

## **Appendix 12**

### **PROPOSAL ON THE 3<sup>rd</sup> EDITION OF THE IFF CHAMPIONS CUP 2018**

All the IFF Champions Cup stakeholders agree that there is a need for a Top Club competition in Europe and therefore it is imperative to continue the organization of the Champions Cup. Having said this, it is equally important to state that the present format, which was the result of a compromise in 2014, has not worked as well as planned from a number of reasons. The main being that the playing system has by the clubs been felt to be too unpredictable for the teams, with a risk for only one game in the tournament.

The Champions Cup Steering Group (CCSG) has in October 2016 decided to put together a proposal for how to continue the running of the Champions Cup for the years after 2018, when the present agreement ends.

The main concern of the stakeholders is and has been that the cost structure of organization the Champions Cup is too high and actions needed to be taken to reduce the cost factor and increase the level of income for the tournament, has not paid off. The proposal is built based on the main objectives for the Champions Cup, namely increasing the visibility and awareness of the sport, having a large spectator audience with over 1000 spectators in average per game, broad TV and SocialMedia visibility and providing a financially sustainable tournament for all parties.

#### **New Format**

Based on the discussions, the financial factors are driving the process towards the decision to at least for a while to cut the direct link with the EuroFloorball Cup, as the only foreseen solution is to play the Champions Cup in the future as a Final Four Event, played with four Men's and four Women's teams. The idea is to play it as a three day Event still, to keep the Men and Women together, but not having more than three games per day.

The proposal is, that for the first two years (2018-2019) the four top ranked in accordance to the WFC ranking, would play in the Champions Cup and the EFC winner 2019 would qualify for a simple qualification game with the 4<sup>th</sup> placed of the CC to play in the CC 2020. The EFC winners would keep their Prize money.

In this system the semi-finalists will be balloted, based on ranking, after the end of registration in May. The match schedule can be built by the organiser, agreed by the CCSG in advance, with either two or three playing days. Then there would be two semi-finals of the same gender on Friday, the bronze game of the first played gender and the second gender two semi-finals on Saturday and the second gender bronze match and both Finals on Sunday or with all semi-finals on Saturday and all medal games on Sunday. If the organiser want to they can play four matches on Saturday. This will equal up in a total of 8 matches, with 12 matches in the previous system but secure two matches for all the participating teams. This change will make it possible to shorten the tournament and hence the teams will have to arrive the night before their first match in the tournament, saving the number of board & lodgings. The program has, to be built, so that all teams are to depart on Sunday or one gender already on Saturday if they have finished playing then. The organizing National Association is responsible for the domestic transportation and board & lodging.

#### **Maximize the Value and Visibility**

In order to raise the level of the visibility and the marketing value of the Champions Cup a number of actions will need to be taken by all stakeholders. There is a need to continue the coordination of the activities of all stakeholders keeping the CC brand manager in place, so that a maximum return on investment can be met. The Event shall in the

future be organized only in the vicinities of the EFT cities or in central Floorball cities, with a broad enough spectator capacity and nearby the International airports.

Another idea is to investigate if there could be a possibility to play the CC in the same City for a number of years and also have it played in connection to a major youth or recreational tournament. The playing time for the tournament shall also be discussed, as only having time for the host country to organize the Event after the National Champion is known in end of April is too short, if the CC is played in October. The preferred time is around the time of New Year, but has to be decided by the CCSG.

The CCSG will continue the process of strengthening the brand positioning of the CC, the parties need to agree upon how to jointly sell the title and main sponsors of the event, which are generic for the Champions Cup, both in connection and separately from the IFF Combined Sales project.

The idea is to organize this version of the Champions Cup for four years 2018 – 2021 and in order to treat the countries equally, if the event is not organised in all countries, that the possible deficit will be equally shared among the stakeholders after the four year period, including the costs IFF is now carrying, including the Prize money. The local organiser can propose a flat-rate for the basic board & lodging, approved by the CCSG, which the participating teams can then, if they so choose to, upgrade on their own cost.

The CC will be organized by the local organiser, appointed by the CCSG, supported by the IFF and the IFF CC Brand Manager. The IFF will sign a similar organisers agreement with the organisers for the present edition of the Champions Cup. The CC Brand Manager will be a part of the Local Organizing Committee and assist in the organization, based on what has commonly been agreed. IFF will support in all matters related to marketing of the Event, building sponsorship packages, creating branding tools and increase visibility for the Event. IFF will together with the CCSG set the standards of and build the know-how base for the organization of the Champions Cup.

### **Time table**

The process forward starts with the National Associations will ask their 4-6 top clubs for their feedback and discuss the proposal based on this in their respective CB's. The National Associations are to come back with their answers no later than the 25<sup>th</sup> of November. The CCSG will make the final proposal to the IFF CB no later than the 8<sup>th</sup> of December.

The CCSG has then to prepare a proposal for the CC 2018 – 2021 agreement and all competition related issues by March 2017 and then the marketing related parts no later than August 2017.