

Combined Sales - Sales package

Appendix 16

Background:

The Issue is that we are not able to sell Floorball due to our low number of contacts (TV viewers, which makes an interesting product impossible to sell due to this.

Main partner of the IFF:

IFF Partner at the EFT and Friendly Internationals

IFF Partner at the National Finals and Cup Finals

Main approach:

The value of such a cooperation can't harm the national sponsors or the national fields of present and potential partners, so the package would have to be big enough to interest the federations.

Field of Industry:

Presently there are a number of fields of industry that are open in all the countries, which should be the basis for such a package.

Scope:

JAN/FEB:	WFCQ
JAN-MAR:	CUP Finals
APR	Finals
APR	International week-end + EFT
MAY	U19 WFC
AUG:	EFCQ
SEPT:	International week-end
OCT:	CC and EFC
NOV:	International week-end + EFT
DEC:	WFC

Target:

- Open channels to other major category sponsors

Elements: (Presentation of the company should be the same in all events)

- Spectator stand
- Referees
- Surrounding area next to the rink
- Traditional typical elements (Floor, second line, rink)
- Activation possibilities – fans and audience
- Presenter of the match/Best player prices

Level of Visibility:

- At least a 2nd level sponsor – like top 6 or 8 of the event on the national level.

Finance:

- Provide each country 10.000 – 15.000 EUR
- Deviation of income IFF 45 % - Countries 55 %

The next steps in the process should be:

- To build a proposal of what the package could consist of and how it could be used in the different countries
- To then in a second phase build the sales system of such an International package
- If these two are solved, we need to seek the political approval from the concerned National Associations and in the last phase start to look at the financial aspects and the deviation of the revenue.