

### Champions Cup Steering Group meeting, Tampere, Finland 09.12.

<b>Participants:</b>	Filip Suman	CCSG chair, CFbU/IFF
	Kari Lampinen	SSBL
	Magnus Nilsson	SIBF
	Edwin Widmer	SUHV
	John Liljelund	IFF
	Milan Rantakari	IFF CC Brand Manager

#### Report on present issues

##### *1) Opening and Objectives*

Mr. Suman welcomed everyone to the meeting and welcomed Mr. Lampinen, who is the new representative of SSBL.

The aim of the meeting is to evaluate the outcome of the CC 2015 in Mlada Boleslav.

##### *2) Review of CC 2015 in Mlada Boleslav*

Mr. Suman reported that the total number of spectators exceeded a total number of 12.345, which is an average of 1028 per game. This exceeds the set target set by the CCSG for the CC 2015-2017.

The finances seem to be very good and the financial result will be better than in 2011 (-50.000 €), but the final book-keeping is still to be finished. The estimation of the final result is -30.000 €

The total cost of the event is close to 170.000 €, which was much higher than in 2011.

There were additional costs due to the installment of the flooring and the LED screen for the spectators. The visibility has spread as wide as possible – more quality is needed.

The marketing income was smaller than expected, but not due to the tournament as such, but due to the financial situation and the way the sales set-up was built by the CFbU. The accommodation cost went down, due to the shorter tournament, despite the higher hotel prices. The good spectator numbers were a result of the promotion campaign to the Floorball family, local public and general sports public. In the period just before the CC, the promotion was focused on the story telling to the fans.

The challenges were that the audience is not interested if there is not the local teams on Saturday, when the local teams lost in the quarter finals on Friday. The event was quite short, so it was difficult to attract people during the Event.

The CFbU CB was pleased with the outcome of the tournament, despite the not so good sport result of the Czech teams. There is a need for an early start of negotiation with the Club and the City. The National Association, could not have increased the awareness of the event.

There was a total of nine matches in TV in Czech Republic (7 games), Finland (4 games), Sweden (4 games) and Switzerland high-lights in News show.

The total number of spectators was just over 307.000 viewers.

The CCSG discussed the outcome of the Event.

- It is important to set the City of the CC 2017 already in the summer of 2016
- Piranha Club was not content to first have to play an easy match first and then a tough game the second day. They wanted to have more matches.
- SPV Seinäjoki was not happy to just play one match, but they knew the rules and did not complain
- Not very big reactions from the Swedish Teams, which is good. But the clubs want more money.
- The Value of the CC, is only how good and big the Clubs are. There needs to be a responsibility link between the Club and the tournament.
- We need to work with the building of the responsibility of the Teams.
- The Sport Level was still very good, only few matches were uneven, very good performance of a Norwegian team as the EFC winner.

### Report on present issues

#### 3) *Status Report CC 2016 Borås, Sweden.*

The cooperation with the City has started and the City supports the Event with 25.000 €, free Arenas and a marketing package. Borås has organized the Finland-Sweden Challenge, with good results and close to Gothenburg, with a lot of top teams in the region Mullsjö, Pixbo and Warberg.

The arena has a capacity of 2.500 spectators, with media cube and other good spectator services. The hotels are fixed, with 8 teams at the Grand hotel Borås, some 750 m from the arena. The other are to live in an hotel some 1,2 km from the arena.

#### 4) *CC Brand Managers report*

The promotion was emphasized during the last three weeks prior to the Event.

The marketing and branding looks quite ok and this can be returned to later.

It is important to get the National Associations to commit to the preparation process.

CFbU: Petra Nachtigalova, SIBF: Magnus Nilsson/Tobias Linderöth, SUHV: Daniel Kasser and SSBL to nominate the person in Q4/2015.

The whole process has to be conceptualized and the system to be sold and understood by the Clubs. It is all about getting the fans to the Event.

#### 5) *Country Updates*

The status of building a system for communication with teams and federations to increase visibility has to be finalized. The Clubs and the National obligations have to be listed in relation to the non-organising countries of the Champions Cup.

Mr. Rantakari to ask for the input from the national project leaders. The Fan based travelling campaign must start in the Super-Final

#### 6) *Targets for the Champions Cup*

The Brand Portfolio works quite well with the logo, but there are different colors.

We will use the same look & feel in the future and unify how it looks. The target is to build a Brand Portfolio for 2017 in Finland.

Mr. Rantakari is to collect the content and prepare the proposal of what the Brand Book should consist of. He will also collect previous 5 layouts so the CCSG can decide if it is possible to use one of them for future (preferred) or there is a need to create new one.

#### 7) *Sales of the Champions Cup*

The organization of the Sales of the CC, is somehow related to the Combined Sales project. It will be difficult to sell the one week-end tournament project as its own. One solution could be that a part of the IFF share of the Combined Sales revenue, would be given to the CC.

An option would be to sell it as a long term contract but only for the Champions Cup or let the organizer sell them like it is now.

Sweden feels that the rights should be kept with the local organizer, with the partners of the Combined sales. Finland thinks it would be interesting to include it to the nationally package, but an international (title) partner would create more identity for the Champions Cup. After the discussion it was agreed that CC marketing rights will be used as follows 1) small part of the right is with the present long term IFF partners (eg Gerflor) 2) other part is included via three potential partners in combined sales with the possibility to add to one of them position of CC title as add-on for extra price, 3) Title partner package for CC only will be created, 4) part of the rights will stay with the local organizer for local partners. CC CCSG discussed the value for a title partner and it was agreed that the value for the CC Title between 25.000-30.000 €, would be enough for the organisers.

#### 8) *Manufacturer village*

Mr. Liljelund reported on the development of the participation of the Floorball Equipment Manufacturers. Now we need to look on the possibility to sell the Champions Cup just to one Manufacturer and give them the possibility to have an outside activity program outside the Event of itself.

### *Continuation of the Champions Cup after 2017*

Mr. Suman asked what is needed to organize the Champions Cup 2018 and forward. For Switzerland it is to have at least a zero result. The Swedish will re-evaluate their strategy for organization of International events. The CC countries is to discuss these matters prior to the meeting in March.

For CC2018 there needs to be a new organizer, as the CFbU is organizing the Men's WFC2018 in December

#### **Issues that need to be discussed or decided upon or taken action upon**

- The Next CCSG meeting will be held on the 30<sup>th</sup> of March in Frankfurt
  - Secure the name of the National Association projector in January
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#### **Tasks for the Brand manag for the march meeting ...**

- Prepare exact proposal to have a Champions Cup title partnership option for the Main Partner in the Combined Sales system, as an add-on or the signal package to the IFF International Partner, The title partnership must work alone as well.
- Build a Sales proposal to the Manufacturers for a new solution.
- Build a list of obligatory tasks for the National Associations and the Clubs.
- Prepare the proposal of what the Brand Book should consist of
- Collect previous 5 CC layouts so the CCSG can decide if it is possible to use one of them for future (preferred) or there is a need to create new one..
- Collect information of promotional campaigns form previous CC to create a idea book for future organizers
- Countries are to prepare for the discussion of the continuation of the CC after 2018

Other ideas: