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Lausanne, Switzerland

ISU extends cooperation with House of Sports BV until 2025/26

After a successful first four-year partnership, the cooperation between the International Skating Union and House of Sports has been extended for another four years. The agreement runs from 2022/23 until the end of the 2025/26 season and includes worldwide marketing, advertising and hospitality rights for the ISU Speed Skating Championships and ISU World Cup Speed Skating Series whereas title sponsor's partnerships for these Events will be handled by the ISU directly.

Jan Dijkema, ISU President: "The ISU is delighted to extend the successful collaboration with House of Sports for a new Olympic cycle. We share the passion for the exciting sport of Speed Skating and the commitment to offering interesting business opportunities in several key markets. This prolongation underpins ISU's ambition to further promote and develop the ISU Speed Skating Events together with our Members, Organizers, and Business Partners."

Patrick Wouters van den Oudenweijer, House of Sports CEO said: "We are proud to call House of Sports a long-term partner of Speed Skating and the ISU. The previous years provide a successful foundation and have shown what strong partners can build, when working together. With a special high in the 2020/21 season where House of Sports, the ISU and its Speed Skating Members joined forces and created a successful 'skating bubble' in The Netherlands, that hosted four ISU Events in the peak of the global pandemic. We look forward to continue working with the ISU, its Members and the Rinks around the world for another four seasons."

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About International Skating Union

The International Skating Union (ISU), founded in 1892, is the oldest governing international winter sport federation and the exclusive international sport federation recognized by the International Olympic Committee (IOC) administering the sports of Figure Skating (Single & Pair Skating and Ice Dance), Synchronized Skating, Speed Skating and Short Track Speed Skating worldwide. The objectives of the ISU are to regulate, govern, promote and develop its sports on the basis of friendship and mutual understanding between athletes. Currently three ISU disciplines are included in the Olympic Winter Games program (Figure Skating, Speed Skating and Short Track Speed Skating). For further information please visit isu.org.

About House of Sports BV

The company was founded in February 2002. Being a full-service sports marketing agency based in The Netherlands. With a team over 70 professionals in sports marketing House of Sports BV feels blessed to work in the inspirational environment of sports on a daily basis and works for brands, athletes, federations, clubs, leagues, events and other rights holders.