

PROPOSAL ON THE CONTINUATION OF THE IFF CHAMPIONS CUP 2015 – 2017 PREPARED BY THE IFF CHAMPIONS CUP STEERING GROUP

The IFF Champions Cup Steering Group (CCSG) had in November 2013 asked the stakeholder member associations for their proposals on how to secure the organization of the Champions Cup for the years 2015-2018.

The main concern of the stakeholders is and has been that the cost structure of the Champions Cup is too high and actions need to be taken **to reduce the cost factor and increase the level of income** for the tournament. Based on the quite different type of responses **received** and the discussions held within the IFF Central Board in February, the IFF Administration has prepared a proposal for the CCSG and the member stakeholders to look upon, keeping in mind the original **objectives for the CC, namely increasing the visibility of the sport, having a large spectator audience and providing a financially sustainable tournament.**

The CCSG has in its meeting on the 23th of April made the following proposal:

New Format

In order to fulfill the target of closing the gap between the EFT Countries and the rest, it is important to keep the link between the EFC and the CC. Based on this the proposal is to play the **Champions Cup with still six teams, but only during three days**, instead of the previous five days.

In this system the two top ranked teams will play directly in the semi finals on Saturday and the second team from the home country, the EFC winner and the 3th and 4th ranked teams will play the quarterfinals on Friday and the winner moves to the semi-finals and the losers to the 5th place matches. The finals will be played on Sunday. This will equal up in a total of 12 matches, with 18 matches in the previous system. **The Organizer of the Event can include the Bronze matches into the program if it is in the National interest, increasing the number of matches to 14.**

This change will make it possible to shorten the tournament and hence the teams will have to arrive the night before their first match in the tournament, saving the number of board & lodgings. The program has to be built, so that all teams are **able** to depart on Sunday, meaning that the last Final has to start latest at 15:30 .

The preliminary timetable for the organization of the 2nd Phase of the Champions Cup for 2015 – 2017, has been agreed upon with Czech Republic in 2015, Sweden in 2016 and Finland in 2017. The Swiss Association is not participating in the organizational responsibilities at this stage, but SUHV is still given a chance to join the project until 23rd of May: If SUHV will decide not to join the project, separated negotiation about the participation of Swiss teams will be held accordingly.

Maximize the Value and Visibility

In order to raise the level of the visibility and the marketing value of the Champions Cup a number of actions will need to be taken. There is a need to coordinate the activities of all stakeholders, so that a maximum return on investment can be met. **The Event shall in the future be organized only in the vicinities of the EFT cities, with a broad enough spectator capacity and nearby the International airports.**

As a part of the process of strengthening the brand positioning of the CC, the parties need to agree upon how to jointly sell the title and main sponsors of the event, which are generic for the Champions Cup for 2015 - 2018. The need for more coordinated joint activities and marketing efforts need to be decided upon.

In order to develop the marketing and sales of the CC, the stakeholders are to divide the tasks of the Champions Cup Steering Group to a competition part and a separate marketing part, in order to have focus on the objective to

increase the financial value of the tournament. As a part of this process the stakeholders will introduce a Brand/Product manager, who has the overall responsibility to coordinate and enhance the development of the CC product, coordinate the continuous PR and Communication of the CC, the building of the sales materials, sponsor packages and drive sales for the Champions Cup and coordinate and develop the TV/Internet-TV production. The financial solution for this will still have to be discussed.

Time table

The process forward is that the IFF CCSG will send this final proposal to the stakeholders by the 30th of April and ask them to come back with their principal agreement to run the Champions Cup 2nd phase in 2015 – 2017, based on this proposal no later than the 23rd of May, in advance of the IFF CB meeting on the 25th of May.

The CCSG will then if the stakeholders gives a go for the project prepare the Champions Cup 2015-2017 agreement by the end of August and prepare the enhanced marketing operations of the Champions Cup. The CCSG will then prepare the new version of the Champions Cup Regulation no later than October 2014.