



IFF EVENT ORGANISER BIDDING QUESTIONNAIRE

Introduction

A bid for any IFF event shall be built on the following documents:
IFF Rules of the Game (<http://windows3.salibandy.net/Liitetiedostot/Rules%20of%20the%20Game%20Edition%202010.pdf>),
Organisers Regulations (<http://windows3.salibandy.net/Liitetiedostot/Regulations/2013/Organiser%20Regulations%20Edition%202013.pdf>) and the
Events Handbook (http://issuu.com/iff_floorball/docs/iff_event_handbook_2012).
It is of greatest importance that the bid satisfies the requirements stated. In this questionnaire IFF wants the bidder for an IFF event to in short explain how the organiser plans to organise the IFF event.

Bidding Association:

SWEDISH FLOORBALL FEDERATION

Contact person:

Name	Function
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The bid concerns the following IFF event (only one event per questionnaire):

Men's U19 World Championships 2015

Proposed bid Place(s) and dates for the event:

Place/Host City:
Helsingborg Arena, Helsingborg

Date:
29.04-03.05.2015

Motivation and objectives for the Local Organiser to organise the event:

To continue to support the international development of the sport by offering a World Championships in top class under one roof to the floorball community

That after WFC 2014 for men in Sweden continue to demonstrate and offer an international floorball event for the national floorball audience

Being able to utilize the skills, experience and organization built up for WFC 2014 for another international event

Description of the Political support for the organiser

(brief description, letters of support shall be attached):

The application for the U19 World Floorball Championships is a partnership between the Swedish Floorball Federation, City of Helsingborg and Event in Skåne. The Event Department at the City of Helsingborg works actively to attract events to the city and arranges several large and small events, both national and international, every year. Event in Skåne is a centre of excellence and a collaborative partner for events in Skåne that works to organise more, bigger and better events, trade fairs and conferences in the region. Both City of Helsingborg and Region of Skåne fully support Swedish Floorball Federation's bid for the Men's U19 World Championship 2015.

Appendix:

no. 1 Application

no. 2 Letter of Support City of Helsingborg

no. 3 Letter of Support Region of Skåne

Description of potential problematic conditions in the organiser's country

IFF member countries have to be granted visas for the Event by the organising countries:

Ambush marketing

There are no currently identified problematic conditions regarding implementing a comprehensive rights protection programme.

Customs

As long as the imported goods are within the Swedish law there won't be any problematic conditions for goods and situation mentioned in 3.2.3.

Immigration/Visa/Work Permits.

If the foreign nationals have a valid passport (and if necessary applies for visa) they will be permitted to enter Sweden and the event without any problems.

Anti-Doping Laws

The Swedish Floorball Federation is following the World Anti-Doping Code which is the official anti-doping regulation for all sports who are members of Swedish Sports Confederation.

Proposal of the Ticketing system to be used (brief description):**Planned Ticketing system (Daily tickets, Ticket categories, etc):**

The overall vision for the ticketing system is: Everyone should be able to watch the championship. The intention is that the ticketing system appeals to everyone's purchasing power. To fulfil our ticketing vision we consider using the following ticketing system: daily tickets, tournament packages, final round packages and club packages. We also intend to create "follow your team packages" for all the participating countries. The final ticketing system will be set 6 months prior to the championship.

Purchases from abroad:

The booking ticketing system, Tinet, used by Helsingborg Arena, which is intended to be our hub for the ticketing business is accepted worldwide.

Number of Volunteers needed (estimated number) and the Structure of the Organisation

Number of Volunteers:

The local organization has good experience in events from Swedish floorball league (SSL) and National events. 60-80 volunteers per day are needed.

Organisation:

We intend to improve the central control. For example, early employment of personnel for key functions. We also focus on a continued strong local engagement. For example by distinct areas of responsibility for the regional parties.

Number of Venues, size of floor and spectator capacity, number of dressing rooms etc...

Match venues:

Helsingborg Arena A

- **floor size/playing size:** 40x20 meters (total sport floor 44x24 meters)
- **spectator capacity:** 4466+69 press seats +16 handicap seats + 180 terrace seats. In total: 4731 seats
- **Number of dressing rooms:**
 - **teams and referees** 4 large team dressing rooms and 2 small for referees in Hall A
- **Meeting rooms:** 2 small (70 m2 each) 2 large (200 m2 and 250m2) More meeting rooms in a neighbouring building
- **VIP rooms:** 6 terraces in various sizes, total capacity 180 people
- **Match clock/Scoreboard:** Yes. Multisport Scoreboard, Rantzow
- **Others:** Led screens
In the arena there is four big led screens in the ceiling each with the size of 18 square meter. There are also eight led screens on the floor, four on each long side 34,5 meter wide. In the public arena there is 42 TV-monitors. Specifications:
Jumbotron – 18 m2 (1280x720px)
Led screens – 34,5 m wide x 1 meter high (864x80 px)
TV-monitors – 42" (1280x720px)

Idrottens hus A, Helsingborg

- **floor size/playing size:** 40x20 meters (total sport floor 44x24 meters)
- **spectator capacity:** 2200 seats. In total for 2706 spectators.
- **Number of dressing rooms:**
 - **teams and referees** 2 large team dressing rooms and 2 small for referees
- **Match clock/Scoreboard:** Yes, Rantzow

Training venues:

Helsingborg Arena B and C

- **floor size:** 2 Halls, 40x20 meters
- **Number of dressing rooms:** 4 large (for teams) and 2 small (for referees) in each hall
- **Others:** 300 resp.100 seats for spectators

Safety and Security arrangements, Medical facilities and Anti-Doping controls (brief description):

Security (in-house or out-sourced):

We have qualified security personnel with good experience from Swedish floorball league (SSL). We also have a good cooperation with neighboring clubs in football and hockey with their experience of security arrangements. Cooperation with the police and security companies are provided as needed.

Medical facilities:

- **In the venues:** Medical room, defibrillator, 1 aid kit
- **Hospitals:** 5 minutes walk from the Arena

Anti-Doping (IFF Anti-Doping Regulations):

- **Doping control room in the venue (Yes/No):** YES
- **Local contact to National Anti-Doping Organisation (Yes/No):** YES

Accommodation system

Type of accommodation (price level, number of hotels in the cities, hotel standard):

Helsingborg has 18 hotels and 3,000 beds to offer. The hotels are of good quality and there are also hostels to offer (six in number). Price for hotel rooms can vary between 800 – 1200 SEK for both single and double rooms.

System of booking (via LOC/Agency or directly):

LOC can help you with your hotel reservation.

Transportation system

(arrival city/cities and description of planned transportation):

Transportation system:

- Teams:
- Referees & observers:
- Jury:
- Other IFF (CB, Staff, VIP):

Nearest international airport is Kastrup Airport in Copenhagen. It takes about an hour by train or car to Helsingborg.

The nearest national airport is Ängelholm Airport. It takes about 30 minutes by car to Helsingborg.

Transportation radius in km from venues outside the LOC designated hotel list:

All transportations for the teams between their hotels and the championship venues within the city is included.

Marketing (in accordance with IFF Commercial system)

Present Local Federation Sponsors:

Main Sponsors: Svenska Spel – Försvarsmakten

Partners: Honda – SJ – Folksam – Asics – Unisport – Unihoc/CR8ER

Potential Local Event Sponsors:

Vinge – Resurs Bank – Scandstick – Solid – IT gården

Planned Marketing Elements to be used (Adjacent events, campaigns, etc) :

An overall marketing strategy will, in close cooperation with the host city, be developed during 2014. The marketing strategy will be focused on selling tickets and contains the following elements, awareness, positioning the event based on our vision and objectives and finally sales.

Example of marketing elements

A sales campaign is planned for the swedish floorball family

A city promotion campaign by using the city owned marketing elements to “dress” the city in floorball.

Sales System of LOC Marketing Rights:

TBD

TV Broadcasting/Internet-TV:

Contacts to Local Broadcasters/Internet-TV:

IFF is the solely owner of all TV rights.

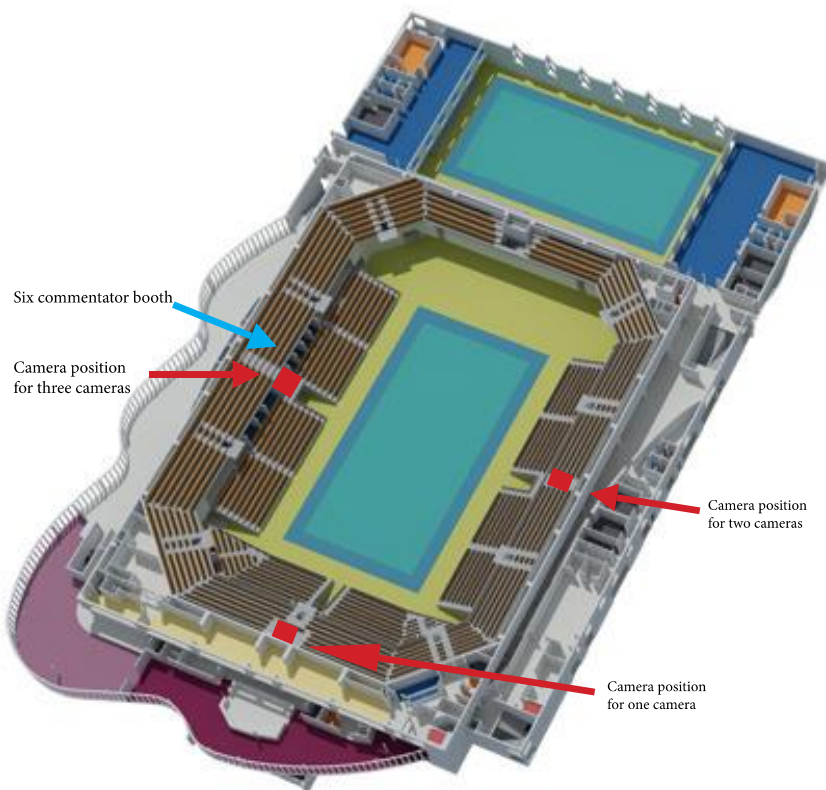
Plans for Local Broadcasting/Internet-TV:

In the Helsingborg Arena A there are four cameras installed. One is installed on the north camera position. Two is installed in the ceiling straight above both the goals that is remotely controlled. The fourth camera can be placed on the south camera position or can be placed on the floor and is also remotely controlled.

There is possibility to send internet-tv with the capacity of 1000 Mbit/s with a dedicated line.

Space for TV cameras and commentators in the venues:

There are three camera platforms in Helsingborg Arena A. One for three cameras on the north platform, one for two cameras on the south platform and also one on the west platform on the second ring. For the commentators there are six booth.



Media and Press Centre:**Level of Media Accreditation (what level of requirements for the journalists):**

The Media accreditation will follow the requirements outlined by IFF.

Press Centre and Press Conferences (Everyday press conferences, Press releases):

Helsingborg Arena - Hall D (120 people) or Conference 2 (100 people)

LOC Web-page plans and timetable:

TBD

Finance (bid for the organisation and commercial rights, preliminary budget shall be attached):

The total turnover is estimated to SEK 1.550.000.

Appendix:

no. 4 Preliminary budget

no. 5 IFF Organisers Applicant waiver

Date:

Solna, Sweden 31.10.2013

Signatures:

The signatures confirm that we will organize the event bidden for should it be awarded to us.

Tomas Engholm President	Göran Harnesk Secretary general

The questionnaire shall be signed and sent in as a pdf to kratz@floorball.org