

Champions Cup Steering Group meeting, Riga, Latvia 08.12.2016

Participants:	Filip Suman	CCSG chair, CFbU/IFF
	Kari Lampinen	SSBL
	Magnus Nilsson	SIBF
	Michael Zoss	SUHV
	Milan Rantakari	IFF/Champions Cup Brand manager
	John Liljelund	IFF secretary general

Report on present issues

1) *Opening and Objectives*

Mr. Suman welcomed everyone to the meeting and thanked for the input to the future of the Champions Cup, which is the key for this meeting.

2) *Minutes from the previous meeting*

The actions to be taken has been done accordingly to the decisions of the previous CCSG meeting.

3) *Final report of Champions Cup in Borås*

Mr. Nilsson made a short report from the Champions Cup held in Borås. The total TV time for the Champions Cup is over 19 hours, with over 3 million spectators including the live broadcast and news. The bigger newspapers have shown the CC quite well and the overall visibility has grown quite a lot based on the Sponsor Insight report.

The local organization has worked well in a very good cooperation with the City of Borås. The teams have also been satisfied and the communication has worked well.

There has been issues to attract sponsors, so this time the SIBF main sponsors took part in the supporting of the Event. The local companies was not very interested in the CC.

The local sponsorship would have been for the benefit of the local organizing club, as well as 10 per cent of ticket sales and they had the sales in the arena.

There was some issues within the local district, so the focus was not there from the local clubs. The participating clubs are not committed to market the Event.

The TV 57.000 spectators for the 8 matches in TV4 Sport, which has a limited visibility. The financial result was -40.000, which is – 5000 bigger than the budgeted. The number of spectators was 7450, which was a lower than budgeted.

The CCSG concluded that the SIBF has in principle reached the objectives for the financial result and TV visibility, but not for the number of spectators.

4) *Status report CC201 Seinäjoki7*

Mr. Lampinen made a short update about the preparations for the CC2017 Seinäjoki, Finland. A mutual agreement has been made with the local club SPV, concerning the arrangements. The LOC organisation will be approved by the SSBL CB in December. Mr. Janne Bruun is the main coordinator of the event.

The orgaanise get a fixed fee for their involvement and can sell sponsorship locally.

The budgeted result now shows -44.000, but there are 50.000 reservations from the previous years, so the final result is – 84.000 Euro.

The SSBL limited company will have the national sales for the CC.

5) *Sales and branding of Champions Cup*

Mr. Rantakari gave a short information about the sales situation, even if no sales has happened. Discussions have started with the new CEO of the Finnish League about the sales opportunities.

IFF has discussed with the Floorball training company MyFloorball, which has shown interest towards the CC.

6) **Manufacturers current interests**

Mr. Liljelund reported on the idea of the skill competition and it was agreed that IFF and the SSBL will discuss the issues forward

7) **The Continuation of the Champions Cup after 2017**

The four nations have analyzed the proposal for the Champions Cup future.

SUHV: In order to have black figures we need to reduce the size of the venues and the level of the organization, with the fewer teams. Final 4 it is the best format, with men and women close to Christmas or in beginning of the new year.

SSBL: Approves the Final 4 for now for two years in January, but it doesn't solve anything in the long run. The Finnish top teams are in favour of moving to single matches, with games in each country and cyclic visibility. SSBL wants to start the discussions as soon as possible for the home and away system.

SIBF: Agrees to the system for a time of four years, moving the Final4-tournament to early January. All stakeholders shall be treated equally and SIBF is interested to organize the event in the first season. The City support is more important to the engagement of the local club. The financial factors are most important. The Swedish clubs are interested to develop the playing system. The SIBF wants a solution for a four years period, which treats the countries equally financially..

CFbU: The level of Floorball are not reaching as high as we might think, so they are looking for a financial positive system. Positive to a Final 4, if all teams are guaranteed two matches. The CFbU are ready to host the event in the season 2020 in January. The City wants the event for their own club. The clubs are open for ideas of home and away matches

In the case we would ever move into the home and away matches, we need to present the full set-up to the clubs, so they know everything. The responsibility will be moved from the national associations to the clubs.

There is a joint agreement that the Champions Cup should be played for a certain time as a Final4 in January.

The organization could be made in the following way SIBF are ready to organize the Event in 2019, CFbU 2020, SUHV 2021 and SSBL 2022. Starting the process for home and away games immediately in 2017 and the possibility to switch to a home-away base with the approval of the clubs within the term, but at least 18 months in advance. The countries need to make a balance for the team costs (board and accommodation), if not all countries will organize the Event.

The CCSG will have to discuss the proposal of the Champions Cup agreement for 2019-2022, the Champions Cup Regulations 2019 – 2022 and starting the planning documents for the Home-Away base in the first meeting in 2017 in March

8) **Any other issues**

Nothing to discuss.

9) **Next CCSG meeting**

The next meeting will be held on the 23rd of March and the Office will schedule the city for the meeting

10) **Conclusion and Closing (FS)**

Mr. Suman thanked the CCSG members for a good meeting

Upcoming meetings and issues (cont.)

- Check the place for the next meeting
 - CCSG members to confirm the approval of the decision of the CC system for 2019-2022
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Issues that need to be discussed or decided upon or taken action upon

New ideas, etc...

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