



## INTERNATIONAL FLOORBALL FEDERATION (IFF)

*Recognised by the IOC  
Ordinary member of SportAccord*

### **Appendix 8**

Helsinki, Finland 3<sup>rd</sup> of May, 2013

To:

***Floorball Material Manufacturers***

### **Offer to participate in the 3<sup>rd</sup> edition of the European Top Club Competition – Champions Cup as a sponsor.**

Dear Sir,

The test with having a multiple number of Floorball Manufacturers in one single event proved to be good and based on the positive feedback, received from the nine brands which have participated in the Manufacturer Village during the 1<sup>st</sup> and 2<sup>nd</sup> edition of the Floorball Champions Cup in Mlada Boleslav 2011 and Umeå 2012 and the discussions held in the IFF Development Board. IFF has decided to continue with the concept of the Floorball Champions Cup Manufacturer Village for 2013.

This year the Champions Cup is organised in Tampere, Finland by the Finnish Floorball Federation in cooperation with the IFF. The local organiser is the Floorball Club SC Classic. The 3<sup>rd</sup> edition of the Floorball Champions Cup will be played in the Tampere Arena, where the Men's EuroFloorball Tour games were played this year, from the 2<sup>nd</sup> to the 6<sup>th</sup> of October, 2013.

The format for the competition is new, with six male and six female teams participating. The tournament is played in one venue and the participants are the reigning champions of the Czech Republic (Vitkovice/Herbadent), Finland (SPV/SC Classic), Sweden (IBK Falun/IBK Rönby) and Switzerland (Alligator Malans/Piranha Chur), the winners of the Euro Floorball Cup 2012 (Men: SK Lielvarde (LAT), Women: Sveiva IB (NOR)). Additionally there will be a second team from the organising association in each category, in order to have a maximum number of spectators in the event, since there are more local teams playing. The organising club SC Classic's men's team ended third in the Salibandyliiga and will be the 2<sup>nd</sup> Finnish men's team and in the ladies the Finnish 2<sup>nd</sup> club will be represented by SB Pro, which lost the final to SC Classic. So the tournament will have the real top teams taking part.

The aim is to use this event, which has been set for 2011- 2014 as a test laboratory for further Floorball competitions, giving the IFF a possibility to test the playing system, the way of building an unique marketing image for the event and it has been agreed that there will be TV produced from the event, so that all matches are viewable on the internet and a total of six matches are already set to be televised by the Finnish National Broadcasting Company Yleisradio (YLE), including the men's semi-finals and the both Finals. Discussions about other televised matches are ongoing.

The stakeholders of the Champions Cup, the four major Floorball Federations and IFF have together produced an own Corporate Identity for the Champions Cup, which will be the same for all Champion Cup Events. In discussions after the Event in Umeå, more focus will be given by the



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organisers to secure the level of spectators in the Event and the presentation of the sport during the Event.

The experience of the World Floorball Championships in Switzerland in 2012, clearly expresses the need for the IFF also in the future to seek new ways of attracting the public in order to enhance the value of the sport and its competitions. The package built around the Champions Cup, with TV matches from the Men's semi finals and both Finals are securing this.

IFF is now inviting the manufacturers of Floorball materials to participate in the 3<sup>rd</sup> edition of the Floorball Champions Cup played in Tampere, Finland, in October. The idea is to build a similar set-up like in the Floorball Village where all manufacturers can participate on equal terms.

#### **What does IFF Offer**

The IFF offers an opportunity for the Floorball Material manufacturers to have a unique showcase for their products in what is to become the most important international Floorball Event in the World for clubs – The Floorball Champions Cup 2013 in Tampere.

The Champions Cup Material Partners receives the following visibility in the different parts of the venue in accordance with the IFF Venue Advertisement Chart and all the sizes of commercials are defined by IFF for the Event :

- One rink ad (480 x 1980 mm)
- One second-line ad (1000 x 2500 mm) or digital visibility on 50% of the total perimeter board (30 sec in a sequence of x min)
- One floor ad (1000 x 4000 mm)
- One 1/4 page ad in the match program
- Visibility on the Champions Cup web-page
- Part of any Promotional tools included during the competition
- One (3x3 m) exhibition space in the Arena Activity Zone on the second floor, through which all audience will enter to the venue or if needed at the lower level café.
  - Including sales rights for their own products
  - Including stand walls and 1-phase power 230 V, all other additional orders will have to be handle by the fair builder Planex Oy)

Based on the receipt of your interest to participate, IFF will then instruct what is needed to proceed in July/August.

The Price for the participation in the Champions Cup in Tampere is EUR: 3.500 € for each Brand.

We are looking forward to receive your response no later than on **the 31<sup>st</sup> of May 2012** to the following email address [liljelund@floorball.org](mailto:liljelund@floorball.org),

Looking forward to your participation, I remain

with kindest regards

**John Liljelund**  
secretary general