

Proposal for the future IFF Champions Cup

Module 1: four decentralised qualification tournaments

<table border="1"> <thead> <tr> <th colspan="2">Group 1</th> </tr> </thead> <tbody> <tr><td>Team 1</td></tr> <tr><td>Team 2</td></tr> <tr><td>Team 3</td></tr> </tbody> </table> <table border="1"> <thead> <tr> <th colspan="2">Group 2</th> </tr> </thead> <tbody> <tr><td>Team 4</td></tr> <tr><td>Team 5</td></tr> <tr><td>Team 6</td></tr> </tbody> </table>	Group 1		Team 1	Team 2	Team 3	Group 2		Team 4	Team 5	Team 6	<table border="1"> <thead> <tr> <th colspan="2">Group 3</th> </tr> </thead> <tbody> <tr><td>Team 7</td></tr> <tr><td>Team 8</td></tr> <tr><td>Team 9</td></tr> </tbody> </table> <table border="1"> <thead> <tr> <th colspan="2">Group 4</th> </tr> </thead> <tbody> <tr><td>Team 10</td></tr> <tr><td>Team 11</td></tr> <tr><td>Team 12</td></tr> </tbody> </table>	Group 3		Team 7	Team 8	Team 9	Group 4		Team 10	Team 11	Team 12	<ul style="list-style-type: none"> • Held during the first half of September; before the start of the championships (teams already compete at numerous regular-season tournaments to help prepare them for the championships). • A total of 16 teams: Module 1 has 12 teams in four groups of three (determined by rankings); Module 2 has an additional four teams. • Two teams are entered from each of the top four countries, plus the defending champions as well as seven national champions from the other countries determined by rankings. • Tournament structure → four decentralised tournaments, Friday – Sunday. • The team with the lowest ranking has the option of holding its own tournament (should it reject this option, the qualifying tournament is organised by one of the two other teams, once the second-place team has been consulted). • Marketing by the organising team (all proceeds go to the organiser; standard conditions set by the IFF). • The organising team assumes the cost of the event. • The teams assume the expenses for travel, accommodation and meals. • The winner of each group qualifies for the quarter finals, where they enjoy home court advantage (they do not have to travel a second time; this assumes that the team with the lowest ranking organises the qualifying tournament and that the top-ranked team wins the tournament).
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Module 2: quarter finals as individual games (alternatively, only one game or first leg/return game)

<table border="1"> <tr><td>quarter final 1</td></tr> <tr><td>quarter final 2</td></tr> <tr><td>quarter final 3</td></tr> <tr><td>quarter final 4</td></tr> </table>	quarter final 1	quarter final 2	quarter final 3	quarter final 4	<ul style="list-style-type: none"> • Held in October (conceivably on weekdays, if necessary, so as not to interfere with the championships schedules). • A total of eight teams, four ranked teams (national champions of the four top-ranked countries or the national champions of the three top-ranked countries and the defending champion). • The home teams are the organisers (not the IFF, not the national federation). • The home team assumes the cost of the event. • Marketing by the home teams (all proceeds go to the organiser); IFF sponsors would also have a presence. • The teams assume expenses for travel, accommodation and meals, but would be compensated through cost sharing (from the 'Champions Cup Pot'; see our comments below). • Games to be broadcast live on the Web by the home team.
quarter final 1					
quarter final 2					
quarter final 3					
quarter final 4					

Module 3: final four tournament

<table border="1"> <tr> <td>Final</td> </tr> <tr> <td>Semi-final 1</td> </tr> <tr> <td>Semi-final 2</td> </tr> </table>	Final	Semi-final 1	Semi-final 2	<ul style="list-style-type: none"> • Held in late January (there is already an IFF blocked date). • The IFF as organiser. • The venue can remain the same for three years (synergy effects!), e.g. Stockholm, Zurich, Prague or Helsinki. • The IFF assumes all the costs of organising the event. • Central marketing by the IFF; all proceeds go to the IFF. • Teams not responsible for any travel, accommodations or meals (all financed by the IFF). • The winner receives a bonus; no other teams receive a bonus (since all team costs are already covered).
Final				
Semi-final 1				
Semi-final 2				

Each of the proposed modules accounts for the IFF's new plan to not only stage the European club tournament over a three-day period during the floorball season but instead to spread the tournament over three longer periods. The modules also allow for additional nations to participate beyond the 'inner circle' of the traditional top contenders. Smaller nations could now be part of the international floorball community and promote the sport within their own countries through matches with attractive competitors. This would only help to grow the sport internationally.

Of course this proposal provides potential benefits but also poses numerous risks and therefore it needs greater development, which should be the responsibility of the IFF. The IFF should also be responsible for developing a business plan that addresses issues related to marketing, financing, etc.

The above '**Champions Cup Pot**' could be made up of the following:

- Every qualification tournament and quarter final organiser submits a percentage of ticket sales
- Each participating country pays an amount per licenced player (e.g. 50 cents)
- From possible final four tournament winnings
- From the IFF's sponsor earnings
- From the IFF's stock pool
- ...

Alternative to the above procedure for conducting the play-offs

Dispensing with module 3 and starting off directly with a round of 16 or quarter final matches (only one game or first leg and return game).

If starting with quarter finals:

- Only reigning champions would be included
- The top four national champions would be ranked
- Plus defending champions
- Plus three additional champions according to rankings or based on a qualification tournament which already exist today (→ European Cup)

Also conceivable:

- The top four national champions would be ranked
- Plus defending champions
- Plus two other representatives of the top two countries
- Plus the winner of a qualification tournament

The IFF national rankings are not decisive here; instead, rankings are determined by results compiled by each club over the past five years (similar to the UEFA ranking system).

SUHV, 21 May 2014