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International Floorball Federation (IFF)
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Place/date Bern, Switzerland, 20th December 2013
Contact Daniel Bareiss (DBA)
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Re: swiss unihockey's expectations with regard to the future of the Champions Cup

Dear Mr President, dear Tomas,

Following from the discussions taking place during the President's meeting on 4 November 2013 in Zurich and the meeting of the Champions Cup Steering Group on 7 November 2013 in Zurich and in view of the lessons learned in the last three Champions Cup events, the Central Board of the Swiss Floorball Federation (SUHV) would like to comment on the future of the Champions Cup in 2015 and beyond as follows:

The Central Board dealt with this topic in depth at its last meeting and is able to approach the matter objectively, taking the vested interests of all stakeholders into account.

SUHV supports in full the efforts of the International Floorball Federation (IFF) with regard to the possible inclusion of floorball in the Olympics programme. This is also manifested by the fact that we have set up a special working group to address this matter. As such, SUHV agrees with the IFF that a high-calibre European club championship would enable the awareness of floorball as a sport to be raised and lead to more attention by the media and access to potential sponsors.

On the other hand, SUHV has been forced to realise that organising Champions Cup events has meant substantial debt being incurred by some of the organised associations, and that the number of spectators attending games has also left something to be desired in some cases. For conducting the 2014 Champions Cup in Switzerland we are reckoning with a deficit of approx. CHF 150,000 — although every conceivable effort has been made to minimise costs. We would also like to stress that the financial burden posed to participating Swiss clubs is disproportionately high despite the financial assistance provided by the national federation.

The Central Board of SUHV is of the unanimous opinion that the club events organised by the IFF may not be allowed turn into such a substantial financial risk for the associations. We are convinced that continuing to pursue the current model including the underlying financing and acting on the proposed solutions and objectives voiced in the minutes of the meeting of 7 November 2013 will not suffice to significantly improve the situation. Apart from the financing issue, the current date of the event is not optimal — the burden posed

to players active at the international level is at its absolute limit during the months of September to December.

The Central Board of SUHV would like to request that it may be allowed to proceed as follows:

- Have an objective analysis performed of the European Cup events to date by collecting the experiences and insights gained of all stakeholders (IFF, national associations, participating teams, local organisers, media representatives, sponsors etc.)
- Develop various models for conducting a European club competition based on this analysis (this might extend to organising individual games in analogy to the Football Champions League, for example, to integration in existing events (e.g. the Gothia Cup or Czech Open etc.), conducting events at a fixed venue over a number of years, or organising a tournament; also the number of participating teams remains open as does the assessment as to whether the women's and men's competitions should be combined or conducted separately).
- Possible alternative organisational details (e.g. date of the event etc.) must be included in the considerations
- A business plan including financing has to be prepared for each of the options developed

This course of action would enable the participating associations to specifically voice their thoughts, in addition to providing for a sustainable and financially viable future for this key club event.

Since the time for setting the future course of a European club championship is extremely short, SUHV would like to propose the following possible schedule:

- By 31 March 2014: conducting the above mentioned analysis and developing possible options for organising events (incl. business plan and financing details)
- By 30 April 2014: completion of the consultation procedure for approval of the various options by the (potentially) participating associations and submission of the associations' formal responses to the IFF
- 17/18 May 2014: decision on the future organisation of a European club championship by the IFF Central Board

As the owner of this European club championship we perceive the IFF to be the lead and in charge of this matter, also as concerns marketing and searching for international high-ranking sponsors for this event.

If you should have any questions about this letter or require further information, please don't hesitate to contact Daniel Bareiss, SUHV President.

We would like to thank you in advance for the IFF's prompt attention to this letter and consideration of our proposals.

Best regards,

swiss unihockey / SUHV

A handwritten signature in black ink, appearing to read "Daniel Bareiss".

Daniel Bareiss
SUHV President

A handwritten signature in black ink, appearing to read "Andreas Iseli".

Andreas Iseli
President of the Swiss National League
SUHV Central Board Member