

### FLOORBALL AMBASSADOR ROLE

#### 1.0 INTRODUCTION

- 1.1 This document is provided to assist National Associations consider the benefits of having an Ambassador for Floorball in their country and the process and considerations that they need to consider in the process to invite and appoint an Ambassador
- 1.2 You can appoint more than 1 Ambassador as you may decide to appoint different Ambassadors who can meet different markets/aims of your NA. The Ambassadors can be aimed at International, National and Regional support hence you may have Ambassadors at each level

#### 2.0 AIMS

- 2.1 Appoint an Ambassador who can assist the NA to promote and achieve one or more of the following aims
  - 2.1.1 Credibility in the Sports market
  - 2.1.2 Access/Support to Sponsors
  - 2.1.3 Access/Support to Government/Sports bodies
  - 2.1.4 Marketing to the general population

#### 3.0 ROLE

- 3.1 Front the sport in marketing activities. Extent to be discussed and agreed with the person. Can include
  - 3.1.1 Media face
  - 3.1.2 Interviews
  - 3.1.3 Attendance at National events
  - 3.1.4 Attendance at meetings with NOC, Government bodies
  - 3.1.5 Attendance at Development functions/seminars
  - 3.1.6 Attendance at Marketing functions

#### 4.0 EXPECTATIONS

- 4.1 To be agreed with the individual ambassadors as to time commitments. You would want to have the Ambassador be able to as a minimum action the following
  - 4.1.1 Attend or support marketing efforts for the National Championships
  - 4.1.2 Participate in preparation of marketing documentation/programs
  - 4.1.3 Attend any International events being held in the Country

#### 5.0 ATTRIBUTES

- 5.1 The Ambassador is expected to have some or all of the following attributes. The attributes are split into compulsory and preferred
  - 5.1.1 Compulsory
    - Drug free career
    - Face is known to a reasonable % of the population
    - Conviction free
    - Seen as a clean person
  - 5.1.2 Preferred
    - Known to the younger population

- Has played Floorball or been exposed to Floorball
- Is articulate and can be the face of the sport
- Their profile can add value to the sport

5.2 The Ambassador may come from any of the following fields of endeavour. It will be driven by the individual country and what that country sees as important within that country. By this is it is meant each country will see Sports Stars, Movie Stars, TV Stars, Politicians etc differently in terms of being more important or marketable in each country

5.2.1 Sports

5.2.2 Political

- National, State or Local depends on what level the Ambassador is being sought and can add value

5.2.3 NOC

5.2.4 TV and Movies

5.2.5 Entertainment ie Opera, Stage, Painting etc

## 6.0 INVITATION

6.1 The hardest part is often how do you list the potential invitees and then how do you approach them. The following will hopefully assist in that process

6.1.1 **ATTRIBUTES.**

- List the attributes for the role your NA considers important

6.1.2 **CANDIDATES.**

- List potential candidates according to how they meet the Attributes list

6.1.3 **APPROACH**

- Approach the Candidates through one of the following options
  - Personal contacts through a member of your NA. It is not uncommon for someone who plays Floorball in your country to know the person
  - Write to the person concerned. A suggested letter template is attached
  - Contact the person or their management to organise a meeting

## DRAFT LETTER

Dear xxxxxxx

RE: Floorball Ambassador Role

We write to request your consideration to becoming an Ambassador to our sport of Floorball. You have the attributes, presence and profile which we believe can add a positive value to our sport.

We also believe that taking on the role of Ambassador for Floorball can provide you with some benefits by being associated with a rapidly developing sport with a strong youth influence and well on the path to becoming an Olympic Sport.

The role as Ambassador we would hope you will consider is as follows

- Attend and support marketing efforts for the National Championships
- Participate in marketing documentation/programs
- Attend any International events being held in the Country in your role as Ambassador
- Become the face of the development works in the school/juniors system in our country

We do not see the role as requiring significant hours and we are flexible as to the extent of time in the role based around your existing commitments.

Some background on the sport is included in the brochure included with this letter. Additionally the recent World Championships in December 2104 in Sweden had over 104,000 spectators and over 1.5 million viewers on TV plus a substantial web presence (over 790,000 views) with all matches broadcast live on YouTube.

We would appreciate the opportunity to discuss this in more detail with you. We will contact you to arrange a suitable time to meet if that is agreeable to you.

Best regards

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