



Report IFF CB April 2015

The Event Arenas during IFF Men's U19 World Floorball Championships 2015 are Helsingborg Arena and Idrottens Hus. The Arenas are located next to each other under the same roof. In addition to the two match venues the arena also include training facilities.

Organization

The Swedish Floorball Federation organize the event in close cooperation with the City of Helsingborg, Event in Skåne, Skåne Floorball Association and FC Helsingborg.

Hotel Linnea is the official IFF-hotel. Sohlberg Bus will take care of the local transportations for the teams.

The Mayor of Helsingborg invites international guests and delegates to a City Hall Reception on April 29th at 5 pm.

Ticketing

Nearly 2,000 tickets are sold at present, of which 50% through the official ticket system (see Appendix), and the remaining by clubs / participating nations. About 30% are international bookings (including the nations tickets for the final day). 1000 of the tickets are sold to the final day.

Event

There will be a short Opening Ceremony before the first match of the Swedish team on April 29th at 7 pm in Helsingborg Arena.

Marketing

Swedish TV4 will send three matches, two of them in TV4 Sport, and the final in TV12.

The production company, Sportsground, will produce all the matches for the IFF Youtube-channels.

The local media group, HD-Sydsvenskan, will be local media partner for the event.

About 40% of the sponsorship revenues are secured (through agreements with Svenska Spel and Sohlberg Bus).

More information

www.wfc2015.se

Welcome to Sweden and Helsingborg in April-May 2015!

For Swedish Floorball Federation

Magnus Nilsson
Event Manager