

Champions Cup Steering Group meeting, Zürich, Switzerland 23.04.2014

Participants:	Filip Suman	CCSG chair, CFbU/IFF
	Ari Vehniäinen	SSBL
	Magnus Nilsson	SIBF
	Daniel Bollinger	SUHV
	John Liljelund	IFF

Report on present issues

1) *Opening and Objectives*

Mr. Suman welcomed everyone to the meeting and made the re-cap from the previous meeting held in November and stated that it is good to have the same persons around the table. In the five meetings last year the financial issues were discussed thoroughly, even though there was a lot of successes with spectators, the sports competition, visibility and the TV.

The stakeholders were asked to give their proposals for the future until on the 20th of December 2013. The Swiss handed in a proposal to start a thorough analysis, with the Czech and Finnish were content with the present system, but wanted to have a better financial set-up. Sweden came in later with a proposal to change the whole competition system to final 4 and increase the financial aspects. The IFF Administration made a proposal based on these for the stakeholders, which are to be discussed in this meeting.

The objective of the meeting is to prepare for the 4th edition in Zurich in October 2014 and then agree upon the way to move forward with the Champions Cup.

2) *Preparations for the Champions Cup 2015-2018*

Mr. Daniel Bollinger gave a short report from the CC 2014

- All the teams are now clear, but the invitation is going out in the end of April
 - The Hostel is booked for the foreign teams, with a Players Lounge. Some Swiss teams might stay there as well.
 - Transport is organised with Public Transportation of the City of Zurich. The Players can travel on the Public Transportation for free during the event.
 - The commercial image has been built and will be sent to the federations and the teams that can participate.
 - The Ticket to the CC was used in all the Finals
 - Some pre-information will be sent to the possible teams during April
 - The ticket sales will start in June.
 - There are plans for adjacent events for Club Presidents and other activations
 - Activation of School kids during weekdays in the Zurich region for the day matches
 - It is hard to find sponsor for the Event. SUHV is working with a Marketing Company
 - The Kanton has promised to pay the same amount of support as the City is paying, but this is still being researched.
 - The Budget is still showing a deficit of 150.000 CHF, but that is depending on the ticket sales and sponsoring
 - Negotiations with TV has started and we are collecting offers for the TV/Internet-TV production
 - IFF will coordinate the articles of the participating nations for the six – seven weeks prior to the Champions Cup
 - To build a proposal for a pre-package for the CC preparations to be run by the Clubs in the pre-season and the attention builder in their home matches.
 - The CCSG decided to publish each registration when they are done and not waiting until the end of Registration
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3) *IFF Proposal for the continuation of the Champions Cup 2015 - 2018*

Mr. Suman informed that the main idea for the proposal for the new Champions Cup is to save the competition, keep the link with EFC and offer higher chance for economically sustainable event. The proposal was sent out a month ago.

FIN:

- The model can save some money for the organizer. The SSBL is in favor of the proposal.

SWE:

- Is in favor of the proposal and satisfied with it, as it answers the main concerns Sweden had.

SUI:

- There is a need to have a strong Club Competition, but the proposal can't enhance the present competition. There can't be the same financial risk for the same stakeholders, even though SUHV is ready to invest in the Top Club Competition.
- The Swiss CB was quite disappointed by the answer of IFF, when IFF was not ready to react on the SUHV proposals to start new deep analysis of all potential new models and formats. For SUHV it is crucial that IFF goes into the lead and really opens up the view and make some deep and fundamental analysis like expected already in the letter handed in in December 2013.
- The Swiss believe that we can create a much more spectator friendly system with individual games on home x away basis and building a whole new approach for the product.
- SUHV wants to enhance the CC, but in a totally new way.
 - ⇒ SUHV is not in favor of the New proposal and still holds on to its expectations handed in, in December.

CZE:

- The CFbU was the most content with the "old" system.
- The new proposal was cutting costs quite significantly.
- The main discussion was on the number of matches of the participating teams
- The Czech CB are positive towards the proposal, if the minor issues related the match schedule can be solved.

The CCSG discussed the ownership of the current Champions Cup. The Champions Cup is built on an agreement of the five stakeholders, with the IFF running the Event.

The CCSG discussed the situation when three counties are satisfied with the new system but SUHV expressed their need to build a completely new system for the Champions Cup

Mr. Liljelund proposed that the 2nd phase of the CC should be for 2015 – 2017, with organization of the Event in Czech Republic, Finland and Sweden. The three countries were in favor of this solution, in order to secure the continued organization for 2015 – 2017

The CCSG discussed the proposed competition system in detail and agreed that they are pleased with the present proposal. The possibility of including the Bronze games on a voluntary basis was agreed to, but will be left to the organizer to decide upon.

The CCSG decided that they will bring the CCSG Proposal to the IFF CB with the following modifications:

- Possibility to have Bronze Games, based on national interest
- Introduction of the Brand/Product Manager, financing still open
- Preliminary timetable of organization 2015 – 2017
- Still possibility for SUHV to join the project
- Time table for the different phases
 - ⇒ This proposal will be sent to the stakeholders for a principal approval in advance of the CB
 - ⇒ FIN, SWE and CZE will decide if they allow SUHV to join the project only with teams, without organization and under what financial conditions

Upcoming meetings and issues (cont.)

4) *Preparations for the Champions Cup 2nd phase 2015 - 2018*

- Brand Manager to build the Brand Image of the tournament
 - o Tasks: Product Management, Sales responsibility, Information, TV/Internet-TV production coordination
 - o Brand Manager would work in the IFF organization and the finances for this will have to be discuss.
 - o IFF can consider the cost of this person, if the IFF total investment for the CC stays on the same level.

5) *CC Agreement*

- The basis for the Agreement
 - o TV with the same system as earlier – LOC Men's semifinals, IFF Finals
 - o Internet-TV – International rights IFF and Domestic rights to organizer, use IFF YouTube also for domestic preferred.
 - o Test the Pay per View for the Champions Cup
 - o Combine the National and International Sales Rights
 - o Long term deals through IFF Materials (Flooring, Rink, Ball, Referees)
 - o Consolidated web page and facebook
 - o Drop of Participation fee to 2500 €
 - o Marketing set-up: IFF long term + new model system and LOC rights, manufacturer village still open

6) *Next steps*

Mr. Liljelund will send out the report of the meeting on Thursday and the revised proposal to the National Associations and the IFF CB

After the CC 2015 – 2017 has been decided upon and the related documents are approved and signed, a separate stream will start to make a general inquiry about how to continue with the Club competitions in the future after 2017.

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

- Close the TV/Internet-TV Production deals by end of May (LOC/IFF)
- IFF to build a plan for the National associations to provide English articles during the six-seven weeks prior to the CC (IFF)
- Wake-up of the Champions Cup Facebook page in relation to the registration (LOC/SK)
- Publish news on IFF web page if there are a player transferring to/from a club in the Champions Cup. (VH/SK)

New ideas, etc...

- Build a database on the foreign persons visiting the International Floorball Events
- Combine the marketing of the WFC in the CC (MN)
- Build a promotional start-kit for the participating teams, to be used in the start of the season in their home matches (SUHV)
- After the decision of the Champions Cup 2nd phase has been settled, IFF is to start a process to conduct an inquiry proposed by the SUHV (SUHV/IFF)