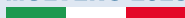


IISA

6st WORLD
CHAMPIONSHIP



MOLVENO 2025



Ice Swimming World Championship

Molveno 2025



Discover the COOLEST Sport in the Water

Ice Swimming is more than just a sport; it is an extreme challenge that tests the limits of human endurance and passion. This unique discipline involves swimming in icy waters without the protection of a wetsuit, in temperatures as low as 5°C (41°F) or even colder. Imagine plunging into the icy Atlantic off the coast of Greenland or the frigid Pacific near Anchorage, Alaska, and swimming with only a standard swimming costume, a pair of goggles, and a silicone cap.



The appeal of ice swimming lies in its simplicity and purity. It's about raw human power, resilience, and the incredible feeling of well-being that follows. As you brave the cold, your body releases endorphins, which are the body's natural painkillers and mood enhancers. This results in an exhilarating rush of happiness and a sense of accomplishment that is hard to match. Additionally, swimming in cold water increases blood flow and raises body temperature, providing numerous health benefits.

Ice swimming is a growing sport, with competitions multiplying globally. It's a test of passion, excellence, and the pursuit of pushing one's physical and mental boundaries. Whether you're a seasoned athlete or a newcomer seeking a new challenge, ice swimming offers an unmatched experience.

The Event

MOLVENO 2025



This winter, the picturesque town of Molveno, located in the heart of the Dolomites, will become the epicenter of one of the most thrilling sporting events in the world - the Ice Swimming World Championship. Organized by the International Ice Swimming Association (IISA), this prestigious event will transform the splendid Lake Molveno into a competitive arena where athletes will compete in a 50-meter swimming pool with water temperatures below 5°C (41°F).

In January 2025 from 13rd to 19th, over 400 athletes from more than 33 countries will gather in Molveno to compete in various disciplines and distances, showcasing their strength, endurance, and dedication. The event will feature a range of swimming styles including freestyle, breaststroke, backstroke, butterfly, and individual medley (IM), with race distances ranging from 50 meters to the elite 1000 meters.

The Ice Swimming World Championship is more than just a competition; it's a celebration of human spirit and resilience. Molveno, with its breathtaking landscapes and crystal-clear lake, provides the perfect backdrop for this event. The combination of competitive excitement and natural beauty makes this championship an unforgettable experience for both athletes and spectators.

Join us in Molveno to witness this extraordinary event, where athletes will push their limits and inspire audiences from around the globe.

Competition Highlights

The Ice Swimming World Championship in Molveno promises to be a spectacular display of athletic prowess and endurance. Here are some of the key highlights of the competition:

- **Disciplines:** Athletes will compete in multiple swimming styles, including Freestyle, Breaststroke, Backstroke, Butterfly, and Individual Medley (IM).
- **Distances:** The event features races of various lengths, catering to both novice and elite swimmers. Distances include 50 meters, 100 meters, 250 meters, 500 meters, and the elite 1000 meters freestyle.
- **Relay Events:** Teams will have the opportunity to compete in relay events, including the 4x50 meters and 4x250 meters, showcasing teamwork and strategy.
- **Venue:** The competition will take place in a 50 meter ice pool located in the Acquapark sports center on Lake Molveno. The pristine, icy waters of the lake will provide a challenging yet beautiful setting for the races.



Each event is designed to test the athletes speed, endurance, and ability to withstand extreme cold. The races will be conducted under strict supervision to ensure the safety of all participants, with medical teams on standby and experienced officials overseeing the competition.



The championship is a rare opportunity for athletes to compete at the highest level of ice swimming, pushing their boundaries and achieving remarkable feats. Spectators will be treated to an exhilarating experience, witnessing world-class athletes performing in one of the most challenging environments imaginable.



Benefits for Sponsors

Sponsoring the Ice Swimming World Championship in Molveno offers a unique and valuable opportunity for brands to gain significant exposure and align with a sport that embodies passion, resilience, and excellence. Here's why sponsoring this event is beneficial:

- **Global Exposure:** The championship attracts athletes, media, and spectators from all over the world. Extensive media coverage, including live broadcasts, social media updates, and press releases, ensures that your brand reaches a broad and diverse audience.
- **Brand Association:** By sponsoring the Ice Swimming World Championship, your brand will be associated with a sport that values integrity, safety, and environmental awareness. This positive association can enhance your brand's image and reputation.
- **Engagement Opportunities:** The event provides numerous opportunities for brand engagement. From on-site branding and promotional activities to digital campaigns and athlete endorsements, sponsors can interact directly with a passionate and dedicated community.
- **Corporate Social Responsibility:** Supporting a sport that promotes health, well-being, and environmental sustainability aligns with corporate social responsibility goals. It demonstrates a commitment to positive societal impact and community involvement.
- **Networking:** The championship attracts influential individuals, including athletes, industry leaders, and sports enthusiasts. Sponsors have the chance to network, build relationships, and explore potential collaborations.

Your sponsorship will play a crucial role in the success of the event, helping us to deliver a world-class championship that inspires and engages participants and audiences alike. Join us in Molveno and become a part of this extraordinary journey.

Safety and Integrity

Safety is paramount in the sport of ice swimming, and the International Ice Swimming Association (IISA) is committed to ensuring the well-being of all participants. The IISA has developed a comprehensive set of rules and guidelines to ensure that every event is conducted safely and professionally. Here are the key safety measures in place for the Ice Swimming World Championship in Molveno:

- **Rigorous Supervision:** All events are conducted under strict supervision by experienced officials and medical teams. This includes continuous monitoring of water temperatures and swimmer conditions.
- **Medical Support:** A dedicated team of medical professionals is on-site throughout the event to provide immediate assistance in case of emergencies. This includes doctors, paramedics, and other healthcare providers with experience in extreme sports.
- **Safety Gear:** Swimmers only wear standard equipment: a swimsuit, silicone cap and swimming goggles, no wetsuits or additional aids are permitted to maintain the integrity of the sport. For safety reasons, nose clippers and earplugs may be used and in races with distances equal to or greater than 250 meters each athlete must wear a seat belt.
- **Training and Preparation:** All participants are encouraged to undergo proper training and acclimatization before the event. This helps in reducing the risks associated with sudden exposure to cold water. Each athlete is also obliged to undergo a medical examination and a cardiological examination.
- **Research and Development:** The IISA continuously collaborates with top experts in the field of cold water immersion to stay updated on the latest research and best practices. This ensures that safety protocols are based on scientific evidence and practical experience.
- **Emergency Protocols:** Detailed emergency protocols are in place to address any potential incidents swiftly and efficiently. This includes evacuation plans, on-site medical facilities, and communication systems.

Safety is not just a priority; it is the foundation upon which the sport of ice swimming is built. By adhering to these stringent safety measures, we ensure that athletes can compete in a secure and supportive environment, showcasing their skills and resilience without compromising their health.

Contact us

For sponsorship opportunities and more information about the Ice Swimming World Championship in Molveno, please reach out to us. We are excited to partner with you and create an exceptional event that celebrates the spirit of ice swimming.



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Thank you for considering sponsorship of the Ice Swimming World Championship - Molveno 2025. We look forward to partnering with you to create an exceptional event that inspires and engages.