Boules | Cheer-leading |
| Flying Disc | Football | Handball | Minigolf Sports |
| Rugby | Sumo | Tennis | Volleyball |
| | | Wrestling | |

3 HYBRID SPORTS

- | | | |
|------------|-------------------|-----------|
| Lifesaving | Modern Pentathlon | Triathlon |
|------------|-------------------|-----------|

10 WATER SPORTS

- | | | | |
|-----------------------|----------------------|----------------|---------------|
| Aquatics | Canoe Sports | Dragon Boat | Power-boating |
| Rowing | Sailing | Sports Fishing | Surfing |
| Underwater Activities | Waterski & Wakeboard | | |





AMERICAN FOOTBALL

BEACH FLAG



67 NATIONAL FEDERATIONS

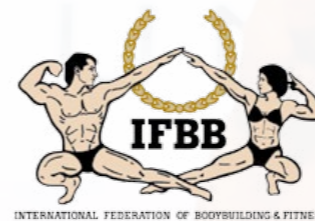


5-a-side American football, played on a sand pitch. The aim is to score a 'touchdown', through advancing the ball towards the opponent's end zone, by passing or running with the ball. This is a non-contact version of the traditional sport. Instead of tackles players have "flags" that the opponent can catch to gain possession of the ball.



BODYBUILDING

FITNESS
CLASSIC BODYBUILDING



189 NATIONAL FEDERATIONS

Bodybuilding is a physique sport in which athletes train in a very specific way, to develop every muscle of the body. The ultimate aim is to achieve perfect balance and symmetry. In the Beach Games this sport has 2 elements.

- Fitness: where athletes are judged in 2 physique rounds and 2 artistic routine rounds.
- Classic bodybuilding: where athletes are judged on muscle shape, condition, body proportion and also in an artistic routine round.



BOULES

PETANQUE
LYONNAISE
RAFFA



211 MEMBER
FEDERATIONS



In this precision sport, athletes try to roll their boules so that they rest closer to the Jack (target boule) than the boules of the adversary. Although the rules are simple, this game requires flawless technique, control and often clever gamesmanship as players are positively encouraged to interfere with the opponent/opposing team's game.



CHEERLEADING

TEAM CHEER
WOMEN AND CO-ED



105 NATIONAL
FEDERATIONS

A spectacular performance sport in which teams of 16 to 24 athletes, perform high level cheerleading routines, including stunts, formations and perfectly synchronised choreography, teams are judged using pre-defined criteria, including stunt quality and crowd appeal.



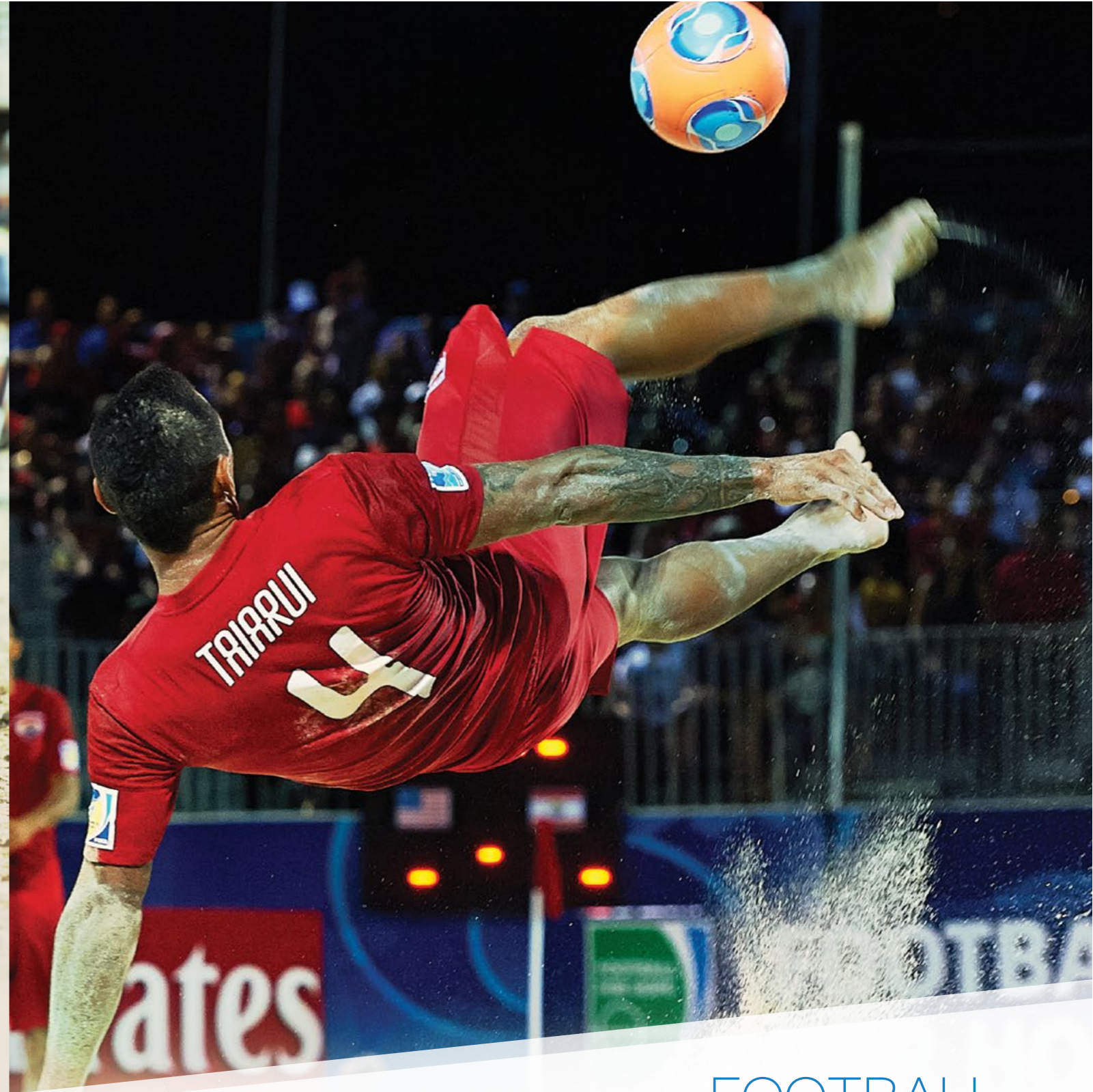
Photo: Edgar Núñez

FLYING DISC

BEACH ULTIMATE



A 5-a-side version of 'ultimate frisbee' played on sand, beach ultimate is a team sport which is non-contact and self-refereed. Played with a flying disc (frisbee), players score points by passing the disc to a teammate in the opposing team's end zone. Players are not allowed to run with the disc in hand. A game is won when the first team reaches 13 points.



FOOTBALL

BEACH SOCCER



For the Game. For the World.



Beach soccer, a FIFA modality since 2004, is a fast-paced and exciting sport experiencing a huge growth. With five players per side, the speed of the game is constant and goals are very common. Beach soccer is best known for, though not limited to, high-scoring matches, bicycle kicks and acrobatic moves, and has been gaining popularity due to a huge interest from the media and millions of fans around the globe.



HANDBALL

BEACH HANDBALL



A 4-a-side game where players score goals by advancing the ball towards the opposing team's net, while passing it around. Scoring is made harder by the presence of a goal area surrounding each goal, which is out of bounds for all players except the goalkeeper. Time is limited, with only 2 periods of 10 minutes, making this a dynamic and exciting game to watch.



MINIGOLF SPORTS

PRECISION | SPEED



Minigolf is a concentration sport, played either on permanent minigolf lanes or movable lanes of varying size. The object is to get the ball from the teeing off area into the hole, whilst also passing on the course, in as few strokes as possible.

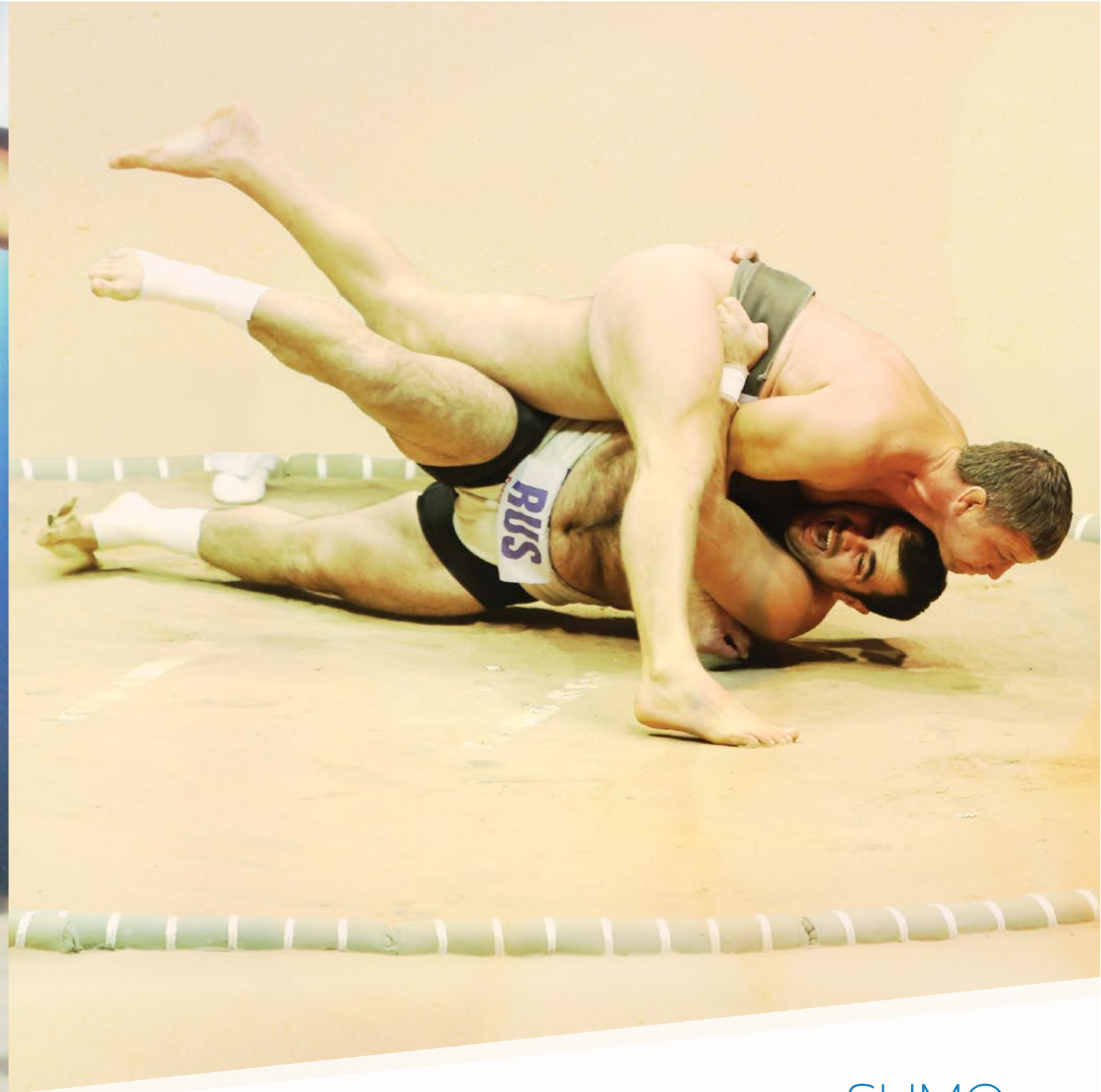


RUGBY

BEACH RUGBY



Beach Rugby is five-a-side version of rugby, played on a sand pitch. It is a variation of the game of rugby, with its own official rules, issued by the International Rugby Board. It allows full contact as in traditional rugby and so still maintains the sport's characteristic healthy aggression. A match lasts no longer than 10 minutes and is divided into two halves, each of not more than five minutes' playing time.



SUMO

BEACH SUMO



Sumo is a competitive contact sport, the most suitable to fulfill the aim of enriching "soul, skill, and body". A match is played between two players, designated East and West. They make the best possible use of dohyo and fight, almost naked, using their full strength to force their opponent out of the circular ring, or, to touch the ground with any part of body other than the soles of the feet. Good sumo athletes respect their opponent, and whether victorious or defeated, they leave the dohyo with honor for a bout well-played.



TENNIS

BEACH TENNIS



Similar to traditional tennis, beach tennis is played by doubles teams on a sand court. It uses the same scoring system as in regular tennis with rules tailored to suit beach conditions. Following a service, the ball must be volleyed back and forth between teams. The point is lost when a team does not return the ball in play before it hits the ground. The ball is not allowed to bounce in this version of the game.



VOLLEYBALL

BEACH VOLLEYBALL



Beach Volleyball is an Olympic discipline played outdoors, barefoot on a sand court with a ball, by teams of two people separated by a net. The match is won by the team that wins two sets. A set (except the deciding 3rd set) is won by the team which first scores 21 points with a minimum lead of two points. In the case of a 20-20 tie, play is continued until a two-point lead is achieved (22-20; 23-21; etc). In the case of a 1-1 tie, the deciding 3rd set is played to 15 points with a minimum lead of 2 points.



WRESTLING

| BEACH WRESTLING



Wrestling is a grappling sport focusing on throwing, groundwork and holding or gripping until the opponent submits. In the beach games, one-on-one wrestling matches are fought in a sand circle. Athletes must hold their opponent's shoulders on the ground, bring their opponent to the ground or push their opponent out of the wrestling circle twice to win the match.



LIFESAVING

BEACH AND OCEAN LIFESAVING EVENTS |



The Lifesaving competitions consist of:

- Run-Swim-Run: Competitors run about 200m, swim 300m and run 200m to finish.
- Surfski Race: Competitors paddle their surf skis around a course marked by buoys and return to finish.
- Board Race: Competitors complete on their rescue board a course marked by buoys.
- Ocean Man Race: Competitors cover a 1.4 km course, including a swim leg, board leg, surfski leg and a beach sprint finish.
- Beach Sprint.
- Beach Flags.

Lifesaving involves a series of events created to be fit to save a life.



MODERN PENTATHLON

MODERN TRIATHLE



A multi-stage competition, held on the beach, where athletes must complete swimming (100m), running (800m) and laser shooting elements sequentially. The winner is the athlete or team with the fastest time.



TRIATHLON

CROSS TRIATHLON
AQUATHLON



Cross Triathlon: A multi-stage competition where athletes must complete swimming, mountain biking and cross country running elements sequentially.

- Sprint Distance: 500m swim, 10 to 12 km mountain bike course, 3- 4 km run.
- Standard Distance: 1000 to 1500m swim, 20 to 30 km mountain bike course, 6-10 km run.

Aquathlon : A multi-stage competition where athletes must complete running, swimming and a second running segment sequentially.

- Standard Distance: 2.5 km run, 1000m swim, 2.5 km run.

The winner is the athlete or team with the fastest time.



AQUATICS

BEACH WATER POLO

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4 (men) or 5 (women)-a-side water polo played in the ocean. The object of the game is to score goals by putting the ball inside the opposing team's net. Players can switch from offense to defense depending on which team has possession of the ball. A goal may be scored from anywhere in the field of play and by any part of the body except a clenched fist. There will be 3 sets, with the team winning two sets being declared winner. The team which reaches six (men) or four (women) goals first during a set shall be declared winner of that set.



CANOE SPORTS

CANOE POLO
CANOE OCEAN RACING
WAVE SKI



160 NATIONAL FEDERATIONS

- Canoe ocean racing: Ocean kayaking over long distances in an open ocean. Athletes must be skilled in dealing with the natural conditions of the ocean, reading the waves and tides, coping with powerful undercurrents and controlling the considerable speed of the boats.
- Canoe polo: 5-a-side water polo played in faster, more manoeuvrable kayaks. As in traditional water polo, teams compete to score goals by shooting the ball into their opponent's goal, which is suspended 2m above the water. The ball can be advanced towards the goal by passing or 'flicking' with the paddle.
- Wave ski: A thrilling spectator sport similar to surfing, but the rider sits on top of an adapted surfboard called a Waveski. Athletes perform tricks and manoeuvres and are judged on accuracy.



DRAGON BOAT

DRAGON BOAT RACING



Dragon Boat Racing originated in China and has a history going back over 2500 years. Today crowds of 100,000 spectators are not unusual in China. A standard racing dragon boat has a crew of 20 paddlers plus a drummer and helm steering the boat. The boats carry an ornate dragon's head and tail, bow and stern. Boats race internationally over distances of between 200 and 2000m, for women's, men's and mixed sex crews, with typically 6 to 8 boats in a race.



POWERBOATING

AQUABIKE (JETSKI RACING)



Jetski racing: A speed competition where pilots (athletes) race aquabikes around a marked course. The start is either a dead engine (from key, jetty or beach) or a rolling start. Drivers are instructed about the starting procedure before the race during the drivers' briefing. Drivers race the course until they pass the chequered finish flag. Both pilot and aquabike must pass the finish line.



ROWING

COASTAL ROWING



Coastal Rowing uses both the beach and the sea as the field of play. It is a fast action, high octane competition layered on top of the beach culture. The competitors are highly skilled at handling the unpredictable waves and at peak fitness. They are tested through the beach starts and finishes on the sand, tightly manoeuvring the buoys as they navigate around slalom course and raw speed across the water. The competitors are in close proximity to the fans on the beach, allowing them to feel part of the action, living each race with each competitor.



SAILING

KITEBOARDING
WINDSURFING



- Kiteboarding is a sport with a board powered by a kite in the sky and it can be practiced in shallow or deep water, flat seas or in waves and in light or strong winds. The sport combines the best elements of windsurfing, sailing and wakeboarding all in one and not only offers the fastest performance but has the highest and longest 'airtime' potential.
- Windsurfing is often recognised as an extreme sport that provides limitless thrills and excitement in a range of disciplines. Windsurfing is the fastest of all the sailing disciplines with speeds of 50 knots recorded!



FIPS-- M WORLD CHAMPIONSHIPS LONGCASTING 2013

SPORTS FISHING

LONG CASTING OF SEA WEIGHT



A discipline designed to test the skills used for ocean fishing. The casters use normal rods and reels, used in shore angling. To be successful in shore angling it is often necessary to cast long distances, over 100 or even 200 meters.



SURFING

HIGH PERFORMANCE SHORTBOARD SURFING
STAND UP PADDLE RACING



- High Performance Shortboard Surfing: Surfing is a sport where there is no regard for wealth, race, gender or age. A surfing competition can be hosted in both ocean and man-made waves. Athletes perform a series of maneuvers on a wave and are judged by a panel of officials.
- Stand Up Paddle Racing: The fastest growing water sport in the world. It can take place in any body of water. Athletes compete standing up on a surfboard using a paddle to maneuver and compete in Technical, Long Distance and Team Relay Races.



UNDERWATER ACTIVITIES

APNOEA
FINSWIMMING
SCUBA DIVING



- Apnoea: An extreme sport in which competitors attempt to attain great depths, times, or distances on a single breath.
- Finswimming: a combination of a special technique and muscular force, where only the fins (monofins or two fins) allow the athletes to swim extremely fast, either on the surface or underwater, reaching more than 30% higher speeds than normal swimmers and being the fastest humans in the water.
- Scuba diving: the most popular underwater and tourist sport. Scuba diving disciplines are designed to challenge the physical ability, technical proficiency, and mental toughness of divers. It includes underwater orienteering, obstacle course, night diving, and emersion where the diver is given tasks to complete the event under time pressure and with limited air.

WATERSKI & WAKEBOARD

WATERSKI
WAKEBOARD



- Waterski: In slalom skiers are judged by number of buoys passed in the course on the shortest rope length; in tricks by the highest score based on the difficulty of the executed programme and in jump, the longest distance of 3 jumps.
- Wakeboard: During competition, riders do flips and spins, and other acrobatic stunts in the air and on the water surface.

Venues



2 stadium venues

3,000-5,000 spectators



1 stadium for all rounds of beach soccer and beach volleyball

1 stadium for the finals of all the other sports



'U-Shaped' stadium open to water front plus on water facilities

2,000-4,000 spectators

Water sports can start and end here

Large screens to follow live feed in the stadium



Preliminary / training beach venue

Side by side fields

Participants

5,800+
PARTICIPANTS




- AMBASSADORS
- ATHLETES
- OFFICIALS
- VOLUNTEERS
- STAFF
- MEDIA
- TV
- SPECIAL GUESTS

Opening Ceremony


Mega public event at the beach open for all spectators for the launch of the event. Unveiling the athletes and **sports ambassadors**, and featuring **demonstrations** of the various participating sports as well as **concerts**.

TV Strategy

DISTRIBUTION:







-  Live Broadcast
-  Daily Highlights
-  News Clips
-  Event Highlights

PRODUCTION:

-  Simultaneous production points
-  HD cameras per production point, can produce one or two signals in parallel
-  Linked to International Broadcasting Center, where international signals are mixed with commentary
-  Mobile ENG crews for news collection
- 

Media Promotion

MULTICHANNEL MEDIA PROMOTION IN LOCAL MARKET AND GLOBALLY:

-  Digital (event website, social networks, Youtube channel):
 - Live streaming
 - Clips, teasers
 - Newsletters
-  Media partnerships
-  PR initiatives (sports ambassadors)
-  Domestic media promotion campaign (TV, radio, print, outdoor, social media)
-  International federations' media networks
-  Sponsors' activation



Cultural Programme

Key Component of the Event Programme featuring **activities** for the **fans** and **local communities**.



Ambassador Programme



Demonstrations / Animations



Youth Masterclass



Cultural Exhibitions



Local Community Projects



Fan Fest



Thematic Parties



Doping-free, Integrity and Social Responsibility



DOPING-FREE

SportAccord is committed to promoting doping-free sport within all its multi-sports games and guarantees that all the sports and athletes are compliant with the World Anti-Doping Agency code and rules. The SportAccord expert team manages the anti-doping operations in coordination with the local accredited anti-doping agency, the LOC and the international sports federations.



SOCIAL RESPONSIBILITY

SportAccord is committed to educating youth through sport. In the World Beach Games, SportAccord in collaboration with the host city and the IFs could develop the 'Sport Cares' campaign focusing on the social priorities for the host cities. All sports would select NGOs/associations from the host city that they would support during the event, and the athletes would participate in activities developed in collaboration with these NGOs/associations.



INTEGRITY

SportAccord is committed to defending the core values of sport. All athletes of our multi-sport games are required to participate in our specialized integrity training programmes, either by our pioneer E-Learning platform or on-site.



Benefits



World class competition featuring the sports' best athletes



Worldwide multi-channel media exposure



Association with the culture and values of beach and water sports



Reaching out to unified fan communities from multiple beach and water sports



Stimulating participation in beach and water sports, especially among the youth



Implementing CSR programmes in partnership with the local communities





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