

CC2016 Communication plan June-September



Main International activities June-September

Appendix 13b

- June
 - 15th June: Readymade material, advertising about Borås to the teams and NAs (LOC, IFF)
 - 22nd June 100 days left to CC2016 (LOC & IFF)
 - Re-posting by NAs & Participating Clubs
- July
 - Activation of the clubs: Clubs/teams to take pictures and short video clips to be used for promotion on SOME. Clubs & NA's to re-post.
- August
 - Posters, advertising material to participating teams and others for promotion
 - Readymade materials: banners etc. to the teams for re-posting
 - Fan competition win tickets to CC
 - Promotion of the Fan Packages to NAs and Clubs
- September
 - Promotion via NAs League Matches, Cup's (e.g. Swiss Super Cup) International weekend (Swe & Fin)
 - Clubs: SOME material for reposting
 - Weekly CC News on the NA channels
 - During CC: ASICS guess the results Mobile App competition

Active publication on CC webpage & FB + IFF Channels



CC2016 Clubs



Women

Men

	TEAMS WOMEN						
	Team / Contact	Street address / Phone	Post code	City	Country		
1.	IKSU	Sportgränd 7	90736	Umeå	Sweden		
	Johan Sjöström	+46 704 145 999					
2.	Piranha Chur	Postfach 498	7001	Chur	Switzerland		
	Lorena Girelli	+41 797 191 561					
3.	Classic	Jäähallinraitti 3	33560	Tampere	Finland		
	Irina Peltola	+358 400 927 633					
4.	1. SC Vitkovice	Recka 1473/1	70800	Ostrava-Poruba	Czech Republic		
	Jiri Velecky	+420 734 640 457					
5.	Pixbo Wallenstam	Mölnlycke Fabriker 9	43535	Mölynlycke	Sweden		
	Håkan Oliw	+46 768 003 511					
	Jan Inge Forsberg	+46 708 284 347					
6.	Nauka-MP			Severodvinsk	Russia		
	Anatolii Bykov	+7 950 660 3333					

	TEAMS MEN							
	Team / Contact	Street address / Contact Phone	Post code	City	Country			
1.	Classic	Jäähallinkatu 3	33540	Tampere	Finland			
	Matias Maijala							
	Pasi Peltola	+358 505 209 766						
2.	Pixbo Wallenstam	Mölnlycke Fabriker 9	43535	Mölynlycke	Sweden			
	Olle Carlsson	+46 704 453 302						
	Jan Inge Forsberg	+46 708 284 347						
3.	Florbal Chodov	Komarkova 2265/1	14800	Praha 4	Czech Republic			
	Karel Mysak	+420 723 141 637						
	Michal Bauer	+420 602 313 196						
4.	Grasshopper Club Zurich	Bullingerstrasse 80	8004	Zurich	Switzerland			
	Beat Bruderer	+41 763 190 909						
5.	Storvreta IBK	Vattgårdsvägen 1	74334	Storvreta	Sweden			
	Kim Knudsen	+46 761 787 472						
6.	Greåker IBK	Postboks 47	1720	Greåker	Norway			
	Lars Simensen	+47 9186 8574						
	Tommy Kvisvik	+47 9155 5981						

Communication & Marketing plan - Champions Cup 2016

		Owned med	lia CC + IFF		Owned i	media BorāsBor	rås						Owned	media Swe	edish Fede	eration					Owned med	ia Fristad GoI	F	Other	Paid
Date	Acitivity/Message	Webb	Facebook Twitte	r Instagram	Webb	Facebook Tv	witter	Instagram	Blogg	TV-screens	Roadsigns	Newsdesk	LED	Facebook	Webb	Twitter	Mailinglist	Instagram	Newsdes	Other	Facebook	Web Of	her Oth	er not paid	media
2015090	Pressrelease Champions Cup Sweden 2016 Advertising, Champions Cup program 2015		1		×	X	Х													X				c - arena Mlada Bo	leslav
2015100	Advertising, LED-screens CC 2015																							c - arena Mlada Bo	leslav
2015101	3 Create and spread facebookevent 7 Kickstart Official twitter/instagram		X			Х	х	Х																	
	5 300 days left to CC2016		x x	X										×		x									$\overline{}$
2015120	Representation WFC2015		x x																						
	Advertising WFC2015																							x - arena Tamp	ere
2016030	1 Release official web 2 Presenting the venue Boråshallen	×	X X	×		X	Х	v																	\vdash
2016030	SSL Men ends - Winner to Borås		x x	X			х	•																	
2016031	Awarness mail Swedish clubs																x								
2016031	SSL Women ends - Winner to Borås 200 days left to CC2016		X X	х			х																		
	5 Tjeckien-banner-by your ticket here!																								$\overline{}$
2016031	Schweiz-banner-By your ticket here!																								
2016031	Finland- By your ticket here!																								
2016031	5 Finland- By your ticket here! 5 Finland- By your ticket here!				+																		-		
2016031	Sweden- banner- by your ticket here!																								
2016031	Ticketrelease iffcc206	х	x x	х	х	х	х	х				х		x	x	х		х		х					
Jan-apr 16	Advertising LED-screens SSL	 		-	1	-			-			-	х								-			_	├
	1 Tjeckien - LED 1 Sweden - Roll-up	+	 	+	+	+ +								 			 				 	 		_	\vdash
2016041	5 Schweiz-Ad-																						⋢		
2016041	Sweden Ad																								
	5 Sweden-Ad 5 Tjeckien-Media cube	-		-	+	 							-	-			-				-	\vdash		_	\vdash
2016041	5 Tjeckien - Ad for board		1 1	1	1									l -			l -						_		\vdash
2016041	6 Schweiz-Ad for board																								
	5 Tjeckien - Ad- awarness and by your ticket here!		1 1		1																		\bot		\vdash
	4 Awarness 6 Awarness mail Swedish clubs				+					×													-		
2016040	Superfinal Sweden																×								
2016041	Superfinal Finland																								
	7 Superfinal Czech Republic 2 Schweiz Ad																						-		
	Superfinal Switzerland																								
2016043	Tjeckien -Ad for board																								
	Release final board/match schedule 0. SIBF Conference																						-		
20160530-2016060	2 Information to teams about social media postings a	ind material to	o us.		1																				
By end of May	IFF to activate Clubs & NAs																								
201053	1 Contact with teachers in sports lessons, the municipal	pality of Borås	Stad																						
	Citydress - Boråshallen x 2 - Awarness Readymade material, advertising about Borås to	the teams	1																						-
2010001	IFF to activate Clubs & NAs	X (IFF)	X (IFF) X (IF	X (IFF)																					
2016062	100 days left to CC2016	X (IFF)	X (IFF) X (IF	X (IFF)																					
2016072	T				-																				
JUNE-AUG	B Try floorball during Summerthursdays/ticket sales of Awarenes social media	on spot			+									×	×	×		×			×	×			_
JUNE-AUG	Awarness LED Summerthursdays (aprox 15k visitors	s/night)																						x	
july-oct 1	6 Awarness LED Borås Arena																							x	
	6 Awarness t Info at expo Team Sportia				×	Х	х	Х	×	x										v					
AU	Posters to send to participating teams and others													^				^		^					
AUG -SE	Readymade material, advertising about Borås to	the teams	X (IFF) X (IF	X (IFF)																					
	Contact with Finnish people in Sweden Contact with Czech people in Sweden		 	+	+									-			-	—			-			_	\vdash
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1.syy	s Kickoff SSL													x	x	x		х		х					
6.syy	Passning (infoletter from SIBF)				1												×						-		\vdash
	t Finnkampen Umeå t SSL TV-games	-	1	+	+				-				x	×	x	x	 	х		х	-	 	-	_	\vdash
14-29 sep	t SSL Games			1	1															x			\dashv		
SEPT	Awarness, expo Borås Tourist Office																							х	
SEPT	Citydressing		+-+	1	+	-					х		-										_		-
SEPT	Citydressing, banners venue, city Kungsbron Eurosize 22 spots Borås		 	+	+																l		-	X	\vdash
SEPT	ASICS Mobile APP Guess the Result																						ᆂ		
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	To be set by date	<u> </u>	 	+	+	-								-			-				-	+-+	+	_	
	Banners for web, other federations Pictures/videomedia	Clubs to be in	nvolved June-Aug	1	1	 						-									l		_	_	
	Online competitions																								
	Compounds in Sweden - spread to countrymen of p	articipating te	eams		1																		\bot		\vdash
-	Other media/channels: Idrottonline/laget.se?		 	-	1								-				-							_	-
	nurottornine/laget.ser	1	 	1	1						1	-		l			l				f		+		\vdash
	SWE specific																								
	Awarness at other team competitions for instance in	Elfsborg/Borås	s Basket		1									-			-						_		1
-	Contact Malin Henriksson, BT Speedshoting competitions Summerthursday's	1	1	+	+	-			-				-	-			-				-	\vdash			\vdash
1	Competitions summer titul sudy s		11			Y																			

Media/press: http://www.bt.se/sport/champions-leaguefinalen-2016-spelas-l-boras/ http://www.bt.se/sport/malet-fler-an-10000-askadare/