

Champions Cup Steering Group meeting, CFbU offices, Prague, Czech Republic 13.06.2013

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Report on present issues

1) *Opening*

Mr. Suman welcomed everyone to the meeting and made the re-cap from previous meeting

2) *Evaluation of the CC promotion in relation to the National Finals*

Sweden:

- Included an ad in the match program and had a ticket for the teams in the medal ceremony. The Swedish sponsor Svenska Spel has a check for the winner.
- Small disappointment with number of Falun supporters for the SSL Finals. Rönby/Västerås is an even smaller club, so they will probably not have a lot of fans in Tampere.

Switzerland:

- Used the tickets to Tampere in the medal ceremonies. No other advertising done. The SUHV is financially supporting the travel to Finland. Not very many fans probably coming.

Czech Republic:

- The Super Final partner didn't want to have the ticket in the arena, so they promoted in the arena TV and broadcast signal. Vitkovice might have some supporters going to Finland. The CFbU is supporting the clubs financially

Finland:

- Promotion started in the end of the regular season, in almost every game. No promotion during the finals.

Evaluation for the future:

- In the future we need to use the match programs, video jingle for the jumbotron and event promotions in the arena.
- The use of the ticket was problematic since it created a conflict of interest with the local sponsors. Use the ticket as a way of promoting the Final and what the teams are fighting for at the start of the game.
- The fun trips needs to be ready prepared when the finals are played.

3) *CC Tampere 2013 status report*

Registration status:

- All teams have registered, despite that the Swedish teams registered late due to organizational reasons.

Information letter:

- The first info letter has been sent to the teams and the national associations during this week, with information about the accommodation for the teams and ticket prices. All fans and visitors shall contact the hotels directly. The room price is single 87€/double 110 € per room in Holiday Inn and Cumulus Rautatiekatu.
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Report on present issues (cont.)

3) *CC Tampere 2013 status report (cont.)*

Ticket sales:

- Ticket sales will start in the coming weeks. The Arena has a capacity of around 2000 spectators.
- SC Classic/City to Tampere will invite school kids, employees of the City of Tampere.

Technical exceptions:

- The LOC has applied to be allowed to use spectator activation during SC Classic matches through the speaker at entrance and scored goals.
- The LOC has also asked to be granted the use of junior accompanying players for the Classic games and junior games in the intermissions
 - o IFF RACC chair has approved to have a Master of Ceremony (MC) could be cheering for the home team, but the official speaker has to be neutral.
 - o The CCSG approved both proposals

TV situation:

- The SSBL and IFF has started to look for a production company and will try to secure the company by the end of July.
- YLE will show six games, TV4 is interested to show the finals and the SC Classic – IBF Falun game, Swiss TV and Czech TV will return in a few weeks with their interests. Latvia is also interested to have some matches on Latvian TV.
- IFF will look for the possibility to have a daily highlights for other TV's

Spectator & Fan activation:

- SC Classic/SSBL is planning activities together with the City of Tampere
- Use the teams who have a free days to activate the spectators (Open trainings)

Manufacturer villiage:

- A total of five companies will participate in the Manufacturer Village; namely Exel, Lexx, Realstick, Swerink and Unihoc.

4) *How to raise the awareness of the CC in the participating nations*

Brainstorming & discussion

- CC News production in English for every Wednesday starting from the 21st of August in the order IFF, Czech Rep. Finland, Sweden and Switzerland
 - o The news is to be published in English on the CC web page and all countries will translate it to local language for the domestic web page.
 - o CC News to be published on their web pages of the participating teams.
- Include the CC link to the national web page latest from the 21st of August.

CC promotion in all countries during summer and pre-season

- How to deal with the simultaneous League games with Champions Cup games, in order to build the brand and have visibility for the Champions Cup.
- Finland and Sweden is not playing a full round of their Leagues during the Champions Cup.
- The National Floorball media/web pages should follow the pre-season and start of the leagues of the participating teams.
- Participating clubs will be encouraged to promote Champions Club participation at their channels

5) *Swiss CC 2014 – Status report*

- CC2014 will be played in Saalsporthalle in Zürich, organised in cooperation with the Grasshopper Club Zürich, from the 1st to the 5th of October 2014. The location is central in Switzerland.
- The second Swiss team participating will be the Swiss Cup winners, which are decided in March 2014.
- The LOC is to propose that the match schedule in January, in order to prepare the fan trips.

Upcoming meetings and issues (cont.)

6) *Next steps*

Continuation of CC in 2015 – 2018:

- Finland finds the Sports aspect of the tournament is working, but financially it is not yet working well enough. The evaluation must be made after the event in Tampere.
- Sweden is very skeptical to continue with the same format for the period 2015 – 2018, due to financial and organizational reasons. There is a lot of cost to be responsible of as the organizer. Sweden wants to have fewer matches during the tournament. The whole organization structure has to be looked over.
- Switzerland also feels quite skeptical to continue with the present system. It is not sure if the Floorball community wants to have the Champions Cup. From the club side there is a feeling that IFF should invest more into the event, since it is a financial risk. The SUHV will have to evaluate the situation after Zürich.
- Czech Republic feels that after only the second edition that the interest for the International Club competition is in Czech Republic already quite high. The CFbU has really tried to work with the tournament and present it as an attractive floorball event. There is a clear interest for the Champions Cup and the CFbU believes that they could make a financial zero in 2015. CFbU believes in the present playing format.

Key factors to be discussed

- Discuss with all stakeholders what the best system is. The key factors are:
 - o Sound financial result
 - o Form of organization (external company?)
 - o More spectators, bigger arenas
 - o The sport format is an interesting product (Club & Association)
 - o Is the Floorball Community interested to watch this tournament
 - o We need success and then we can cash in on the product
 - o Balance between Floorball Club Show Case and the Cost for it
 - o Difference of National Strategy and International Strategy
 - o Difference of Investment vs. Development Costs
- Next steps:
 - o Check with the National Associations if they are interested to continue with the Top Club Competition. Issue to be discussed during the IFF – EFT President meeting in August 17th in Prague.
 - Based on this the discussions will have to continue

Cost-Benefit Analysis:

- + Mlada Boleslav: Cooperation with City, Cooperation with the club, New National Sponsor for Association
- + Tampere: Cooperation with City, Test Event for WFC, Cooperation with Club
- + General: Increased visibility
- Umeå: City support and financial deficit

Practical matters:

- Pre-registration of the Finalists when they are qualified to the Champions Cup, already before the finals.
 - In order to get the financial benefits the teams have to register in time.
 - Junior team tournaments for the participating teams juniors.
 - Inform all clubs on how the Champions Cup is financed and the financial model
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**Issues that need
to be discussed
or decided
upon or taken
action upon**

- Next meeting to be held in Zürich (SUI) on the 7th of November 2013.

**New ideas,
etc...**