FINA
Marathon Swim World Series

EVENT OVERVIEW
OF THE 10KM
OPEN WATER SWIMMING
AND MASS PARTICIPATION EVENT
FINA is the world governing body for AQUATICS disciplines.

8 NATIONAL FEDERATIONS were responsible for its formation: BELGIUM, DENMARK, FINLAND, FRANCE, GERMANY, GREAT BRITAIN, HUNGARY, SWEDEN.

FINA comprises now 209 NATIONAL MEMBER FEDERATIONS IN THE FIVE CONTINENTS.
There is countless variety of values and principles associated with each of our disciplines:
MARATHON SWIMMING
IS ONE FINA DISCIPLINE
SINCE 2008
OLYMPIC GAMES
IN BEIJING

OPEN WATER SWIMMING

is the longest Olympic distance, with no lanes separating the swimmers.

It’s a tough 10km with the swimmers versus swimmers versus the elements.
STAMINA

OPEN WATER SWIMMING | WATER IS OUR WORLD
SERIES DESCRIPTION

This annually staged elite-level competition is organised around seven/eight meets and takes place in some of the world’s most amazing natural water bodies, either freshwater or saltwater.

Between 1997 and 2006, the Series included a whole range of races over many different distances.
Since 2007, FINA decided to focus the Series on the 10km distance only, as a direct consequence of the introduction within the Olympic programme.
DID YOU KNOW?

- THE ELITE SWIMMERS CAN SWIM OVER 80KM A WEEK IN TRAINING ALONE!
- +370 SWIMMERS X 10 KM = 3700 KM SWAM IN 2016 IN FINA 10KM OWS EVENTS
Fédération Internationale de Natation

FINA WELCOMES YOUR BID!

DID YOU KNOW?

> THIS EVENT WAS CREATED TO SHOWCASE THE BEST OPEN WATER SWIMMERS IN THE WORLD, IN GREAT AQUATIC LOCATIONS.

The Series is staged around the world in iconic locations, bringing the top open water swimmers to locations the host countries wish to showcase.

Passionate about open water swimming: FINA also sanctions other events incorporating historic & traditional long distance races from 15km to 36km as well as junior championships.
CHALLENGE

OPEN WATER SWIMMING | WATER IS OUR WORLD
IN NUMBERS

1997 Year of introduction +50 Federations

7-10 meets all across a distance of 10km +370 Athletes

USD 380’000 Total Prize Money in 2017
HEALTH

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MASS PARTICIPATION SWIMMING EVENT

Staged together with the Elite Event.
Mainly recreational for all category of age.

AN ADDITIONAL VALUE FOR CITIES, SPONSORS AND COMMUNITIES AIMING THE INCREASE OF THE OVERALL PHYSICAL ACTIVITIES.
Open Water Swimming is a fast growing sport around the world. To benefit the host locations, each organiser now hosts the 10km elite race together with a Mass Participation Swimming event.

OPEN WATER SWIMMING FESTIVAL!

CONCEPT

Watch the elites then swim the course
MAXIMISE PARTICIPATION AND INCREASE MEDIA ATTENTION

SAME LOCATION
IT IS MUCH MORE THAN JUST SPECTATING, IT’S ALSO ABOUT PARTICIPATION. THE MASS PARTICIPATION SWIMMING EVENT CAN DO JUST THAT.

1. INCREASE SPECTATORS FOR THE ELITE RACES AND INCREASE ELITES INVOLVEMENT IN MASS EVENTS AND LOCAL SWIMMING CLUBS.

2. SOCIAL RESPONSIBILITY: HEALTH & FITNESS, COMMUNITY INVOLVEMENT & WATER SAFETY AWARENESS.

3. MAKE THE EVENT MORE ATTRACTIVE FOR POTENTIAL NEW HOST VENUES.

4. INCREASE THE POTENTIAL FOR INCOME AND SPONSORS THROUGH HAVING INCREASED NUMBERS AT THE EVENT.

5. BRING NEW SWIMMERS INTO THE SPORT AND INCREASES THE INTEREST IN ELITE RACES.

6. DEVELOP THE SPORT ACROSS THE GLOBE THROUGH A CENTRAL PLATFORM PROMOTING ALL EVENTS AT: WWW.FINA.ORG
SOCIAL IMPACT

ACTIVE LIFESTYLE

Gender breakdown - In the UK the gender split is:

55% female
45% male

Distance vs. Age

Age of participants - recommended age groups and distances (although this can vary depending on countries own rules)

<table>
<thead>
<tr>
<th>Age</th>
<th>Distance</th>
</tr>
</thead>
<tbody>
<tr>
<td>6+</td>
<td>100 meters in shallow water</td>
</tr>
<tr>
<td>8+</td>
<td>200 meters</td>
</tr>
<tr>
<td>12+</td>
<td>800 meters</td>
</tr>
<tr>
<td>15+</td>
<td>1500 meters</td>
</tr>
<tr>
<td>16+</td>
<td>2000+ meters</td>
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The focus on the Mass Participation is about providing a warm and inviting challenge.
SAFETY OF PARTICIPANTS (BOTH ELITE AND AMATEUR) IS A MUST. THE IMPLEMENTATION OF A SAFETY PLAN IS MANDATORY FOR ALL CITIES WILLING TO STAGE A FINA EVENT.

- WATER TEMPERATURE
- MEDICAL SERVICE
- MONITORING AND RESCUE OF SWIMMERS
- SAFETY COMMUNICATION
- FEEDING STATIONS
- SAFETY DURING TRAINING, PRE-RACE WARM UP AND POST-RACE WARM DOWN
BENEFITS

BRINGING THE WORLD’S ELITE SWIMMERS TO YOUR CITY
  > MOTIVATIONAL IMPACT OF STAR SWIMMERS
      ACTING AS ROLE MODELS FOR YOUNG PEOPLE

GLOBAL PROMOTION FOR THE HOST CITY
  > WEB
  > TV
  > SOCIAL MEDIA
  > OTHERS
  > A CATALYST FOR LEARN-TO-SWIM PROGRAMMES

USING SPORT TO BREAK DOWN CULTURAL, POLITICAL AND RACIAL BARRIERS
ORGANISERS OF THE EVENTS CAN LINK WITH EVENT COMPANIES TO HELP STAGE THE MASS PARTICIPATION EVENT.

FINA CAN ALSO PROVIDE ITS OWN EXPERTISE IN THE PLANNING STAGE OF AN EVENT.

BENEFITS

AN AQUATIC FESTIVAL CREATING A POSITIVE SOCIAL ENVIRONMENT

- REGISTRATION AND SPORT ENTRY FEE

  DIRECT INCOME FOR THE ORGANISERS

ECONOMIC IMPACT

- INTERNATIONAL/DOMESTIC FLIGHTS
- HOTEL ACCOMMODATION
- LOCAL TRANSPORTATION
- COMMERCE AND SALES
- TOURISM

LOCAL, REGIONAL AND EVEN NATIONAL LEGACY (i.e. participation in Aquatics sports; sports development programmes, community development, etc.)
ENDURANCE

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FINA tv IS AIMING TO BE THE DIGITAL DESTINATION FOR THE GLOBAL AQUATICS COMMUNITY AND FANS.

The FINA tv is a subscription based video platform that gives you access to watch over 300 hours of live aquatics competitions across all 6 disciplines: Swimming, Open Water, Diving, High Diving, Water Polo and Synchronised Swimming.

Compared to the previous version, the new FINA tv is available on mobile, tablets and computer for you to have easy access to the year-round videos with the best viewing quality, and maximised viewing experiences by the support of the new technology in the near future.
FOLLOW ALL THE ACTION FROM THE FINA EVENTS ON THE GO!

- RESULTS
- ATHLETES PROFILES
- EVENT CALENDAR
- NEWS
- VIDEOS, PHOTOS
- SOCIAL MEDIA

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FÉDÉRATION INTERNATIONALE DE NATATION

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Thank you