

Champions Cup Steering Group meeting on the 13th of February, 2013 at the SSBL/IFF Offices, Arena Center Myllypuro, Helsinki, Finland.

Participants:	Czech Rep:	Filip Suman	(CFbU President)
	Sweden:	Stefan Johansson	(SIBF CB)
		Magnus Nilsson	(SIBF Event manager)
	Finland:	Milan Rantakari	(SSBL CB) and
		Ari Vehniäinen	(CC 2013 sec.gen)
	Switzerland:	Daniel Bollinger	(SUHV sec.gen)
	IFF:	John Liljelund	(IFF sec. gen)

Report on present issues

1. Opening of the Meeting

Mr. Filip Suman opened the meeting and welcomed the new members of the steering group. The aim of the meeting is to build a common understanding within the partner countries, having the same information and the knowledge. The participants made a short presentation of themselves.

2. Short re-cap of the reasons for the Champions Cup project

Mr. Suman made a short re-cap of the reasons leading to the building of the Champions Cup project. The first meeting was held in December 2009 in Västerås, Sweden.

- The reasons for building the competition was that some teams had informed that they didn't find the EFC interesting enough and too expensive. The IFF made a decision to try to build a new competition with the top teams and their national associations.
- The Process to reach to the present system took most of 2010 with joint meetings with Club and Federation representatives, which then resulted in two new European Top Club competitions, the Champions Cup and the Euro Floorball Cup.
- The parties signed the agreement for organizing the Champions Cup between the IFF and the four national associations and a special Champions Cup Organisers regulation
- The present system of the Champions cup is playing with 6 + 6 teams in one venue for 5 days, in order to reduce costs. There are four home teams, for media and spectators.
- The first edition was played in Mlada Boleslav 2011, with a success on the competition side. The evaluation after the first event was positive.
- The set target for the Champions Cup 2011 – 2014, were decided upon in July 2012: The target for the Champions Cup is to create an interesting high level sport and entertainment competition for the top European clubs, attracting a large number of spectators, followed in both the national and international media and being a financially profitable event
 - We already have a high level sport tournament, but there is a need to develop on the entertainment side in the arena.
 - There has to be at least 100% higher number of spectators compared with the local teams (men's and women's) average in their National series in all matches and the presence of foreign team fan groups.
 - National media visibility:
 - o Final on main TV,
 - o Daily news in local press, playoff in regional press and finals in National press.
 - o Social media: +X% liker's for the CC, compare the IFF Facebook
 - o + X% visitors on IFF web page
 - The Event shall be a positive financial result for the organizer/National Association and the IFF and no travel & registration cost for the participating team.
 - o The whole value of the project is around 500.000 Euro
 - o Income from ticketing must be over 50 % of the total revenue.

3. Short evaluation of the Champions Cupin Umeå 2012

Mr. Nilsson reported that the final financial report has not been closed for the 2012 edition, but the aim is to close it by the end of February.

- The preliminary forecast shows a planned deficit of 1,4mill SEK, with a big

Report on present issues (cont.)

- disappointment with the ticketing income, which was far below the budgeted. The expectation was to have much more spectators. One issue was that the cooperation with the schools didn't work as expected.
- The main costs were the food & accommodation, travel from Stockholm, production of event services (light, PA-system), Ads in local newspaper and marketing. A problem was that the accommodation was not booked, when the city was chosen. The platform was not safe when the Swedish made the decision in end of 2011.
 - The organizing club was not willing to take any financial risk, but had to provide the volunteers for the Event. The total number of accreditations was fairly high with 1376 persons.
 - There was a lot of very even games, making the level of tournament very high.
 - A total of four matches were shown on TV4 during Champions Cup, with two Superleague matches shown during October on the same channel. The number of spectators was much higher for Champions Cup. Champions Cup also increased the visibility of Floorball on Swedish TV as a whole.
 - In the printed press didn't follow the same pattern as the TV figures, since there was very little photographs in the printed press, compared to the Superleague figures.
 - The number of foreign media increased from the 1st edition in Mlada Boleslav. Now there were at least around 10 foreign journalists.
 - The organization of travel and the service provided towards the teams worked very well and that the organizer are pleased in
 - The joint web page worked well and increased usage numbers, which helped to build the brand.
 - The use of the generic logo also worked well, giving valuable information for the future.
 - SV Wiler-Ersigen had commented about the fact that they had to play the two group matches during two days. Also the long travel to/from Umeå was not appreciated.

It was decided to include into the invitation that the playing system will mean that a number of teams will have to play the first two days of the tournament and might be relegated from the tournament.

4. 3rd Champions Cup 2013 – Organisers report

Mr. Vehniäinen made a sort report explaining how the Champions Cup ended up in the City of Tampere, which made an offer showing real interest towards the organisation with a local ideas on how to organise the event. The arrival city is defined as Tampere, in accordance with EFT countries agreement on arrival cities for EFT tournaments.

- SSBL has contracted SC Classic (team in men's and women's league) to be responsible for the practical organisation. Classic has already in this season shown good promotion for the sport in their Circus Game, with a new spectator record for a Salibandyliiga-league game with over 2000 spectators.
- The City of Tampere is helping to promote the Event in the cities advertisement space. They will build the infrastructure of the venues. The main target for the Event is to let people know what Champions Cup is, where it is played. The Club Classic has very good connection with the local newspaper Aamulehti.
- The total budget is around 350.000 Euros, with 1/3 in ticket revenue, 1/3 in sponsor revenue and the SSBL has reserved funds, equalling around 1/3 for the Event in 2011, 2012 and 2013.
- The IFF/SSBL has agreed with Finnish National Broadcasting Company YLE will act as the Host Broadcaster and a total of 6 games are initially produced, based on the approach YLE pays 2, SSBL pays 2 and IFF pays for 2.
- The LOC will offer easy packages for the participating team fans to come to Tampere, in order to increase the number of spectators.
- The IFF and the LOC will start a generic Facebook page for the Champions Cup, which will travel from organization. The web page will be edited and opened in the end of March.
- The following actions were decided upon to support the preparation of the Event:
 - o To use the "ticket" for the Champions Cup as a part of the National Championship
 - o Discuss with National TV's of their national interest
 - o Secure presence of Intl & Floorball Media representatives at the CC
 - o Start writing news in the National Floorball media when the play off starts.
 - o Use the common facebook page for promotion during the play offs, which will be opened in beginning of March.
 - o Follow the transfers of players to the teams

Report on present issues (cont.)

5. 4th Champions Cup 2014 – Switzerland

Mr. Bollinger gave a status report about the Swiss preparations for the CC 2014, where a number of clubs and cities have been approached to ask if they are interested to organise the Event. The SUHV CB will appoint the organizing city during February.

- The practical arrangements in accordance with the CC agreement, SUHV will invoice the three associations for the participating teams board & lodging for the participation in the Champions Cup, which equals CHF 12.500.
- The SUHV informed that they do not plan to secure the extra spot for the local teams, but the place is given to the Cup winners. This might mean that we lose the special support of local fans which was the reason of having second home teams.

6. Continuation of the Champions Cup project 2015 – 2018

Mr. Suman informed that the IFF is planning to organise a meeting in end October/beginning November, after the Tampere edition to evaluate the project. The first indication needs to be available for the IFF CB meeting in December 2012, but the decision has to be made by the IFF CB latest in March 2014. The following possibilities was discussed:

- In order to build the Floorball brand one needs to have the possibility to organise the CC in a fifth country, but it has to be carefully analysed. The risk is the sports level and the spectators.
- The possibility to separate the Men's and the Women's CC was discussed. The reason for playing the Men's and Women's tournaments at the same time was to keep the costs down.
- Final Four or increase to eight teams.
- The possibility to play single matches on home and away basis was also discussed.
- The target in a few years should be to have between 1000 – 2000 spectators per game and the issue of actually having the event with smaller spectator figures.
- What is the target group for the Champions Cup spectators and how to promote the event prior to the Event during the playoff? An order could be a) organizing club members, b) the Floorball fans in the City, c) regional fans and d) National fans and international fans.
- Pinpoint the ticket sales campaigns to playoff during spring, pre-season tournaments and the league start, which might be needed to start earlier.
- Time frame for setting the city should be at least one year in advanced.

7. Other issues

No other issues was discussed

8. Closing of the meeting

Mr. Suman thanked the participants for a good meeting and asked all to prepare their thoughts for the development of the Champions Cup

Upcoming meetings and issues

- Next meeting of the Champions Cup Steering group will be held on the second week of June 2013

Issues that need to be discussed or decided upon or taken action upon

- To include a note in the registration information about the restrictions of the playing system for the teams. (IFF)
- Members were to think about how to develop the tournament format for the future (All)
- Members to coordinate the promotion activities of the Champions Cup in their respective countries in connection to the play off's (All)
- Open the generic Champions Cup Facebook page (IFF/SSBL)

New ideas, etc...