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International Floorball Federation IFF
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Town, Date Bern, 21 May 2014
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swiss unihockey's response to the new recommendation concerning the future of the Champions Cup

Dear Mr. President, dear Tomas,

This letter conveys swiss unihockey's position on the planned future of the Champions Cup from 2015. We write in advance of the 23 May 2014 deadline to present our position.

Our position is based on the contents of our letter dated 20 December 2013, the IFF recommendation for the reorganisation of the club event, and the discussions held in Zurich on 23 April 2014 in the Champions Cup Steering Group Meetings.

Following lengthy considerations, the officers of swiss unihockey have adopted the following positions:

- swiss unihockey maintains that a first-rate European club tournament will raise the visibility of the sport, increase media presence and therefore create better access to potential sponsors. We remain convinced that the 'European Club Competition' brand needs to carry significant weight in the future.
- That said, swiss unihockey has also identified certain deficiencies in past versions of the Champions Cup. Specifically, the organising federations have at times been saddled with massive financial deficits; the events were often poorly attended; and marketing and media attention are still far from reaching stated goals.
- swiss unihockey believes that the new model will not result in any significant improvements (despite minor changes proposed on 23 April 2014).
- The Federation Central Board of swiss unihockey is therefore of the opinion that swiss unihockey cannot comply with a 2018 reorganisation of this event based on this model.
- swiss unihockey remains extremely interested, however, in staging the Swiss women's and men's national champions as part of the Champions Cup from 2015 to 2017. We feel that this arrangement will create a high-calibre competitive event, but we require clarity as soon as possible regarding financial conditions and related agreements.



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- swiss unihockey remains of the opinion that the European Club Competition as a whole (i.e. currently the EFC and CC together) belongs under the umbrella of the IFF (similar to the organisation of football, handball, volleyball, etc.) and that the IFF should therefore take the lead in these issues.
- Based on these positions, swiss unihockey expects the IFF to create a task force as soon as possible to pursue the goal of developing a future European Cup from 2018.
- swiss unihockey is prepared to occupy a central role in this task force and is highly motivated to help advance the brand.
- Rather than simply offering criticism of existing recommendations, we are committed to finding proactive solutions. In order to demonstrate this commitment to the IFF, we are enclosing here the outline of a possible model for the organisation of future competitions. This should not be seen as a finished product, but as a preliminary model. However, we remain convinced that the European Club Competition must develop in this direction if we are to achieve our goals relative to media, audience and (potential) sponsors.

Should you have any questions, please contact Daniel Bareiss, federation president of swiss unihockey, or Daniel Bollinger, managing director of swiss unihockey.

Thank you for your consideration of these points. We look forward to the IFF's response.

Sincerely yours,

swiss unihockey

Daniel Bareiss
Federation President

Andreas Iseli
President of the National League /
Member of the Federation Central Board