

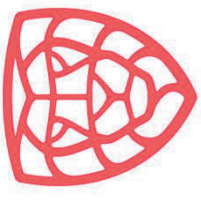
# **Champions Cup 2015**

## **Mladá Boleslav**

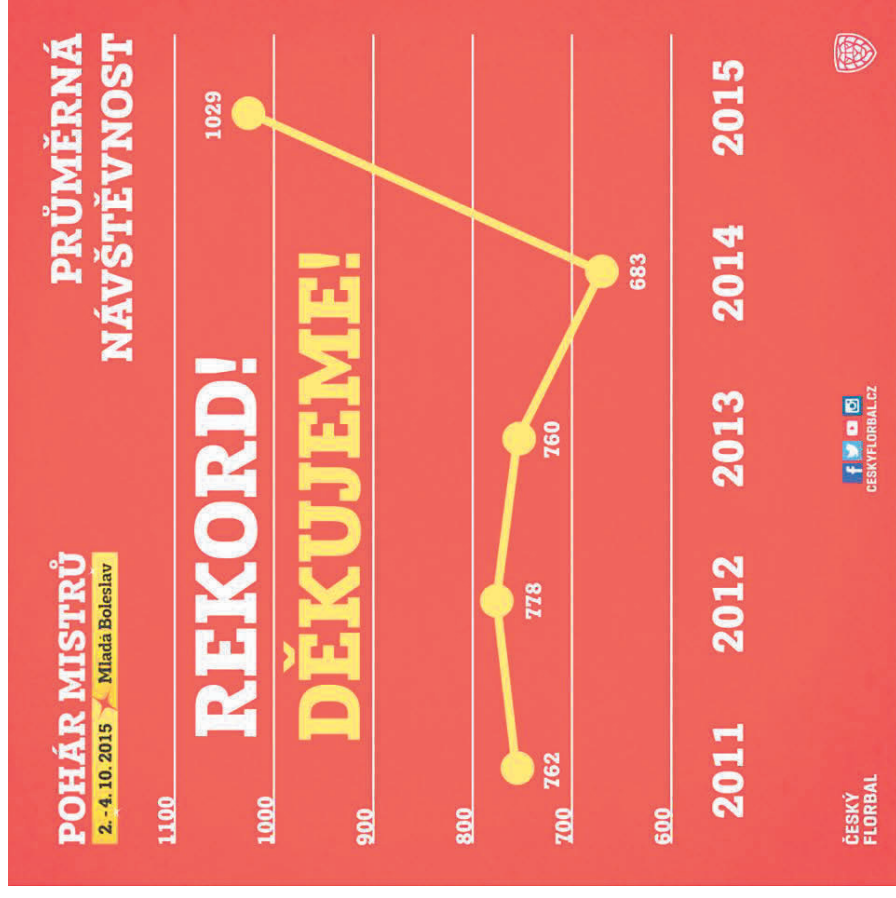
**CCSG – 8.12.2015**

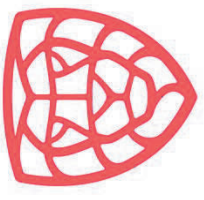


# SPECTATORS



- 12287 spectators
- (13708 in 2011)
- 30% more in average
- 1029 per game
- without home teams in final day

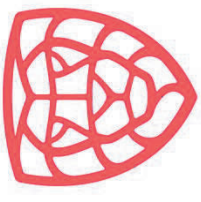




# FINANCES

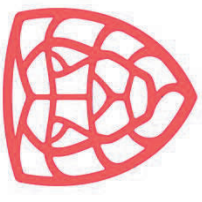
- 2011 (- 50k)
- 2015 we expect slightly better result
- Higher costs in total – 170.000 Euro
  - Higher office a organization costs
  - Higher cost with the TV
  - Higher arena costs (floor, spect. comfort)
  - Less marketing income
    - bad deal with the club, different priority
  - Lower accommodation cost – 25 - 30% (although higher prices)
  - Governmental support

# PROMOTION CAMPAIGN



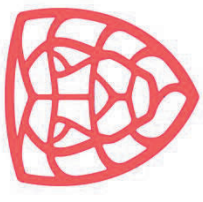
- **Floorball family x Local public x General sports public**
- Floorball family
  - Highering the brand of Champions cup resulting in buying of tickets or following TV and other channels
  - Early start - Play-off + big campaign at Superfinal
  - Visibility + Storytelling – Why is CC interesting
- Local public
  - Knowledge of Top sport event + support of the local team
  - 6 weeks
- Sports public
  - Knowledge of the tournament
  - 3-4 weeks - outdoor campaign

# CHALLENGES



- **Floorball family x Local public x General sports public**
- Floorball family
  - Limits of a club event
  - Tournament system difficult to understand
- Local public
  - No success of the local team
- Sports public
  - Short event

# OUR EVALUATION



- Satisfaction with the tournament
  - considering sport results of the local and Czech teams
- City and the local club attitude are the key thing (early start)
- The Champions cup will be as strong as the clubs taking part
- Questions:
  - Clubs and federations attitude
  - One game effect (SPV)
  - Ranking of the tournament
  - Years after 2017?