

# PARTNERSHIP

WITH THE FASTEST DEVELOPING TEAM SPORT

# WORLD FLOORBALL



# STORY OF FLOORBALL, FROM ZERO CLOSE TO OLYMPICS IN 30 YEARS



- The International Floorball Federation was founded in 1986.
- Has grown from an alternative student's sport to a recognised top elite indoor team sport
- IFF consists of 60 members, from all five continents
- Is played in around 80 countries worldwide
- IFF is a member of the SportAccord and fully recognised by the International Olympic Committee
- Fully WADA Code compliant and member of ARISF, IWGA and IMGA





# VIDEO



- 1-2 minutes video (special atmosphere, emotions, full house/spectators, recreational, fun side)
- WFC – men 2014 and women 2015 (atmosphere) e.g.
- Men's WFC High-lights and maybe another from WFC 2013 Womens Czech - SUI



<https://youtu.be/eOj-KAbrpRo>



# THE UNDERLYING FLOORBALL TRUTH

## VALUES AND THE BIGGEST SUCCESSES



- Fast and Dynamic team sport played by Youth
- Easy stick game to pick up and fun to play
- Inexpensive to play and easy to spread
- Very strong penetration in 12-30 yrs segment especially in schools and Universities
- Strong participation of girls and women
- One of the few sports which are truly equal between genders
- Can be played almost anywhere – indoor or outdoor



# THE UNDERLYING FLOORBALL TRUTH

## VALUES AND THE BIGGEST SUCCESSES



- Flexible game formats adaptable for different age groups and venues
- Entertaining and Spectator friendly
- Lots of speed, action and goals during a game
- Top International Events
- Played at World Games and South-East Asian Games
- Healthy Sport – Very low injury level
- Front row in implementing Anti-Doping and Good Governance Policies





# FLOORBALL GROWTH IN A NUTSHELL



**300.000** Over 300.000 Competition players in 60 countries

**3.100.000** In addition over 3,1 million active recreational players in over 80 countries

**1.000.000** Over 1 million active fans in the Social Media Channels

- Strong internal information ecosystem consisting of social medias, Floorball internet-TV and a number of interlinked web-sites with
- Over 500.000 unique users per month
- Over 3.000.000 sessions per month



# THE VISION

## OF IFF FOR 2020



- Building our own strong Brand identity
- Increasing the visibility and raising the awareness of the Sport
- An attractive sport for all, in all of its different forms and identities
- With between 75-80 national member associations, and five continental confederations
- WFC playing with participants from five continents, based on the qualifications
- Being on the program of the Regional Multi-Sport Games outside Europe
- Playing in the World Games 2017
- Reaching the Olympic Games, Youth Olympic Games or the Olympic Sport Initiation Programme

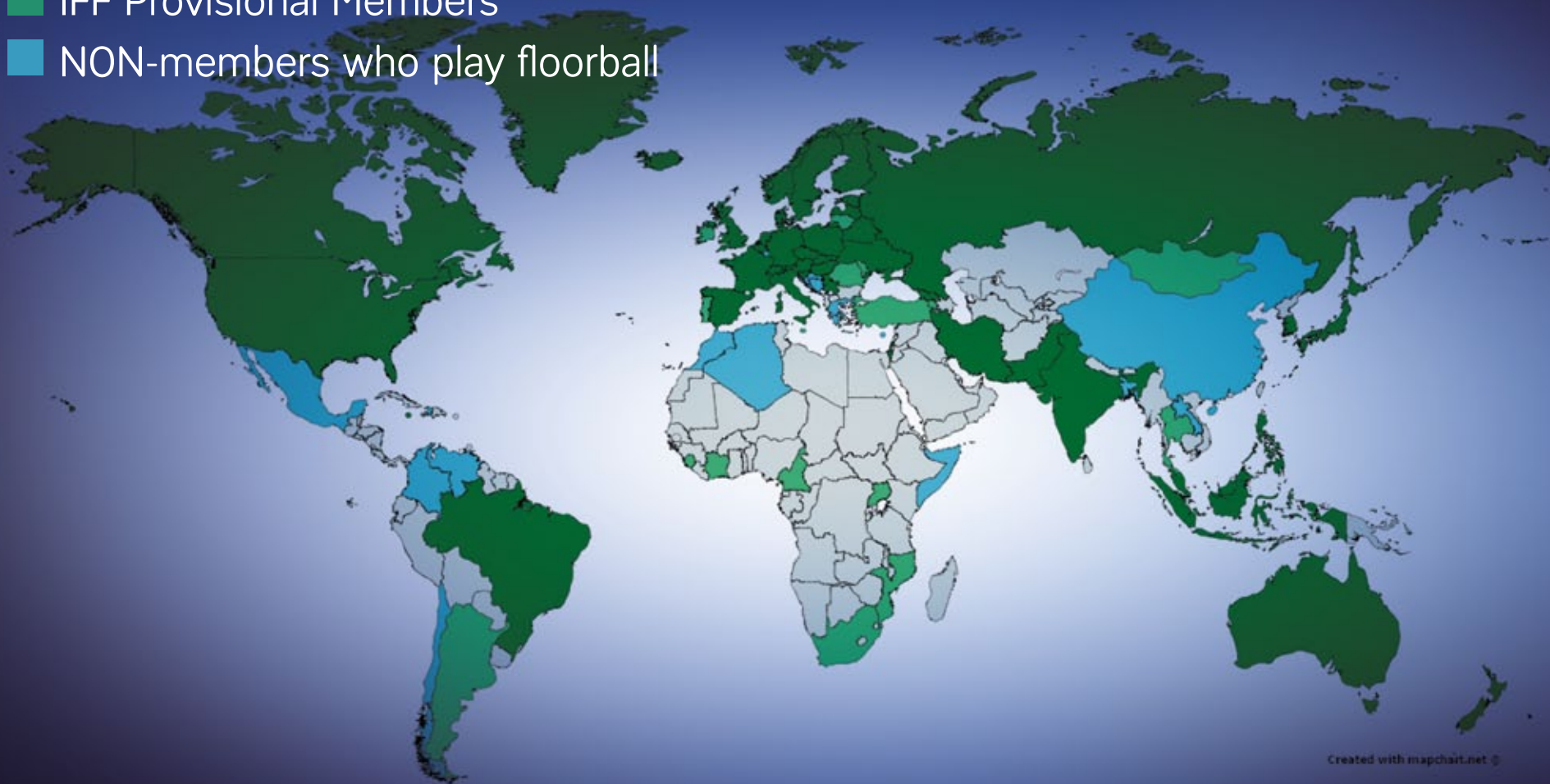


# IFF MEMBER ASSOCIATIONS

## AND COUNTRIES WHERE FLOORBALL IS PLAYED



- IFF Ordinary Members
- IFF Provisional Members
- NON-members who play floorball





# WHY MOVE INTO FLOORBALL



- Agile, Flexible and Adaptable organisation
- Contact to a challenging market segment 15–30 yrs old
- Average age of the Spectators in the Arena is around 25 yrs
- Increasing market in Volume and Value
- No “boundaries” with Partners, Low Entry Level
- Very good penetration in Social Media
- Top 10 European Countries joined with IFF in a Marketing Solution, to Increase visibility of the Sport
- Top Sport in Czech Republic, Finland, Slovakia, Sweden and Switzerland
- Fastest growing Sport in Denmark, Germany, Latvia, Norway and Poland
- Corruption free and Clean Sport



# SOCIAL MEDIA ACTIVATION

CAMPAIGNS WITH FLOORBALL WORK EFFECTIVELY



- Case Unihoc (floorball brand) during WFCs 2014 & 2015 in cooperation with IFF



## FACEBOOK

Was able to double the reach of the Unihoc Facebook page



## INSTAGRAM

Total 8 clips á 15 sec. average 20 000 views. Total views 160,000 + also in Youtube with 750,000 viewers.



## YOUTUBE

three short clips with over 750 000 viewers.

- Especially effective in Brand & general (global) Awareness building
- Supports & creates Sales increase in both e-Commerce & actual stores (retail chains)
- And during Events: present at the Venue/Arenas: promotional booth/sales point, visibility in general, as well as the visibility and Broadcasting via IFF channels

# IFF, WFC, TOP 10 COUNTRIES

## SOCIAL MEDIA PENETRATION



- National Associations Social Media statistics (as of Feb 2016)

	IFF	WFC	Top 10	Total
Facebook	33,795	10,384	211,580	255,759
Twitter	10,812	1,565	26,231	38,608
YouTube	27,147	-	13,688	40,815
Instagram	32,138	5,655	63,462	101,255
<b>TOTAL</b>				<b>436,437</b>

- Numbers are continuously growing



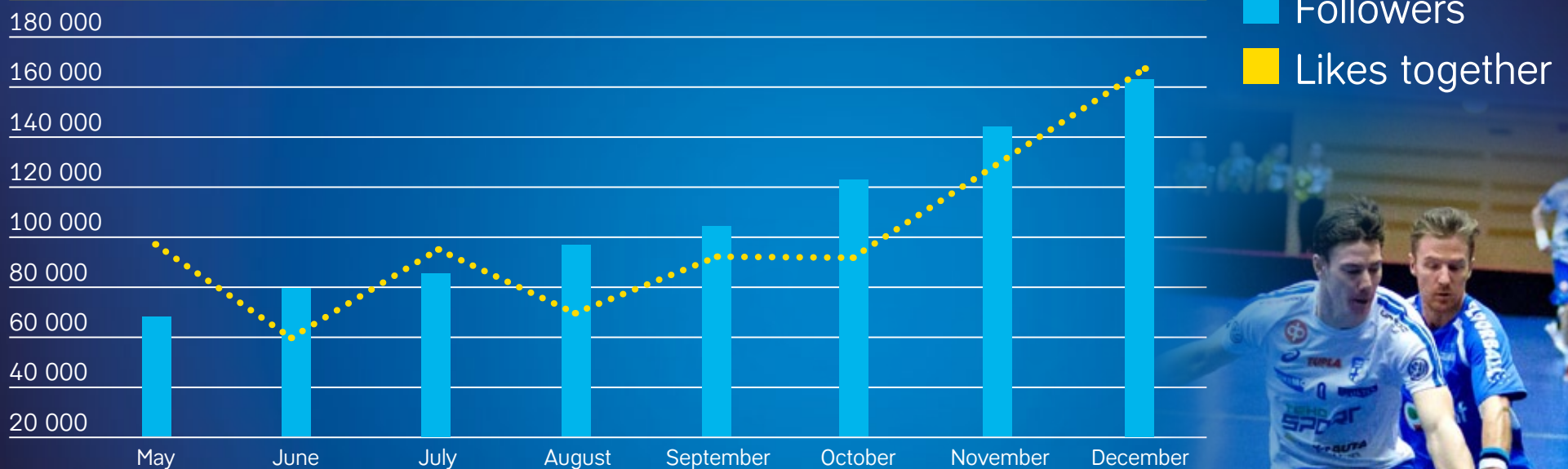


# FAST INCREASE

## OF FOLLOWERS & LIKES ON INSTAGRAM



### IFF Instagram 2015



- Stats by Iconosquare and Socialblade
- Followers by Socialblade
- Daily: +85
- Monthly: +2 550
- Yearly Projection: +30 600



# WHAT IS FLOORBALL

## OFFERING



- The IFF and the Top 10 Floorball Countries have together agreed to start a marketing Initiative called Combined Sales, in order to be able to offer a high level of Consumer Contact Hits for Floorball to the Market
- The Initiative consists of the following Partnerships in International Floorball Events
  - A **Title Partner** and **two Main Partners** in the IFF Events
  - These would then have the following Event status at the National Associations Level:
  - IFF Partner at the Euro Floorball Tour and Friendly Internationals of Core Countries
  - IFF Partner at the National Finals and Cup Finals of Core Countries
- Participating Countries:
  - CZE, DEN, FIN, GER, LAT, NOR, POL, SWE, SVK and SUI

# IFF

## COMBINED SALES EVENTS



# YEARLY CALENDAR

<b>JAN</b>	National Cup Finals (Jan-March)
<b>FEB</b>	World Championship Qualifications, International Weekend
<b>MARCH</b>	
<b>APRIL</b>	National League Finals, Euro Floorball Tour, International Weekend
<b>MAY</b>	U19 World Championships
<b>JUNE</b>	
<b>JULY</b>	FISU World University Championship 2016 in Portugal, The World Games 2017 in Poland
<b>AUG</b>	2017 Southeast Asian Games in Malaysia
<b>SEPT</b>	International Weekend, Start of National Leagues
<b>OCT</b>	Champions Cup, EuroFloorball Cup (Euro Floorball Challenge)
<b>NOV</b>	Euro Floorball Tour, International Weekend
<b>DEC</b>	World Floorball Championships



# FLOORBALL

EASY ACCESS TO AN CHALLENGING TARGET GROUP



## UNIQUE FLOORBALL ENVIRONMENT

- A High Participation Sport
- Managed by the Players
- Short & Flexible Decision line
- Own Lifestyle
- Brand Loyal Consumers
- Strong Floorball Equipment Brands
- Open for new Ideas





# FLOORBALL

EASY ACCESS TO AN CHALLENGING TARGET GROUP



## YOUNG TARGET GROUP

- Most Player are between 15-30 yrs
- Modern Urban Youth (19-30 yrs)
- Gathering First Experiences
- Forming their Consumer Preferences
- Relying on Friends Habits
- It is a Target Group which is Hard to Reach
- Consumption Oriented



# FLOORBALL

EASY ACCESS TO AN CHALLENGING TARGET GROUP



## CHALLENGING NEW BEHAVIOUR

- Adapts to New Influences Fast
- High Sensitivity for Change
- Are Creating Information, not Only using it
- High Social Media Penetration
- Not Relying on Traditional Media Channels
- Wants to Play & Participate





## CASE STUDY

# MEN'S WFC 2014



- **WFC for men every even year**, 2016 in Riga / Latvia, 2018 in Prague / Czech Rep., 2020 in Helsinki / Finland
- The WFC is played with 16 teams in four groups of four teams, based on regional qualifications
- WFC 2014 had in total **7,9 million TV spectators, in 23 televised matches**
- Additionally there was **over 1.3 million Internet-TV** spectators globally on the IFF YouTube Channels
- The WFC related Social Media Channels reached **over 2 million users**
- Since 2008, the Championships has been broadcast by the respective national broadcasting company



## CASE STUDY

# MEN'S WFC 2014



- Based on the **Sportscal Global Sports Impact Report 2015** which focuses on the overall impact of 77 Major Multi-Sport Games and World Championships held in 2014, the IFF Men's WFC 2014 was based on the Sportcal ranking number 23 out of the 77 studied Events
- **The Event had the following GSI Event rating:**
  - Economic 65%, Sporting 12 %, Media 13% and Social 11%
- **This was achieved with the following factors:**
  - Spectators: **104.445**
  - Competitors: **320**
  - Continental Reach: **4 Continents, 16 Nations**
  - Accredited Media: **262**
  - TV visibility **49 nations**
  - TV Broadcasters: **9**



## CASE STUDY

# MEN'S WFC 2014



- WFC 2014 got a lot of media attention globally. The championships were reported in all the countries that took part in the games and especially in host country, Sweden
- Top countries by the number of published articles after Sweden (over 1600) were Finland (approx. 850), Switzerland (300), Russia (280), Czech Republic (275), Slovakia (250), Japan (150), Latvia (120), Korea (110), and Estonia (100)
- In Asia and US the mentions were mainly bulletins or links to other news sites, that did not include any own editorial content
- Media coverage of the championships improved remarkably from previous years
- There were approx. 4300 articles that reached 133,7 million people worldwide





## CASE STUDY

# MEN'S WFC 2014



- Most important medias were Russian БезФормата, Slovakian Aktuality, Swedish Göteborgs-Posten and TV4 as well as Finnish National Broadcaster YLE
- There were over 10 300 social media mentions and 343,3 million impressions
- Most of social media posts were shared through Instagram and Twitter
- In terms of impressions and reached people, Instagram was the most valuable channel  
4600 Insta photos reached the audience of approx. 22,4 million people
- PR value for earned media was approx. 4 million euros (editorial media coverage of 2,8 million euros and social media visibility of 1,2 million euros)



## CASE STUDY

# MEN'S WFC 2014

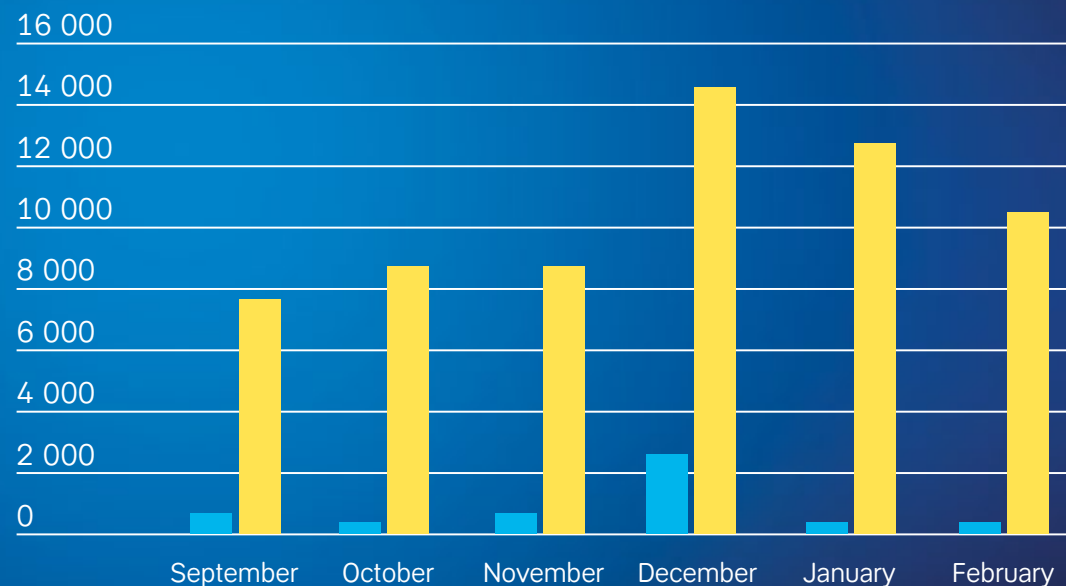


## MEDIA COVERAGE AND PRESS SPIKES

- **4275** published editorial articles
- **133,7** million readers globally
- **2,8** million worth PR value
- Biggest press spikes were during the Championships in December during the games and especially during the finals.
- Search words: #WFC2014 or WFC2014 or "WFC 2014" or "World Floorball Championships" or floorball or unihockey or innebandy or salibandy or „mistrovství světa ve florbale" or florbale or florbale or florbale or saalihoki or „플로어볼" or „フロアボール" or „Флорбол" when attached to the word world championships in each language.
- Social media include blogs, forums, Twitter, YouTube and open Fb profiles.

Source: Mealwater study

### Media



■ Editorial media

■ Social media

# CASE STUDY

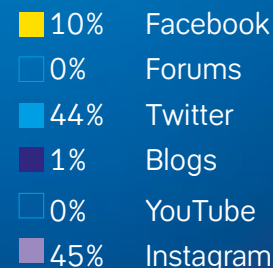
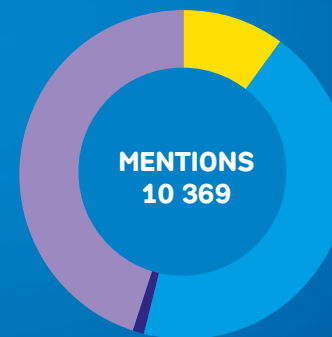
# MEN'S WFC 2014



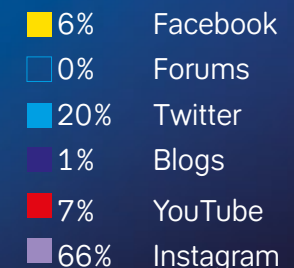
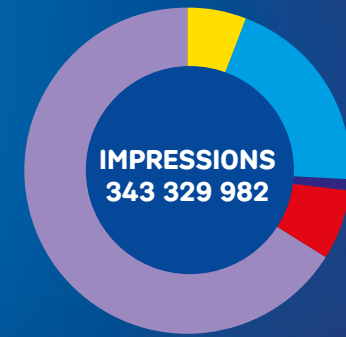
## TOP SOCIAL MEDIA CHANNELS

Social channel	# of hits	# of impressions	€ PR value
Instagram	4 637	22 489 450*	899 197*
Twitter	4 562	6 860 174	171 577
Facebook**	980	2074500	51 863
Blogs	139	393 000	9825
YouTube	35	2 483 420	62 086
Forums	16	32 000	800
<b>Total</b>	<b>10 369</b>	<b>343 329 982</b>	<b>1 195 348</b>

Social media visibility split by # of hits



Social media visibility split by # of impressions



# of impressions: how many saw WFC in social media.

pr value: what was the value of earned social media.

\* Instagram: Impressions and pr value are calculated by using the average opportunity costs of buying views (CPT) and actions (CPA) in social media. Basic channel multiplier is added to differentiate viral social media from digital advertising.

\*\*FB includes public actons.

Source: Mealwater study



# LOVE THE WAY YOU PLAY



## FOR EXAMPLE USE PART OF THE FINNISH

[https://www.youtube.com/watch?v=qGSIhQ\\_UDA4](https://www.youtube.com/watch?v=qGSIhQ_UDA4)

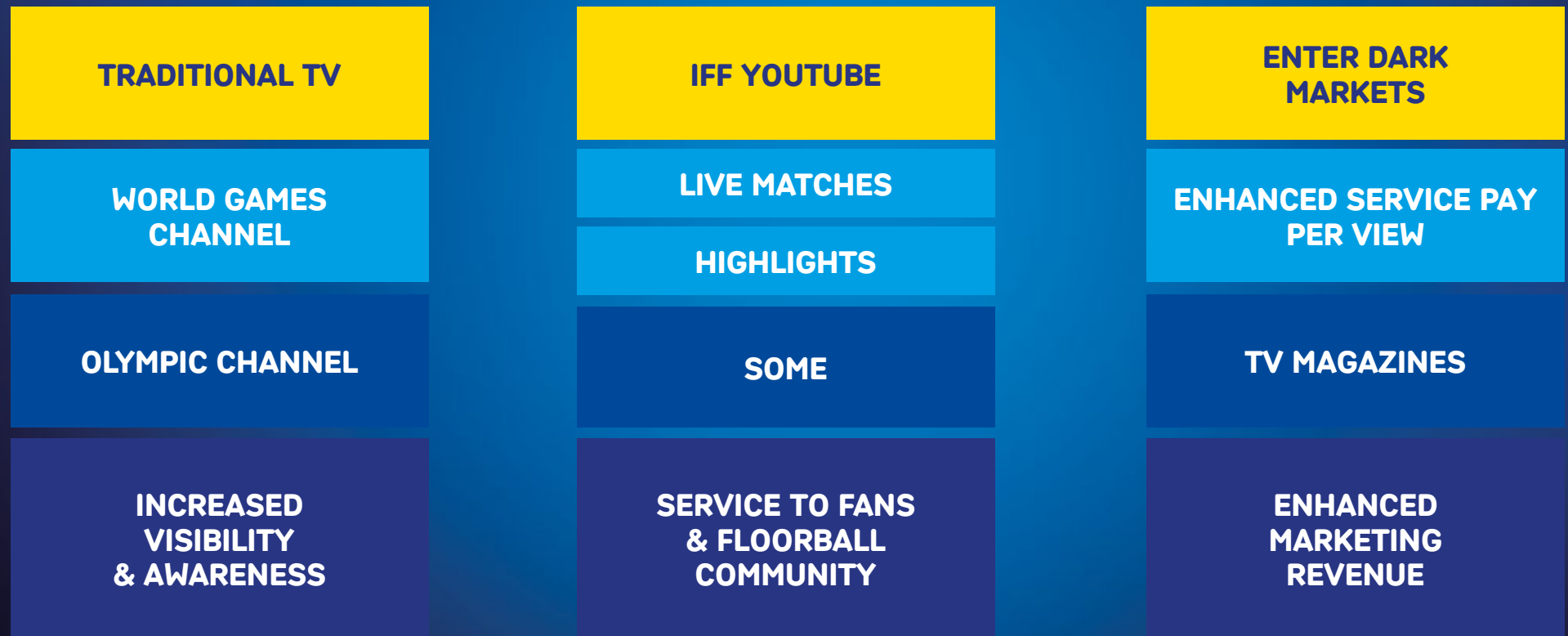


# IFF TV AND INTERNET

TV STRATEGY FUTURE CHANNEL MODEL



## IFF EVENTS



# BE PART OF OUR NEXT STEPS



- **Floorball is now played in the following Multi-Sport Games:**
  - 2017 World Games, Wroclaw, Poland
  - 2017 South East Asian Games, Kuala Lumpur, Malaysia and
  - 2019 European Master Games, tbd
- The main Floorball Nations have moved to play a Super Final for both Men and Women in April
- Negotiations are ongoing on inclusion in Youth Olympic Games and/or Sports Initiation Program for the Youth and Olympic Games
- At the same time the recreational side of the sport is developing even faster with different playing formats 3v3, Urban floorball and school curriculums
- Floorball will finally break through in the International Sports Community and enter even more Multi-Sport Games after the 2017 World Games
- In order to take the next step, we need to increase the credibility of the Sport and here the inclusion of a Major International Partner is crucial
- The cooperation gives the Partner a very good opportunity to enter the market with a still low entry investment and be part of the continued success of Floorball



# PRESENT MAIN PARTNERS



## PRESENT MAIN PARTNERS

**IFF:** Asics, Unihoc, Gerflor, Swerink

**CZE:** KB, Volkswagen, Ceska Pojistovna, Tipsport

**FIN:** Veikkaus, Volkswagen, Subway, Finnish Army, K-Rauta, Viking Line, Intersport

**SWE:** Honda, Svenska Spel, Pantamera, Swedish Army

**SUI:** Die Mobiliar, Adidas, Huguenin

The Asics logo, consisting of the word 'asics' in a white, lowercase, sans-serif font on a dark blue background.



The Gerflor logo, with 'Gerflor' in white, lowercase, sans-serif font and 'theflooringgroup' in a smaller font below it, on a dark blue background.

The Swerink logo, with 'SWERINK' in white, uppercase, sans-serif font and 'SPORT RINKSYSTEM' in a smaller font below it, on a dark blue background.

The KB logo, featuring a white square with a red and black design, above the letters 'KB' in white, uppercase, sans-serif font on a dark blue background.



The logo for Ceska Pojistovna, featuring a yellow maple leaf icon and the text 'ČESKÁ POJIŠŤOVNA' in white, uppercase, sans-serif font on a dark blue background.

The Tipsport logo, featuring a yellow triangle icon and the word 'Tipsport' in white, lowercase, sans-serif font on a blue background.

The Subway logo, with the word 'SUBWAY' in white, uppercase, sans-serif font on a black background.



The Adidas logo, featuring the three stripes and the word 'adidas' in white, lowercase, sans-serif font on a black background.

The Honda logo, featuring the 'H' emblem and the word 'HONDA' in white, uppercase, sans-serif font on a black background.



The Inter Sport logo, featuring a red and blue stylized 'I' and 'S' icon, above the text 'INTER SPORT' in white, uppercase, sans-serif font on a white background.

# IFF MARKETING STRATEGY



**TITLE  
SPONSOR**

**MAIN SPONSORS**  
MAXIMUM OF 2

**MATERIAL PARTNERS**  
MAXIMUM OF 5  
FLOORBALL, FLOORING & APPAREL

**MEDIA PARTNERS**  
MAXIMUM OF 3  
(TV BROADCAST, INTERNET-TV AND MEDIA AGENCY)

# COMBINED SALES VISIBILITY ELEMENTS

## IFF TITLE PARTNER – IFF EVENTS



### Venue

- One (1) Mid-circle floor commercial 3m in diameter
- Two (2) Floor Commercials
- Two (2) rink commercials 2 x 0,5m (TV side)
- Two (2) second line commercials 2,5 x 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

### Promotional materials

- Press screen/Mixed zone backdrop
- Match Programme
- Promotion/Giveaway materials
- IFF website/Organiser website
- Exhibition area in venue (10-20 m<sup>2</sup>)
- All Stars/Best Player/Presenter of the match
- IFF Event Mobile Application
- Social media components

### Activation possibilities

- Competitions to spectators
  - Tickets to Audience
- Competitions in Social Media
  - Facebook and YouTube
- Streaming on Company web page
- Any company channel



# COMBINED SALES VISIBILITY ELEMENTS

## IFF MAIN PARTNER – IFF EVENTS



### Venue

- One (1) Floor Commercial
- One (1) rink commercial 2 x 0,5m (TV side)
- One (1) second line commercial 2,5 x 1m /12 x 15 sec led screen spots (TV Side)
- Video screen spots 2 per game
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- Competitions to spectators
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  - Facebook and YouTube
- Streaming on Company web page
- Any company channel

# COMBINED SALES VISIBILITY ELEMENTS

## IFF PARTNERS – NATIONAL ASSOCIATION EVENTS



### Venue

- One (1) Floor Commercial
- One (1) rink commercial 2 x 0,5m (TV side)
- One (1) second line commercial 2,5 x 1m / 12 x 15 sec led screen spots (TV Side)
- Video screen spots 1 per game
- Referee outfit (in International Events)

### Promotional materials

- Promotional materials
- NA website/Organiser website





# NATIONAL ASSOCIATION SUPERFINALS



The National Associations have during the last years started to run an One Day SuperFinal for both the Men and Women leagues, instead of the more traditional play off final series. The quarterfinals and semifinals are still played in series.

## The main objectives of the SuperFinals are:

- To attract more spectators,
- To reach more media visibility
- To activate the whole local Floorball Community to one Event
- To increase the commercial value of the League Finals



## The SuperFinals 2016 visibility:

- Over 107.000 spectators saw the SuperFinals in the eight venues
- Over 650.000 average TV spectators and a TV reach of 1,4 million





# WHY TO BE A PARTNER IN FLOORBALL



## The main reasons for becoming a Partner in Floorball are:

- **Healthy Sport**
  - Front row in implementing Good Governance Policies
  - Active in fight against Doping and Irregular Betting
  - Very low injury level
- **World Class Events and Accessing new International Events, World Games 2017, South-East Asian Games**
- **Direct accessibility to the 15-30 year segment**
  - High penetration of youth making their first choices in life
  - Extremely active in SocialMedia, driving own channels
  - Fastest growing sport in a number of countries
- **Flexible Sport open for New Ideas**
- **Gain access to the whole Floorball Community, with high ROI**



# POSSIBLE FIELDS FOR THE COMBINED SALES



- Soft Drinks(FIN)
- Beverages
- Interior design
- Power Co (FIN & SUI)
- Personal Hygiene
- Construction Companies
- Banking
- Fast Food
- Confectionary
- Medical Companies
- Casual Wear
- Technical Appliances
- Travel/Airlines
- Logistics
- Elevators





# JOIN US FOR THE NEXT PHASE OF THE FLOORBALL SUCCESS STORY



- Floorball will finally break through in the International Sports Community and enter even more Multi-Sport Games, after the 2017 World Games
- In order to take the next step, we need to increase the credibility of the Sport and here the inclusion of a Major International Partner is crucial
- The cooperation gives the Partner a very good opportunity to enter the market with a still low entry investment and be part of the continued success of Floorball





# INTERNATIONAL FLOORBALL FEDERATION STORY

## OF THE FASTEST DEVELOPING TEAM SPORT IN THE LAST 30 YEARS

