



International
Quadball
Association

BID ADDENDUM

IQA World Cup 2025



Photo by Ajantha Abey

This document will serve to provide additional statistics about successes of World Cup 2025 in Brussels-Tubize, Belgium, that may generate additional interest for bidders. It will also outline additional information regarding how events will be organized.



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Statistics

Economic Impact of 2025 World Cup

The 2025 IQA World Cup brought together over 300 **volunteers**, more than **600 athletes and staff from 31 national teams**, and approximately **1200 spectators** in the city of Tubize. Attendees were accommodated throughout Brussels, generating substantial economic activity for the region.

Local service providers, including **hospitality vendors, transportation companies, event organizers, and night clubs**, played a key role in the tournament's success. The official social event welcomed over **500 participants**, creating direct revenue opportunities for local venues and businesses.

- **Total direct spending by the IQA to run the tournament:** over **€100,000.00**
- **Estimated total accommodation spending by participants and staff:** **€40,000.00**

In addition, IQA-established transportation partnerships helped ensure daily transfers between Brussels and Tubize, supporting both team logistics and broader visitor mobility.

Visibility of Host Venue and Organization

The 2025 IQA World Cup achieved **record-breaking media coverage**, marking it as the most visible quadball event in the sport's history. The tournament received attention from over **20 international and national media outlets**, including **France 24, Bangkok Post, Yahoo News UK, RFI, RTBF, La Libre, De Standaard, GVA, Nieuwsblad, RTL, and VRT**, among others.

Collectively, this coverage generated more than **3,000,000 views worldwide**, with content published in **over 10 languages** across major global regions. The visibility was further amplified by **Belgium's historic victory on home soil**, generating additional national interest and emotional resonance with local audiences.

For the first time, **all five pitches** were livestreamed to a global audience via the **IQA YouTube channel**, thanks to a collaborative effort between **Ruhr Phoenix** and IQA volunteers. Despite complex logistical challenges, including match relocations and pitch reassignments, **every game** was successfully broadcasted.

- **Total livestream views over the weekend:** over **100,000**

- **Peak concurrent viewers during the Grand Final: over 1,000**

This unprecedented media presence not only elevated the international profile of quadball, but also created a strong foundation for **future broadcast partnerships, sponsor activations, and strategic media collaborations.**

Strategic Event Partnerships

The IQA World Cup 2025 was made possible thanks to key partnerships that elevated both the operational success and the participant experience.

Utility Apparel served as the official merchandise partner, outfitting volunteers and offering exclusive event merchandise to attendees. Their collaboration was met with overwhelming enthusiasm, culminating in a complete sell-out of merchandise by the second day—demonstrating both strong demand and effective brand activation on site.

Visit Brussels played a vital role as a strategic partner, supporting international teams with discounted accommodation across the city centre and offering cultural guidance that helped teams navigate and appreciate Belgium’s rich local traditions. Their involvement greatly enhanced the overall hospitality and international appeal of the event.

Partnership Possibilities

The IQA is committed to making international quadball events more accessible, impactful, and sustainable. As reflected in the updated [Bid Manual](#), the IQA now offers flexible delivery models to accommodate the strengths and capacities of each bidding organization.

Whether through full local delivery, shared responsibility, or direct IQA support, the goal is to ensure each event is professionally executed while building local and regional quadball communities.

Organizations interested in hosting are encouraged to review the Bid Manual to determine the delivery model that best aligns with their resources and experience.

Amendments to the Bid Manual

In recent cycles, fewer bids have been submitted for IQA events. To address this and encourage more participation, the IQA has streamlined the bidding process to make it more accessible and less time-intensive for potential hosts.

Section 4: Bid Process

Google Form

Bidding organizations are no longer required to submit a full bidding document. Instead, they will complete a structured Google Form designed to capture all key information in a clear and consistent format.

Site Visits

Site visits are no longer mandatory. Instead, the Events Director will conduct a virtual or in-person interview with the bidding organization. The interview must take place at the proposed event location to allow the panel to assess the site's suitability before final approval.

Bid Timelines

Revised bid timelines will follow the schedule below (this is subject to change depending on availability of interview panel):

- Continental Games bids due by September 1, 2025
- Continental Games finalists announced October 1, 2025
- Continental Games interviews October 1 to November 30, 2025
- Continental Games hosts announced December 21, 2025
- World Cup bids due by December 1, 2025
- World Cup finalists announced January 30, 2026
- World Cup interviews held in February 2026
- World Cup hosts announced 25 March 2026

Why Bid for an IQA Event?

Organizing an IQA event offers local organizations, NGBs, cities, and sponsors the opportunity to showcase their capabilities, foster international connections, and support the growth of a globally recognized, inclusive sport. As demonstrated by the success of the 2025 World Cup, IQA events can generate significant local economic activity, media visibility, and community engagement.

With a more accessible bidding process, scalable partnership options, and ongoing support from the IQA, hosting an event has never been more achievable, or rewarding.

We encourage all interested parties to explore this opportunity and submit their bid. Help shape the future of quadball, one event at a time.

IQA Events Department

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