



BERETTA SIGNS UP TO BECOME A PREMIUM PARTNER OF ISSF HOUSE DURING THE OLYMPIC GAMES

The International Shooting Sport Federation is delighted to announce that the renowned firearm, apparel, and accessory manufacturer Beretta has signed up to become a Premium Partner of ISSF House, which will serve as the hospitality and media hub for the shooting family in Chateauroux, France during the Olympic Games Paris 2024.

Luciano Rossi, ISSF President said:

“I’m delighted to welcome one of the world’s most legendary companies to become a premium partner of ISSF House, with more announcements coming in the weeks to come. Thanks to the support of my colleagues on the Executive Committee and Council, ISSF can show that our commitment to innovation and creativity with the ISSF House concept is attractive to commercial partners as well. This is a demonstration of the forward-thinking and progressive nature the Federation which we plan to continue beyond Paris 2024.”

Franco Gussalli Beretta, President of Fabbrica d’Armi Pietro Beretta said:

“Being alongside ISSF in this new Olympic adventure, that is about to begin, is both an honour and a responsibility for us at Fabbrica d’Armi Pietro Beretta. It is an honour to assist the International Federation and its efforts to promote the Olympic disciplines. It represents the pinnacle of the support that my family’s company has always provided, and will continue to provide, to this noble sport. It was 1956 when, in Melbourne, Galliano Rossini, swinging one of our shotguns, won the gold medal in the Olympic Trap discipline. Since then, we have experienced many satisfactions thanks to a roster of world-class athletes that no other company in the world can boast.

“It is also a responsibility because we fully understand the importance of supporting the sport’s development without delay, preserving its history while enriching it with new horizons. For this reason, we have been committed for years designing and implementing specialized products and services. This development goes hand in hand with our Group’s growth: the enrichment coming from new acquisitions by Beretta Holding will positively impact not only the Olympic shooting disciplines but the entire shooting world.”

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ISSF House is expected to deliver a unique experience to guests during the period of the Olympic Games, and a gathering place for athletes, including medal winners, after the competitions and which will be open to Olympic media to increase awareness of the sport.

- Partners may secure one of 3 tiers (Premium, Official, Supporting).
- All partners are getting a combination of ISSF House Access, Gala Dinner Invites, Branding throughout the ISSF House and amplification of the partnership on ISSF channels.
- Partners have also been invited to join the ISSF to watch the Olympic Opening Ceremony at ISSF House.
- Brands have also some specific activations, especially on digital platforms.

This series of partnerships for ISSF House marks a significant step in the ISSF strategy to create stronger relationships with brands and federations across the sport. ISSF will leverage this opportunity to further invest in the development of the sport and harness the support of ISSF partners in long term planning.

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