



PRESENTED BY **ISU**

WORLD ICE SKATING DAY

WISD GUIDELINES

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Message from the President –Jae Youl Kim

Riding on the waves of success of the previous editions, I am delighted to welcome you to the fourth edition of the World Ice Skating Day (WISD), which will take place on December 14, 2025 all around the world.

The International Skating Union (ISU) is thrilled to invite skaters of all ages and skill levels for a day of fun and exciting ice-skating festivities in countries on five continents.

The success of WISD has only been possible thanks to the concerted efforts of our enthusiastic Member federations and their local clubs and rinks. We extend our heartfelt gratitude to everyone who contributes to making this event possible. Through this worldwide celebration, we hope to introduce potential future superstars to our sport and inspire more people to experience the joy of ice skating.

Join us in celebrating the spirit and joy of our sport. Together, we can go further!



World Ice Skating Day

World Ice Skating Day

World Ice Skating Day, presented by the International Skating Union, is a global festival dedicated to Ice Skating. The fourth edition of the World Ice Skating Day will be held on December 14, 2025, with simultaneous activities taking place all around the world.



Mission

World Ice Skating Day is a global celebration of Ice Skating. The aims are to introduce Ice Skating to children and young people, highlight pathways to continue their skating journey as skaters or fans, and to unite people from different communities around the world to create a memorable experience that celebrates the joy and spirit of Ice Skating.

This will also be a powerful tool to develop ice skating and to pave a path for diversity, inclusion, and fairness, in line with the Olympic Agenda 2020+5.

For more information on the World Ice Skating Day- please visit worldiceskatingday.com



Vision

The World Ice Skating Day should be synonymous with fun. We want to engage children and youth in ice skating, enabling them to participate in and enjoy sport in a digital era and connect to the skating family across the globe.

We want to encourage people to try ice skating for the first time and empower ISU Members to increase the number of participants in ice skating in their country by raising the profile of ice rinks and skating clubs. We want to engage people at all levels – as recreational skaters, as families, as budding competitors, and as skating fans in this exciting Olympic season.



New in 2025

Participation Goals & Registrations

The goal is to have as many people on the ice as possible on December 14, 2025. Aim high to bring as many people to your event as you can! Between December 2-12, participants who are planning to come to your WISD event can register on the World Ice Skating Day website and have a chance to win tickets to an ISU Event later in the season!

Moves of the Day

We will be posting 'Moves of the Day' to challenge our Skaters, new and old, to strike some poses, take some photos and have some fun.

Keeping the fun going after World Ice Skating Day

Make sure that you have information easily available about how to stay involved with skating after World Ice Skating Day is over.



Benefits for Event organizers

Benefits for Event organizers hosting a WISD event include:

a. Global festival for the entire community:

WISD provides a perfect opportunity for local and global communities to come together as one big Skating family. Sharing the day via social media will reinforce this sense of community.

b) Development & awareness raising:

WISD provides an opportunity to create something unique to attract young people and children to Ice skating. It also gives you the chance to let them know how they can continue skating, join clubs, and connect with skating as a fan.



c. New Target Groups:

WISD is a platform to target new audiences as it's a fun occasion bringing the community together, helping to open doors to new audiences and potential customers.

d. Future Investment:

Creating a memorable environment for kids and young people will ensure that they come back to their local rinks and clubs to skate. In turn this will benefit these rinks and clubs and ensure the sustainability of our sport. Make sure that everyone attending World Ice Skating Day knows how they can continue to skate, join a club or remain connected to Skating as a fan.

e. New Partnerships:

WISD is a great reason for you to approach a new partner or sponsor. It opens up new avenues for long-term partnerships.



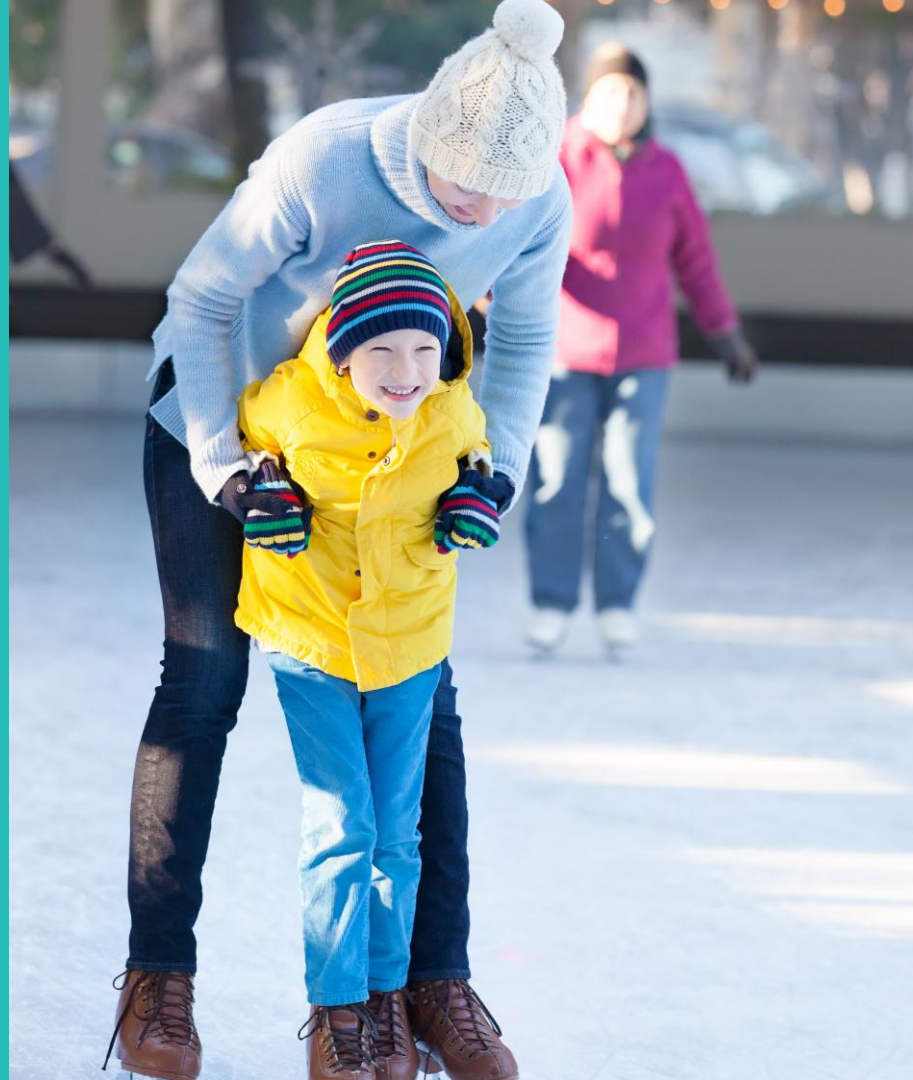
Registration

- a. All entities that will organize a World Ice Skating Day, should **register** on the World Ice Skating Day website.
- b. If you are not an ISU Member(national Ice Skating Federation), it is recommended that you **inform the ISU Member** / National Federation in your country of your intention to host a World Ice Skating Day event. You can find the details of the ISU Member (National Federation) in your country on the ISU website
- c. The World Ice Skating Day **Branding Toolkit** is available on the World Ice Skating Day website and should be used to produce and design your event.
- d. You must have a **designated WISD photographer** for your World Ice Skating Day event. They will take photos and upload them as soon as possible after the day (full details will be provided). They do not need to be a paid professional photographer.



e. Encourage your existing skaters and club members who will attend World Ice Skating Day to register on the **Skater registration** form on the Event Locator page of the World Ice Skating Day website between December 2-12. Anyone who registers and downloads the ISU App will have the opportunity to access the Skater part of the App and have access to photos of the World Ice Skating Day that they attended (provided by your designated WISD photographer), just like Championship skaters do! There is also a chance to win tickets to attend some 2025 ISU Championships.

f. Set a **target** for the number of people you want to attend your World Ice Skating Day. Be as ambitious as you want! Consider reaching out to local schools, inline/artistic skating clubs or other sports clubs to invite young people and their families to join World Ice Skating Day.



g. Encourage each of your existing Skaters and club members to **bring a friend** to World Ice Skating Day to maximize the impact. You can give a small prize to the person who brings the most new people!

h. Get involved in **Moves of the Day**. These moves will be on ISU social media and you can take photos of Skaters making the moves, then tag and post on your social media.

Planning & Execution

- a. Plan your WISD day on the ice at your own local ice rink or club.
- b. You can make use of the WISD 'Icebox' (Events Ideas Guide) for inspiration to plan your perfect WISD.



ISU Support

The ISU will promote the WISD on a global scale, including through its social media channels.

Several flyer posters templates for both online and print promotions to enable organizers and the ISU to collaborate to promote World Ice Skating Day. Contacting local radio stations, newspapers and TV networks for partner opportunities would provide great promotion for your event.



The WISD website is your website. The website is a key promotional tool for your event and contains everything you need to know. If there is a question that is not answered on the website, please feel free to write to us at development@isu.org. Some of the key features of the website are:

- a. WISD Event Organizer registration
- b. Event Locator – Anyone on the website can search if their region / city / country has a World Ice Skating Day Event happening through the Event Locator tool.
- c. WISD Branding Toolkit
- d. Icebox WISD event ideas
- e. Skater registration page on the Event Locator
- f. Latest news and updates



News and social media

The ISU has a great social media reach, and we will be promoting World Ice Skating Day, including local events.

World Ice Skating Day organizers are encouraged to provide us with content so we can re-post it.

You are encouraged to use your own Facebook, Instagram, Twitter, Weibo, event pages to promote your WISD and to consider creating accounts if you do not already have them.

Engage your local media outlets - local TV stations, radio stations, newspapers, bloggers, vloggers, influencers to promote your WISD.



WISD Branding Toolkit

The World Ice Skating Day Branding Toolkit contains the branding guidelines for your World Ice Skating Day . You have complete creative control of your World Ice Skating Day but the look and feel of all World Ice Skating Days happening around the world needs to be consistent.

The World Ice Skating Day Branding Toolkit is a set of promotional tools that includes print, digital, media, venue branding and merchandising assets to help you promote your event. The digital files have been designed for you to simply take to the producer for production. Please note that the cost of the local production will need to be covered by your organization.



'WISD Icebox' – Event Ideas Guide

Planning and designing an event may seem like a huge task and for many the question is 'Where do I begin?'. For World Ice Skating Day, the ISU has created the 'Icebox'-Event Ideas Guide. This Guide contains all the best practices for events curated in an easy-to-read document. Feel free to check this Guide for some inspiration to design your World Ice Skating Day .



Event Consultation

You may still have some doubts, concerns, questions, queries for planning your World Ice Skating Day . At any time during the planning of your event do not hesitate to contact us with your questions related to World Ice Skating Day.

Email: development@isu.org

Dates

World Ice Skating Day will be held on the middle Sunday of December each year. In 2025, In 2025, World Ice Skating Day will be held on December 14.



Venues

The ISU encourages worldwide participation in World Ice Skating Day. Once your event is registered on the World Ice Skating Day website, it will be listed in the 'Event Locator' section for everyone to see. Please note that you will have to provide a description of the venue at which you will be holding your event when you register.

Events

Various types of events can be held to celebrate World Ice Skating Day. Creativity in event planning is key. You can check the 'Icebox: Event Ideas Guide' for inspiration and also check out what previous organizers did last year in the 'Best Practices' section of the website.

Already have an Event on that day or a similar event on another date? It is possible to align an existing event with WISD. Just let us know your ideas on how you plan to do that and remember to register your event.



Logo & Images

The World Ice Skating Day logo is an official trademark of the ISU. The guidelines for use of this logo are specifically set out in the WISD Branding Toolkit. This must be strictly adhered to and not altered.

For any images that you publish and submit to us, please ensure that you have approval not only from the photographer / videographer but also from the participants in the photo/video. A clause can be added to the entry pass conditions.



Partners and Sponsors

Having the right strategic partners is a key asset for the success of your World Ice Skating Day.

Local skating goods stores or suppliers would be perfect partners to provide skates for rent, preferably free for the kids. In addition to skates, skating gear / costumes / helmet suppliers can also be great partners. Allowing them to set up a pop-up store would be ideal. Since it's an event for the entire family, having food trucks and beverages stands would be another opportunity to engage the community.

The amount of promotion and sponsorship at your event is up to you. Allow your sponsor(s), partner(s) as much exposure as possible, while still ensuring it is a WISD event.



You are encouraged to reach out to local sponsors, suppliers, etc. Try to locate the right people to talk to quickly, contact them and motivate them to partner with your event. For additional help you can also contact the national ISU Member in your country.

Buzz creators - Having competitive skaters or retired skaters and even social media influencers to promote the event prior to the WISD would generate the necessary buzz. Having them in person at your World Ice Skating Day would also be great, especially if they showcase their skating skills and abilities which would serve as a great source of inspiration for the next generation of skaters.

Local partners - Local newspapers, radio stations, bloggers, vloggers, etc. would also be great partners to inform and remind the local population about the World Ice Skating Day in their area!



Photographers/Videographers – You must have a designated photographer for your World Ice Skating Day. They do not have to be a profession, but of course if a professional photographer or videographer is available, that is a plus. If the hiring costs are high, you could provide opportunities to budding photographers and content creators to cover your WISD.

The use of local well-known competitive skaters to promote your World Ice Skating Day can also add some star power to attract crowds. If the skaters are busy on that day, you can have them pre-record video messages to promote your World Ice Skating Day in advance and post them on social and other media. Retired famous skaters can also be contacted for online promotions and also to invite them to attend your World Ice Skating Day in person.



Event Report

Registered organizers are required to submit a World Ice Skating Day event Report. The template for this will be provided on the WISD website.

The ISU wants to gather feedback on World Ice Skating Day to understand its impact and assess how to improve it. We need to know how many people attended your events so we can quantify the global momentum being generated. Please make sure you keep track of the number of people who attend your event. It would also be helpful to know about your social media reach and engagements. This data should also be included in your report.



We encourage you to include images, videos, and links as well as feedback from participants and the organizing team in your report so that we get an idea how your event was executed. The more thorough your report, the better overall idea we have of your event.





**HAVE A GREAT
WORLD ICE
SKATING DAY!**