



HOSTING
PADDLE EUROPE EVENT
BIDDING GUIDE

January 2026

This document outlines the concept, vision and comprehensive, bidder-focused approved framework for organising the Paddle Europe event.

It is designed for both experienced event managers and organizations hosting an international event for the first time.

Its purpose is to help potential hosts and National Federations understand the opportunity, requirements, and benefits of hosting a Paddle Europe event across our disciplines.

Paddle Europe reserves the right to adapt to a more targeted approach, aiming to ensure the most adequate venue for the top event in the Paddle Europe calendar is secured.

- **Paddle Europe** is the continental governing body for the sport of canoeing and all paddle sports activities throughout Europe.

Established in 1993 under the name European Canoe Association (ECA), officially recognized by the International Canoe Federation (ICF) in 1994, we unite 45 national federations under one mission: to promote, develop, and elevate paddle sports across the continent.

- **European Championships** were revived under the auspices of the ECA and since 1995, we have been delivering world-class European Championships across 10 dynamic disciplines, celebrating the diversity of paddle sports.

From 2026, building on a proud legacy and decades of tradition, **Paddle Europe vision** is clear: to make paddle sports accessible, exciting, and sustainable for everyone - from elite championships to grassroots programs; whether you compete, coach, or simply love the water.

Guided by **Paddle Europe Strategic Plan**, we aim to:

- co-ordinate and deliver a high-quality, well-balanced European Calendar of Competitions focusing on growth and engagement across all regions and disciplines
- constantly improve the quality of European Championships, European Cups and other European competitions within our calendar
- improve our communication to increase our audience and generate more revenues

Hosting a Paddle Europe event means to place your country, region and city, your national federation at the centre of continental sport - welcoming athletes, teams, media, and fans from across **45 member nations**.

Together, we create unforgettable experiences that celebrate sport, culture and sustainability while boosting tourism and economic impact, leaving a legacy of participation, innovation and long-lasting impact on future generations.

Partner with us and make your destination the heart of European paddling!

➤ **Benefits of hosting Paddle Europe event**

Global-continental visibility

Showcase your country, region or city across Europe's paddle community and international media channels, including live and digital coverage, social media, and press aligned with our event portfolio.

Economic impact

- **Tourism Boost:** Increased hotel bookings, restaurant visits, and local transport usage.
- **Local Business Growth:** Opportunities for vendors, suppliers, and service providers.
- **Job Creation:** Temporary employment for event staff, volunteers, and hospitality sectors.
- **Long-Term Impact:** Improved infrastructure and enhanced destination profile for future events.
- **Sponsorship & Partnerships:** Attract regional and international brands, generating new revenue.

*Past European canoe events have demonstrated strong regional impact through athlete delegations, support staff, and spectators (indicative outcomes vary by scale and discipline; detailed projections are prepared with bidders during consultation phase).

Community engagement

- **Organizing committee:** Enhance the organizational skills and improve the skills of its teams in the organization of major events.
- **Sport Participation Growth:** Inspire local residents' schools and clubs to engage in paddle sports activities.
- **Volunteer Opportunities:** Develop skills and experience for community members through event roles.
- **Education & Inclusion:** Deliver programs promoting water safety, environmental awareness and diversity.
- **Cultural Exchange:** Connect local communities with athletes and visitors from across Europe. Highlight local heritage and hospitality.

Sport

- Benefit from the home advantage and promote the success of its athletes
- Reduce travel costs for its athletes and national teams

Legacy

- Upgraded facilities and infrastructure development
- Enhanced coaching and officiating pathways
- Expanded grassroots programs to grow participation and strengthen the sport for future generations.

Environment and sustainability

- Promote sustainable event practices
- Reduce waste
- Water quality awareness
- Positioning as a leader in eco-friendly sports hosting.

Paddle Europe sanctions and coordinates different level of the events across its 10 disciplines:

- Sprint (Olympic discipline)
- Slalom (Olympic discipline)
- Paracanoe (Paralympic discipline)
- Marathon
- Wildwater
- Canoe Polo
- Freestyle
- Dragon boat
- Ocean Racing
- Stand Up Paddling

Paddle Europe level of events:

- European Championships
- European Cup
- Other European competitions

Each competition has distinct technical requirements and can be hosted as a standalone championship or combined format, depending on capacity, calendar and strategic fit.

The European Championships is Paddle Europe’s premier continental event – elite competition that bring together the best athletes from its member federations.

Held annually or biennially, these championships showcase world-class performance across canoeing and paddle sports.

Strong hosting capacity, robust infrastructure, and full compliance with technical, operational, and broadcast standards are required.

All Paddle Europe Championships, with the exception of those which are held as part of a multisport games/championships, **must be bid for, awarded and conducted under the guidance of the Paddle Europe Board of Directors** and in accordance with the Paddle Europe Championships Policy (Paddle Europe Statutes, 16.1)

KEY NUMBERS (average to max the period 2022-2025)				Participating countries	Participating athletes	Age groups
EUROPEAN CHAMPIONSHIPS		EVENT				
1	annually	OLY/PLY	SPRINT SENIOR & PARA	40	700	SENIOR, MASTERS
2	annually	OLY	SPRINT JUN & U23	40	700	JUN, U23
3	annually	OLY	SLALOM SENIOR	30	200	SENIOR
4	annually	OLY	SLALOM JUN & U23	30	300	JUN, U23
5	annually	NON OLY	MARATHON	25	450	JUN, U23, SENIOR, MASTERS
6	biennially*	NON OLY	WILDWATER JUN & U23	20	250	JUN, U23
7	biennially*	NON OLY	WILDWATER SENIOR	25	150	SENIOR
8	biennially	NON OLY	CANOE POLO	16	400	U21, SENIOR
9	biennially	NON OLY	SUP	20	200	JUN, U23, SENIOR, MASTERS
10	biennially	NON OLY	OCEAN RACING	15	200	JUN, U23, SEN, MASTERS
11	biennially	NON OLY	FREESTYLE	15	150	JUN, SENIOR
12	biennially	NON OLY	DRAGON BOAT	10	350	JUN, SENIOR, MASTERS

FORMS TO SUBMIT

- **Expression of Interest**
- **Bid questionnaire**
- **Budget Template**

Evaluation criteria apply in full.

A European Cup is a Paddle Europe-sanctioned continental competition. It serves as a development platform, focus on fostering participation, offering international racing experience and promoting growth across multiple paddle sport disciplines.

While requirements are slightly more flexible than the European Championships, they still demand professional event delivery, strong organization, and adherence to Paddle Europe standards.

All Paddle Europe Cups **must be bid for, awarded and conducted under the guidance of the relevant Discipline Technical Committee** and in accordance with the Paddle Europe Championships Policy.

FORMS TO SUBMIT

- **Expression of Interest**
- **Bid questionnaire**

Evaluation criteria partly apply.

HOSTING OTHER EUROPEAN COMPETITIONS

Other European Competitions are international canoeing and paddle sport events organized by clubs, federations, or partners across Europe and listed in Paddle Europe's official calendar.

While not directly managed by Paddle Europe, these events are recognized for their contribution to athlete development, competitive opportunities, and the growth of paddle sports. They provide additional platforms for participation and performance, complementing our flagship European Championships and European Cups.

FORMS TO SUBMIT

- **Expression of Interest**

Evaluation criteria do not apply.

PADDLE EUROPE HOSTING GENERAL OBJECTIVES

- ✓ Deliver world-class sport operations aligned with Paddle Europe technical standards and ICF-recognized best practice.
- ✓ Host a safe and fair competition.
- ✓ Athlete-Centred Delivery: athletes must receive reliable services, efficient logistics and a positive overall experience.
- ✓ Maximize reach and engagement via integrated broadcast, streaming, social, and on-site fan experiences.
- ✓ Advance sustainability through measurable reductions in waste, energy use, and travel footprint, with protection of local waterways central to the plan.
- ✓ Create lasting legacy – upgrade facilities, club capacity, coach and official development, and public participation pathways.

Step 0

When deciding to present a candidature, and consequently to organise a Paddle Europe event, it is important to consider the following questions:

WHAT? Select which Paddle Europe event you intend to express interest to bid. Base your interest on discipline popularity and situation within your country (e.g. results, tradition, experience in organising events etc.) to be able to make the chosen event a success. **Paddle Europe events that can be bid for are listed in Annex A.**

WHY? How the event can benefit the Member Federation, regional federation, club and help in the promotion of canoeing and paddle sports both within the bidding city, region, country and to the wider European market.

WHEN? Paddle Europe events dates are strictly connected to the international calendar, and bidder may be asked to consider proposed date to fit the global calendar.

WHERE? The choice of both the city and the venue to be proposed are essential elements in the bidding procedure as compliance with the different requirements, depending on the event to host apply. The venue must comply with the existing different venue manuals and operational requirements depending on the event to host.

WHO? At the time of bidding, it is very important to identify who the future organisers will be. Recent experience showed difficulty for a Member Federation to be directly responsible for organising all the different aspects of an event. However, it is imperative that the bid is endorsed by the Member Federation.

Paddle Europe guidelines:

- **National Federations (NF):** Mandatory partner for all bids. Ensures compliance with sport regulations and governance.
- **Cities and Municipalities:** Ideal for major events with strong infrastructure and logistical capacity. Usually, partners with NF.
- **Sports Clubs:** can host smaller events (Jun&U23 or European Cup). Must have NF support. For Championships shared responsibility.
- **Joint Bids:** Recommended for major events: NF + City + Venue + Sponsors. Demonstrates shared resources, strong collaboration, improves event quality and reduce the risk.

It is suggested to assess the most important elements:

- I. **Facilities** – a realistic evaluation of the available facilities and infrastructure for the delivery of a successful event.
- II. **Finance** – a realistic budget
- III. **Organisation** - detailed knowledge of the requirements and expectations and evaluate previous experience in organising events, if any.

Step 1 - Expression of Interest

A short online form indicating the intent to host a Paddle Europe event.

Step 2 – Bidding package

Once the online Expression of Interest is received, Paddle Europe will send to the Bidder a bidding package with all the relevant documents for the bid. This package includes:

- Bid Questionnaire
- Budget Template
- Hosting Agreement Template

Step 3 – Consultation process

- **Initial Review by Bidder:** Bidder reviews the questionnaire and identifies any gaps or clarifications needed. They start drafting preliminary responses and gather supporting documents.
- **Virtual or In-Person Consultation:** Paddle Europe's Events Department and relevant discipline Committee Chair schedule a meeting with the LOC and National Federation to: clarify requirements, explain hosting standards, and answer questions; provide advice on venue compliance, sustainability measures, and financial expectations. LOC can propose adjustments or seek flexibility for certain conditions. LOC may be asked to strengthen certain sections. Discussion ensures the bid aligns with Paddle Europe's priorities (e.g., sustainability, inclusivity, media reach). Submission deadline is confirmed.
- **Finalization of Bid Package:** After consultation, Bidder updates the questionnaire and completes all required documents.

Step 4 – Final Bid submission

All documents must be submitted to the Paddle Europe Events Department and the relevant discipline committee chair.

Step 5 – Evaluation

Technical committee will evaluate the Bid and conduct a technical site visit if necessary. They will submit a final recommendation to the Paddle Europe Board for approval.

Step 6 – Event allocation and approval

- Paddle Europe Board of Directors confirms event allocation.
- Event allocation letter sent to the Bidder
- Hosting Agreement signature within 30 days makes the event allocation final.

Final requirements are defined by Paddle Europe's Technical Committees and aligned to international standards.

Cross-cutting operations:

- Accredited areas (athletes, officials, media).
- Medical & anti-doping facilities according to Paddle Europe and ICF standards.
- Technology: timing, results, data feeds.
- Media, Broadcast and promotion: mixed zones, commentary positions, camera plans, Media center with WiFi and power, photographer access routes, etc.
- Medals and Protocol
- Reception of the Paddle Europe family
- Paddle Europe Sponsors and Partners
- Sustainability: water protection, waste management, renewable energy options, and transport plans.
- Legacy & Community Impact

Bidder NF and/or LOC shall have **no open financial issues with Paddle Europe.**

Paddle Europe assigns hosting rights for European Championships with the financial obligations required to host European Championships as outlined in **Annex B** of this document.

All revenue-related rights are governed by the Hosting Agreement. This includes **commercial rights** (advertising, merchandising, hospitality), **media rights** (broadcasting, streaming, digital content), and **sponsorship rights**, such as title sponsorship and partner branding opportunities.

These rights are allocated and managed under Paddle Europe's regulations to ensure consistency, transparency, and fair value for both the host and Paddle Europe.

Bids are evaluated using criteria according to Paddle Europe’s strategy and priorities for delivering high-quality events to ensure fairness and transparency.

Category
Technical Readiness – discipline standards
Venue compliance, safety standards
Financial Stability
Realistic budget, financial guarantees
Athlete Experience
Accommodation, transport, catering, services
Sustainability & environment
Credible actions & metrics
Legacy & community impact
Participation, facilities outcomes, commitment from NF, city, partners
Media & Promotion
Broadcast capability, innovation, visibility, brand alignment
Operational capability & governance
Experience in the organization of events, Local support, clear roles, risk management

Criteria above apply in full, partly or do not apply depending on the level of the event to be bid for.

- European Championships – full compliance apply
- European Cup - apply partly
- Other competitions – do not apply

- If you have questions about the process, please contact us at: jstanojevic@canoe-eca.eu.

- If you have discipline specific questions, contact our Technical Committee Chairs: <https://www.canoe-europe.org/about-us/technical-committees-chairs>

EUROPEAN CHAMPIONSHIPS NATIONS			EVENTS	2027	2028	2029	2030
	annually	OLY/PLY	SPRINT SENIOR & PARA & MASTERS	Allocated*	Open**	Open	Open***
	annually	OLY	SPRINT JUN & U23	Allocated	Open**	Open	Open
	annually	OLY	SLALOM SENIOR	Allocated	Open	Open	Open
	annually	OLY	SLALOM JUN&U23	Allocated	Open	Open	Open
	annually	NON OLY	MARATHON	Allocated	Open	Open	Open
	biennially	NON OLY	WILDWATER JUN&U23		Open		Open
	biennially	NON OLY	WILDWATER SENIOR	Allocated		Open	
	biennially	NON OLY	CANOE POLO	Allocated		Open	
	biennially	NON OLY	SUP		Open		Open
	biennially	NON OLY	OCEAN RACING		Open		Open
	biennially	NON OLY	FREESTYLE		Open		Open
	biennially	NON OLY	DRAGON BOAT	Open		Open	

*European Games 2027

**LA 2028 Continental Qualification Competition included.

***Potentially as part of Multisport European Championships.

EUROPEAN CHAMPIONSHIPS CLUBS			EVENTS	2027	2028	2029	2030
	annually	NON OLY	CANOE POLO	open	open	open	open

EUROPEAN CUP			EVENTS	2027	2028	2029	2030
1	annually	OLY/PLY	SPRINT SENIOR & PARA	Open	Open	Open	Open
2	annually	OLY	SPRINT JUN & U23	Open	Open	Open	Open
3	annually	OLY	SLALOM SENIOR	Open	Open	Open	Open
4	annually	OLY	SLALOM JUN & U23	Open	Open	Open	Open
5	annually	NON OLY	MARATHON	Open	Open	Open	Open
6	annually	NON OLY	WILDWATER JUN & U23	Open	Open	Open	Open
7	annually	NON OLY	WILDWATER SENIOR	Open	Open	Open	Open
8	annually	NON OLY	CANOE POLO	Open	Open	Open	Open
9	annually	NON OLY	SUP	Open	Open	Open	Open
10	annually	NON OLY	OCEAN RACING	Open	Open	Open	Open
11	annually	NON OLY	FREESTYLE	Open	Open	Open	Open
12	annually	NON OLY	DRAGON BOAT	Open	Open	Open	Open

Paddle Europe grants to the **Bidder** the right to organise the Event subject to the terms and conditions set in the host Agreement. For each event listed below, a hosting fee applies:

Competition	(€)	
Senior Sprint & Paracanoe EC	15000	OLY/PLY
Senior Slalom EC	15000	OLY
Sprint Junior & U23 EC	5000	OLY
Slalom Junior & U23 EC	5000	OLY
Wildwater Senior EC	5000	Non OLY
Wildwater Junior & U23 EC	5000	Non OLY
Marathon Masters, Senior & Junior & U23 EC	5000	Non OLY
Canoe Polo Senior & Junior & U21 EC	5000	Non OLY
Freestyle Senior & Junior & U23 EC	5000	Non OLY
Dragon Boat Senior & Junior & U23 EC	5000	Non OLY
Ocean racing Masters, Senior & Junior & U23 EC	5000	Non OLY
Stand Up Paddling MAsetrs, Senior & Junior & U23 EC	5000	Non OLY

“Paddle Europe Support” means the administrative, sporting, event-management, and on-site support provided by Paddle Europe to the Event Organiser in connection with the preparation, organisation, delivery, and presentation of the Event, as set out in this Annex.

Such support is advisory, coordinative, and supervisory in nature and does not include any financial contribution, hosting obligation, or assumption of operational responsibility, unless expressly stated otherwise in the Host Agreement.

Paddle Europe Support shall include, but not limited to the following:

Administrative Support

- Preparation and coordination of Hosting Agreements (HA)
- Handling and verification of financial documentation related to International Technical Officials (ITO) travel cost reimbursements
- Maintenance of official records, event calendars, and post-event reports
- Continuous communication with Event Organisers and National Federations

Sport & Event Management Support

- Support of Technical Delegates (TD), including documentation, logistics coordination, and official communication
- Coordination of International Technical Officials (ITO), including appointments, travel arrangements, and reimbursement processes
- Medal management, including planning, ordering, delivery, and inventory control
- Guidance and support relating to technical standards, branding requirements, and protocol guidelines

On-site Event Support

- Paddle Europe Office presence at selected competitions to assist with:
 - Opening and Closing Ceremonies
 - Medal Ceremonies and protocol
 - VIP coordination, branding compliance checks, and general operational support
- Acting as the official PEU representative on site, supporting the smooth organisation of the Event and monitoring compliance with applicable Paddle Europe standards, regulations, and protocols.

Paddle Europe support can extend to the other services, if any, once identified during the Bidding process and clearly stated in the Host agreement.

Phase	Description	Deadline
Invitation to Bid + Calendar	public bidding calendar showing open events and deadlines. online	February 2026
Expression of Interest	Informal communication to Paddle Europe – online form	Rolling
Bidding package	Send discipline specific requirements, hosting agreement and budget template	Upon receiving Expression of Interest
Consultation phase	Paddle Europe and Bidder/NF online process	Within 30 days of expression of Interest
Bid Submission	Full proposal with required documents – online	Within 30 days from consultation phase
Evaluation	Review by Technical Committee	Within 15 days from final Bid submission
Decision	Final approval by the Board and announcement	Rolling
Host agreement signature	Fully discussed and agreed in all aspects	Within 30 days of allocation by the Board