ABF

Brazilian Floorball Association

26/March/2015





Numbers of players increased, but still irrelevant

	MU19	MALE ADULTS	FU19	FEMALE ADULTS	TOTAL
Last record at IFF	17	33	0	0	50
2015	69	77	20	19	185

ABF PROJECTS

Working

Few things done

Planned

Can IFF help with best practices or resources?

Regulatory

Equipment & Resources

Offer trial

State Federations Communication Credibility

study

Revenue streams

Championships

- Paperwork to get Google Grants -10k in Google Adwords in order to promote sport, volunteer and maybe shopping
- Register Floorball at Brazilian Olimpic Comitee

irregularities in the

exportation from

Europe. We tripled

our sticks and 40x

•Rink protection is

Looking forward

receiving adapted

our next objective.

balls.

- Extending the Finally could have program to more access to schools. equipment donated by Unihoc •2 months per school, exchange in 2013, after paying around among schools is R\$9K in taxes, self managed. custom fees and fines due to
 - Preference to students 10 and over years old.
 - Schools receive kits of 12. 24 or 36 sticks. No goalie helmets.
 - Between 2013 and 2014.3000 students from public and private schools tried it.

 Parana state has more players than Sao Paulo state. where ABF is. But since haven't a leadership on the

state, none of our

efforts has been

successful.

 We offered guidance on the legal steps needed for a federation.

- Rebuilt website alone using wordpress theme.
- Next step for website would be creating a community with 'gamification' features. Briefed freelancer to help but budget might not allow.
- Creating a public group at Facebook for each school that receives the equipment.
- Sticking adhesives at every stick that is going to schools, inviting the use of #CurtoFloorball (I like Floorball) and inviting to join Facebook group and share.
- event with 150 teens will be at a specific

School' teachers Federated / filling research membership form that will be athletes: to launch handled to sport in August an university in order federation to create scientific

> Structuring sponsor presentation

program

 Keep offering workshops and game presentations

- Still studying viable way to operate a under 15 y.o. tournament. On weekends adoption might not be sure vet. On weekdays, at public schools transportation is only guaranteed by the state if event at official agenda.
- Adult (over 15 vo) might happen on the 2nd semester
- Only federated athletes will be allowed

project of possible. Arrival of a professional referee to live in Brazil for three years will boost coverage of this subject.

 Joining a school recorded in video exercise and each will receive a video