



ONE WORLD  
ONE BALL  
FLOORBALL



# 10th IFF Women's World Floorball Championships 2015

4.-12.12. Tampere, Finland



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# General update

- Last preparation phase has been quite busy, but today when the first matches kicked-off the arenas looked good.
- The biggest focus during the last weeks was on spectator recruiting to ensure that the ambience during the event is as good as possible
- There will be 320 volunteers involved
- Ticketing 3.12.15: sold tickets: 3'127 promotion and stake holders: 6'198



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## Marketing / Sales

- Marketing campaigns in Tampere:  
66 bus stops  
Led commercial at Hakametsä area  
Bridge banners  
Hämeenkatu bridge shirts on the statues as from 9.12.  
SoMe sisältömarkkinointi
- Direct marketing to players and clubs
- Yle cooperation: own commentator for every match, document of the national team's road to WFC2015, player inserts
- Sales:
- New partners and promoters: VW, Olvi (Teho Sport), IKH, Subway, Eerikkilä



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magical together