



ROLLER SKI WORLD CUP



ROMA

16-17

SETTEMBRE

2025

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01. THE PROJECT

For the first time a World Cup stage will be held in Rome, in iconic places such as the **Colosseum** and the **Terme of Caracalla**. Great sport, 5 months after the opening of the Olympic Games in Milan Cortina, with Athletes from the Five Continents. A great opportunity to make this emerging and beautiful sport universally visible.

All Delegations will be welcomed at Fiumicino International Airport and will always be accompanied by shuttle and Gran Turismo Courier to the Hotel and Venues. The Headquarters will be hosted at the **Crowne Plaza Hotel** where the technical secretariat and the HQ of the event will be set up.



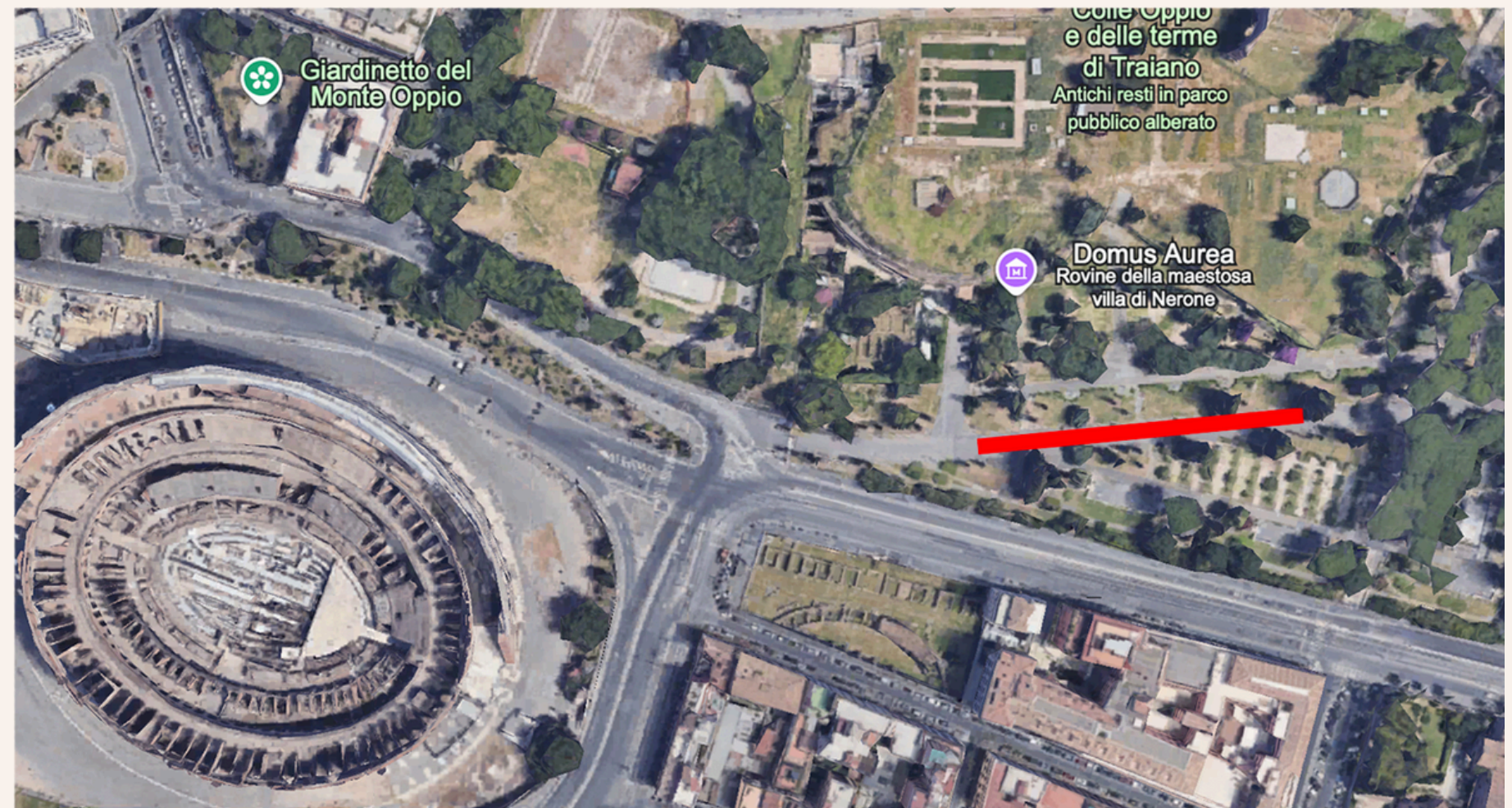
02. VENUE - SEPTEMBER 16

Supersprint: 150 mt

150 linear meters for 2-on-2 elimination challenges near the Colosseum, along the Via della Domus Aurea. Village opens at 2:00 p.m., with Expo, reception and catering.

Race starts at 16:30 p.m.

Awards Ceremony: : 19:30



02. VENUE - SEPTEMBER 17

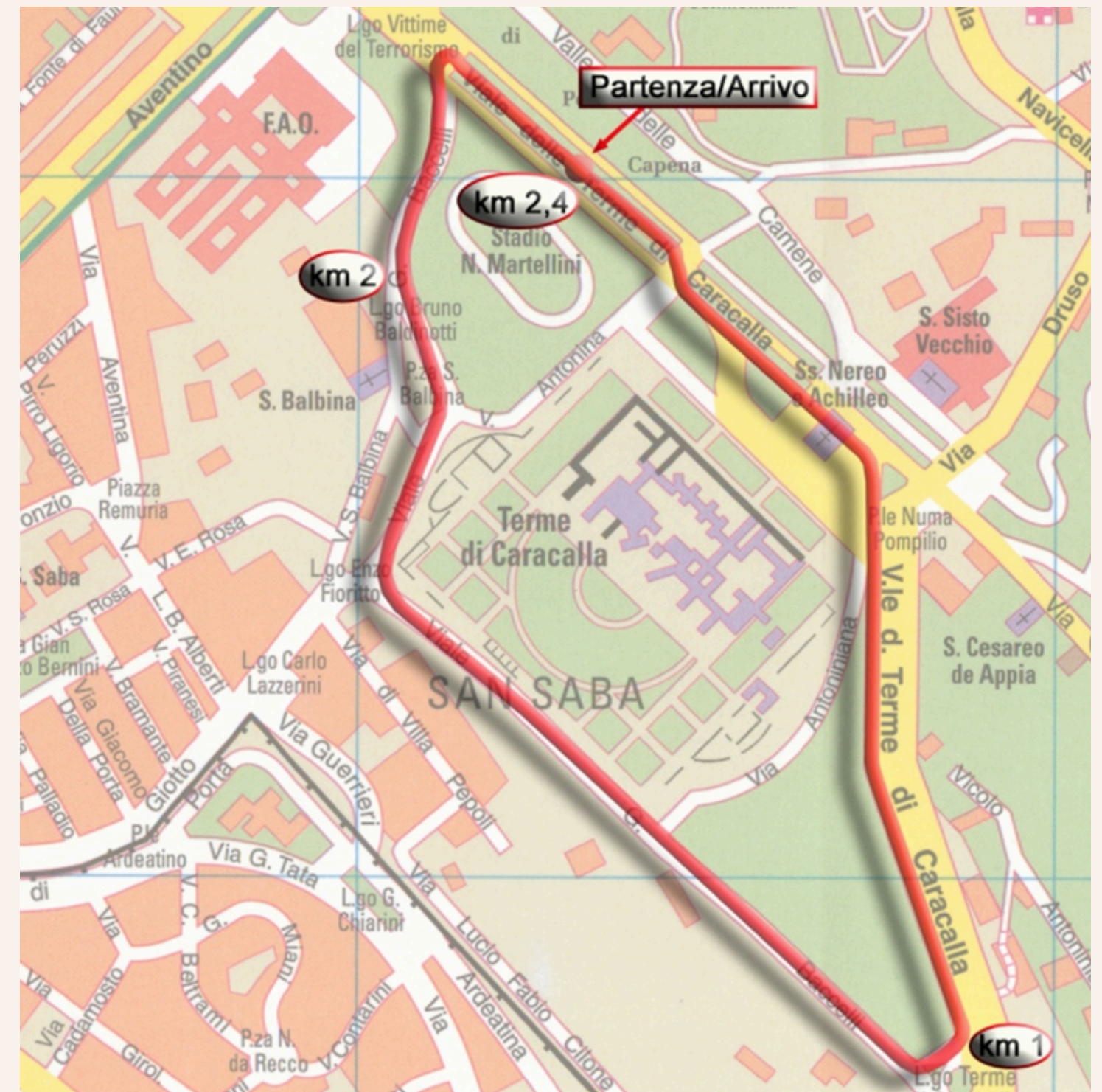
10 km Race

The ring road surrounding the Baths of Caracalla will be used, to be covered 6 times, with arrival on the avenue at The Expo will open at 10:00.

**M and F Mass Start departures
from 12:00 for all the categories
Awards Ceremony: 17:00**

No less than 3,000 spectators will be expected in attendance, between the EXPO and the race course, beyond the barriers.

No less than 350,000 viewers are expected on the various transmission systems (broadcasting, live streaming)



03. COMMUNICATIONS

ONLINE

Live on RAI channels, exclusive broadcaster of the event, while negotiations for the transfer of rights have already begun at an international level.



OFFLINE

An Advertising campaign is being planned on national media and offline visibility in the city of Rome; institutional events (such as press conferences) and promotional events are planned, also with the collaboration of testimonials and influencers.

05. SUSTAINABILITY



- Environmental Protection: the event is sensitive to the issue of pollution and environmental degradation. The proposed objective is in fact to structure a zero-impact event, collaborating with mobility and the AMA Collection Center.
- Employment for Young People: The recruitment activity of the professional figures necessary for the event is aimed primarily at young people, offering job opportunities to those who wish to establish themselves in this sector.
- Agreements with hotel facilities (hotels, B&Bs): the underlying desire is to offer a wide range of opportunities to meet the economic needs of the target audience
- Collaborations with Antiche Botteghe and local products of our territory

06. INSTITUTIONS



The event will enjoy the
patronage of the most important civil and sports institutions
to whom FISI and the Organizing Committee extend their thanks



ROLLER SKI WORLD CUP

LOC:

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thank you!

