



International Floorball Federation Proposal for the IFF Combined Sales Package



Need of Increased Visibility and Marketing Resources

- It is without doubt that the number and level of International Sponsors in Floorball Internationally and Nationally are on a too low level to give enough resources to develop the Sport Forward
- We all need to have the 1st Real International Sponsor – A brand that all can recollect.
- In order to reach this we need to be able to provide a higher level of Consumer Contacts Hits
- For this the Core Country Marketing Network Group has been working on the projects of the Combined Sales
- The CCMNG is now to approve the proposal for the IFF Combined Sales Package during this meeting and then send a proposal to the National Associations for approval if they want to participate in the process before Christmas 2015.



IFF Combined Sales Idea

- In order to have a even distribution of Events for the whole year we have included the following Events in the Package:
 - World Floorball Championships Qualifications (5-6 Events) JAN/FEB
 - IFF International Week-end FEB
 - National Cup Finals JAN-MAR
 - National Finals APR
 - IFF International Week-end/ EuroFloorball Tour APR
 - U19 World Floorball Championships MAY
 - EuroFloorball Cup Qualifications AUG
 - IFF International week-end/U19 WFCQ SEPT
 - IFF Champions Cup/IFF EuroFloorball Cup OCT
 - IFF International Week-end/ EuroFloorball Tour NOV
 - World Floorball Championships DEC

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IFF Combined Sales Idea

- Scope:
 - The Target is to reach the following for the period 2017-2020
 - A maximum of three IFF International Sponsors
 - A IFF Title Partner and two Main Partners
 - These would then have the following status at the National Associations Level:
 - IFF Partner at the EFT and Friendly Internationals of Core Countries
 - IFF Partner at the National Finals and Cup Finals of Core Country
- Participating Countries:
 - CZE, DEN, FIN, GER, LAT, NOR, POL, SWE, SVK and SUI
- Contract Scope 2 + 2 years

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System for Implementing the Sales of the Combined Sales

- The CCMNG will agree on the Target Fields of Industry and the System for Sales
- IFF will have the overall Sales Responsibility and the Coordination of Sales organized by any other party
- The CCNMG will discuss the possibilities of using an International Sales Agency for the approach or then the existing Agencies and National Sales Organisations.
 - Each participating Country can propose to contact a Company on the List of free fields to IFF and start the Sales Process after an IFF approval
- IFF will administrate the whole Sales Process and coordinate the Implementation and distribution of Ads for the participating countries
 - Production of the commercials is paid by the Partner
 - The National Associations are only giving visibility in their Events and are responsible to place the ads accordingly
 - If there is an Interest of Closer cooperation that has to be agreed on a bi-lateral level with the Partner.

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System for Implementing the Sales of the Combined Sales

- Each Country can inform that they are not participating if a certain field is included in the process, then the offer will be built without this country.
 - There is also the possibility to try to find the sub-filed, which could be included.
 - If one country is not in one field of industry, then the share for the other increases
- The total amount of the Marketing Rights the National Association needs to surrender to the IFF Combined Sales, if all three Sponsor deals are sold:
 - Three (3) Floor Commercials (if not possibility more Led/2nd Line will be used)
 - Four (4) Rink Commercials
 - Four (4) Second Line Commercials
 - One (1) Goal Commercial
 - Video Screen Spots 4 per game
 - Referee outfits (in International Matches)
- For this the National Association will receive a total of CHF between 30.000 to 40.000

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Combined Sales Visibility Elements IFF Title Partner

IFF Events

Venue:

- One (1) Mid-circle floor commercial 3 m in diameter
- Two (2) Floor Commercials
- Two (2) rink commercials 2*0,5m (TV side)
- Two (2) second line commercials 2,5 *1m /16 x 12 sec led screen spots (TV Side)/game
- One (1) Goal commercial/goal (Net)
- Video screen spots 2 per game
- Referee outfit
- Surrounding area next to rink
- Special spectator stand

National Association Events

Venue:

- One (1) Floor Commercial
- Two (2) rink commercials 2*0,5m (TV side)
- Two (2) second line commercials 2,5 *1m /16 x 12 sec led screen spots (TV Side)/game
- One (1) Goal commercial/goal (Net)
- Video screen spot 2 per game
- Referee outfit (in International Events)

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Possible Fields for the Combined Sales

Soft Drinks (FIN)

- Coca-Cola
- Pepsi

Beverages

- Mineral water (CZE)

Interior design

- IKEA
- Bauhaus

Power Co (FIN & SUI)

- - Fortum
- - Vattenfall
- - Russian Gas?

Personal Hygiene

- Brand approach

Construction Companies

- NCC
- Other

Banking (CZE & FIN)

- Danske
- Nordea

Fast Food

- Subway (FIN)
- McDonalds
- Burger King

Confectionary (FIN)

- Marabou
- Fazer
- Cloetta
- Master foods

Medical Companies

- Pfizer

Other Possible Fields:

- Casual wear
- Technical Appliances
- Travel/Airlines
- Logistics
- Elevators

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Split of Revenue

- This is the projected outcome for the Stakeholders, so any Sales Provision has to be added to this price. Also the Provision for the selling National Association.
- If the National Association Sells the Partnership Deal they will have an additional 10 per cent provision for the sales, which is on top of the basic price
- Any Sales provision has to be added to the basic minimum sum and the result is paid out in accordance with the bellow showed percentages.

	Main Partner	%	Main Partner 2	%	Title Partner	%
IFF	58000	36,3	58000	36,3	114000	45,6
CFbU	12000	7,5	12000	7,5	16000	6,4
SIBF	12000	7,5	12000	7,5	16000	6,4
SSBL	12000	7,5	12000	7,5	16000	6,4
SUHV	12000	7,5	12000	7,5	16000	6,4
DaFU	9000	5,6	9000	5,6	12000	4,8
FG	9000	5,6	9000	5,6	12000	4,8
LFS	9000	5,6	9000	5,6	12000	4,8
NBF	9000	5,6	9000	5,6	12000	4,8
PFF	9000	5,6	9000	5,6	12000	4,8
SvFF	9000	5,6	9000	5,6	12000	4,8
	160000	100	160000	100	250000	100

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Next Steps in the Process

- When approved by the CCMNG, the IFF will send out this proposal to the National Associations, asking for their approval and participation in the IFF Combined Sales
- The National Associations are also to inform if they are interested in some of the Sales Activities to a certain Company or Field.
- The Dead-Line for answering is the 16th of December
- If approved, IFF will start the preparations for the Sales Material and Supporting Materials for the Sales Work.
- Discussions with Sales Agencies and similar will start in beginning of 2016
- IFF will inform in beginning of January which National Association is working with which field or if IFF is coordinating the whole process.
- The General Idea is to go ahead with the project, even if all countries are not participating in it!

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