





## Our objectives **magical together**

To build **A JOURNEY** from here to the Championships and beyond, which means a lot more than just one event in December 2015. One of the journey's highlights will be the **full Arena on the Final Day**.

**How to achieve it:**

- Tailor made travel packages for companies, clubs, fans, families
- Magical Together –theme throughout the journey, to create an unique spirit that unites
- Use of Social Media's dynamic way of communication
- Mini-World Championships for women and girls as well as partners
- Sponsor and Partner networking



**10th IFF Women's World Floorball Championships 2015**  
5.-13.12. Tampere, Finland



## Continuous development to strengthen the image of floorball and to increase the amount of girls and women playing this sport.

**How to achieve it:**

- Cooperation with clubs to organize Diamond Events for girls playing floorball as well as introducing the sport to schools during 2014 / 2015
- Engaging more women in floorball by inviting them to be a coach, volunteering for a club or just for the Championships and offering them the education / seminar
- Launching a Respect – programme in order to express our appreciation of long term dedication to floorball

**Bonus task:** How to implement the environmental aspect and protection at major events. Greening Events



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## Powerful cooperation with the city of Tampere

### How to achieve it:

- Visibility of the Championship in the city of Tampere throughout the year
- Creating new models to increase the sport movement in cooperation with schools and other stakeholders
- Being part in the campaign against social exclusion



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## • Top conditions and recognition for top athletes

### How to achieve it:

- We ensure that the championships environment is supporting the top athletes requirements
- The introduction of the national team players will be brought to the grassroots level and supporters at events, meeting school classes etc.
- We want to organize a remarkable Event in Finnish Sport through the amount of spectators as well as the content of the Event.

**Bonus task:** To present on national and international level Finnish studies and knowledge concerning the health of athletes, such as injury prevention by Kati Pasanen.



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**Areenas:**

**Hakametsä Hall**  
Keltinkatu 2, 33530 Tampere  
Capacity: approx. 7.000




**Tampereen Areena**  
Jäähallinraitti 3, 33540 Tampere  
Capacity: approx. 2.000






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