



ONE WORLD
ONE BALL
FLOORBALL



10th IFF Women's World Floorball Championships 2015

4.–12.12. Tampere, Finland

General update

3/31/2015

- Match Schedule ver 1 launched
- TV negotiations ongoing
- Volunteers recruiting starting in May
- Promotional events during summer / clubs involved



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Hakametsä Ice Hall

- Ice will be defrosted for the WFC
- At our use as from 1.12.2015
- Test match tbc



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Tampereen Arena

- Euro Floorball Tour 6.-8.11. - tbc



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Ticketing

- Ticket sale launch on 20.4. - tournament tickets / club tickets
- Other tickets as from 15.5.2015
- Ticketing manager appointed as from 1.3.2015
- Promotional events during summer



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Photo: Tuukka Kiviranta
Costumes: Tampereen Teatteri

Marketing / Sales

3/31/2015

- Marketing situation quite challenging
- WFC2015 has not created a big interest among possible sponsors
- Sales activities slightly delayed due to the sales concept with the clubs
- Sales peak will be during April – May – goal to contact approx. 300 companies.
- Signed contracts: Koskiklinikka (Medical Services), Finnish Army
- Letter of intent: K-rauta (Building and Home improvement Trade)



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List of exemptions

3/31/2015

Hakametsä Ice Hall:

- standing tribunes to be used for the participating teams to be seated

Tampere Arena: capacity 1.500 (instead of 3.000)

- no seating numbers (due to the fact that there will be only day tickets valid for all matches in both arenas the seat number is valid only in the Hakametsä Ice Hall)
- team dressing rooms: 4 dressing rooms, 3 storage rooms, 2 showers (can be used after each match)
- referees dressing rooms: 2 dressing rooms and one shower

Match Schedule:

- intermission between the match periods would be adapted to TV broadcast needs and would be longer than in the regulations



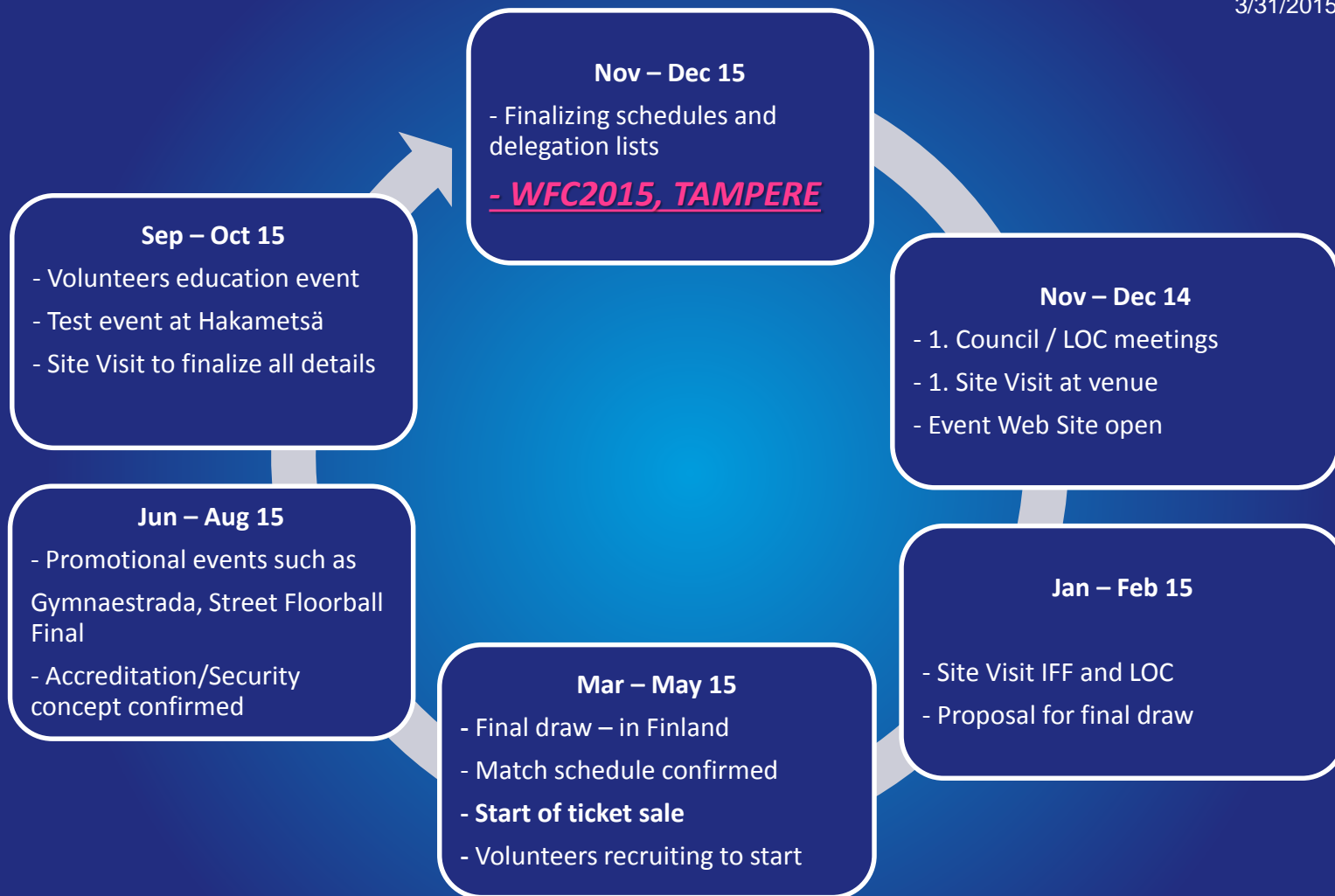
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Planning Schedule 2014 – 2015 (draft)

3/31/2015



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magical together