



GSI Event Study Agreement

Global Sports Impact Project

IFF – Sportcal

2016 - 2020

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Date

8 June 2016

Parties

Sportcal Global Communications Limited (Sportcal)

Allington House, 25 High Street, Wimbledon Village, London, SW19 5DX, UK

International Floorball Federation (IFF)

IFF Alakiventie 2, 00920 Helsinki, Finland

GSI Event Study	An event study undertaken by Sportcal using a standard set of indicators across a range of sectors. The studies come in three formats – Standard, Advanced and Bespoke.
GSI Events Template	A template created by Sportcal that is used to standardise the data capture of event data.
GSI Methodology	A methodology created by Sportcal that is used to identify the most important impacts across a range of sectors; identifying the best indicators for those impacts and standardising the capture of the event data.
GSI Study Rates	The standard rates charged by the GSI team for GSI Event Studies. See Appendix B – GSI Rates
GSI Team Day Rates	The daily rates that will be used to calculate the cost of any additional work; which cost will be agreed with IFF in advance of undertaking the additional work. See Appendix B – GSI Rates
GSI Shared Data	The data that is gathered during the GSI Events Study which Sportcal will be able to publish in the annual Global Sports Impact Report and on the Sportcal website and its other platforms.

Background

The IFF wishes to enter into a Partnership Agreement with Sportcal for a term of five years, 2016 – 2020, with the following objectives:

- a. To develop and publish an 'Advanced' GSI Events Study on the IFF Men's World Championships in 2018 and 2020.
- b. To provide a 'Standard' GSI Event Studies on the IFF Men's World Championships in 2016 and on the Women's World Championships in 2017 and 2019.
- c. To present the findings of the GSI Event Studies to the IFF at an annual meeting/workshop between the IFF and Sportcal to review the GSI Event Study and plan the strategy for future studies.
- d. Twice yearly review meetings between IFF and Sportcal to monitor the progress of the agreement and to ensure that everything is progressing well with the studies

GSI Event Studies

1. Sportcal will provide an 'Advanced' level GSI Events Study on IFF Men's World Championships in 2018 and 2020.
2. Sportcal will provide a 'Standard' GSI Event Studies on the IFF Men's World Championships in 2016 and on the Women's World Championships in 2017 and 2019
3. Subject to the availability of data, the studies will be based on the indicators summarised in Appendix A.
4. The IFF [and its partners] will provide data and information on the world championships in accordance with the scope of the GSI Events Study and will provide and share data on previous world championships, where it is available.
5. Unless specifically agreed otherwise by the IFF, all data collected by Sportcal in the context of this agreement, whether or not obtained from the IFF, shall be deemed as confidential data to be exclusively used by Sportcal for the purposes of the GSI Event study. The IFF as part of the content of the study shall thereafter own the collected data. Unless its use as GSI Shared Data is expressly cleared by IFF (such clearance not to be unreasonably withheld), for example for a Case Study or use of general data like number of athletes and nations competing, or other data already readily available in the public realm, Sportcal shall keep it strictly confidential and refrain from using and/or publishing it in any other context and for any other purpose.
6. Sportcal will develop the studies in co-operation with the IFF [and its partners].
7. Sportcal will aggregate data provided by the IFF [and its partners] and produce the GSI Events Studies.
8. Sportcal will send two observers to the events which are the subject of the 'Advanced' GSI Event Studies. The IFF will facilitate all necessary accreditations and access. The costs of these observers will be covered by the contract with the exception of travel and accommodation costs, which will be agreed prior to the event.
9. Sportcal can undertake observer duties at events that are the subject of 'Standard' GSI Event Studies at the IFF's request that will be charged at GSI Team Day Rates plus travel and accommodation.
10. Sportcal will develop the narrative and stories from the event through a series of interviews and analysis of the data.
11. Sportcal will analyse the data using the GSI Methodology to assess the event and describe how it has performed across a range of indicators and to benchmark the event against other events.
12. The completion date of the study will be no later than three calendar months after the end of each event, subject to the supply of data from the IFF and its partners within reasonable time.

GSI Event Studies

- 13. Sportcal will provide 10 printed copies of the study as well as a high-resolution digital copy of the completed GSI Events Study to the IFF.
- 14. Sportcal can undertake additional studies on other IFF events at the IFF's request, which will be charged at the GSI Study Rates.

Workshop and Reviews

Terms and Conditions

1. Sportcal will organise a post-event workshop with the IFF following each 'Advanced' study to review the studies and to plan the strategy for future studies.	Agreement Fee	Euro 85,000
2. Sportcal will organise two review meetings per year with the IFF to monitor the progress of the agreement and to ensure everything is progressing well with the annual studies	Term	Five Years (2016-2020)
3. Additional workshops could be organised to discuss possible improvements that could be implemented for the next edition of the world championships and/or other IFF events in the future. These would be quoted for before organising.	VAT	No VAT will be applicable
	Instalments	The fee will be payable in instalments: June 2016 - Euro 5,000 December 2016 - Euro 10,000 June 2017 - Euro 5,000 December 2017 - Euro 10,000 June 2018 - Euro 5,000 December 2018 - Euro 15,000 June 2019 - Euro 5,000 December 2019 - Euro 10,000 June 2020 - Euro 5,000 December 2020 - Euro 15,000
Payments Terms	All payments to be made 30 days on receipt of invoice	
Travel Expenses	All travel expenses will be reimbursed by IFF to include flights, ground transportation, hotels and other living expenses.	

Our team

Mike Laflin Founder & CEO Mike is one of the leading authorities on sports market intelligence and has been involved in sport for over 25 years. He founded the leading sports market intelligence service, Sportcal, in 1991. Mike has been involved in almost every Olympic Games since the Barcelona Olympics in 1992 where he worked as a technology consultant to IAAF (Athletics), ITF (Tennis) and ISAF (Sailing). He has extensive major events experience having worked in a wide variety of world championships including archery, athletics, badminton, sailing, swimming and tennis. He is currently working closely with Jon and a number of industry experts and sports academics to develop the Global Sports Impact (GSI) Project, a unique resource for the global sports industry. Mike is leading the Sportcal teams, working with several International Federations to complete GSI Event Studies and project director for our bid matching and consultancy services work with Event Ireland. Mike will be the project director, responsible for overseeing all work on this assignment and ensuring that it is completed on time and to the high standards that you and we expect.	Jon Coxeter-Smith Lead Consultant Jon is a senior member of his profession, with more than 35 years in industry including 18 years as a Partner/ Company Director, and a renowned global expert in the bidding, planning and delivery of the world's leading sporting events. A specialist with over 30 years of experience in the sports sector, his particular focus is major sports events and complex international projects. Since November 2011 Jon has been Lead Consultant for the GSI Project, a complex, long term project to develop a standard methodology for measuring the impact of major sporting events. Jon's responsibilities include planning and managing the implementation of the further development of GSI and leading the Consultancy work streams in project assignments. Current assignments include working with Event Ireland to refine future bidding strategy, developing a portfolio focussed on the potential impacts of events and the best alignment with desired outcomes.	Daphne Chan Head of Research Daphne Chan is an expert in the business of sport. Head of research at Sportcal, the global sports market intelligence experts; she is a sports research specialist who truly understands the sector. Daphne's roles in the project are to ensure that all relevant elements of the Sportcal knowledge inventory are available for the project team, and to guide our project review and quality assurance activities.
		Tim Smith Senior Analyst Tim's research work at Sportcal involves understanding trends and developments in the global sports market, media rights, sponsorship, events and sports governance. Tim leads the Sportcal Bidding and Events team and is responsible for the delivery of GSI Event Studies and Bid Matching services. Tim's role in the project team will be supporting Jon and Mike through the project.

Contract

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This agreement between IFF and Sportcal includes the terms set out herein and in the supporting document.

Any dispute or claim arising out of or in connection with this contract or its subject matter or formation shall be governed and construed in accordance with the laws of England and Wales.

No variation change or modification of the Agreement shall be valid unless confirmed in writing in a document signed by authorised representatives of both parties on or after the date of the Agreement that expressly states that it amends the Agreement

Signed for and on behalf of IFF by:

.....

Name

.....

Title

.....

Signature

Date

Signed for and on behalf of Sportcal by:

.....

Name

.....

Title

.....

Signature

Date

Appendix A

GSI Indicators – Standard / Advanced Study

SECTION	STANDARD	ADVANCED
EVENT		
Event summary		
Top-line data and executive summary of the findings of the event study	X	X
Past events analysis: event		
Data summary of most recent past editions of the event	X	X
Past host analysis and continental hosting distribution	X	X
HOST		
Host summary		
Core city and nation data, and location overview	X	X
Past events analysis: host		
Global Sports Cities/Nations rank and selected major events list	X	X
Selected events data summary	X	X
ECONOMIC		
Venue(s)		
Venue(s) overview	X	X
Venue(s) capacity analysis	X	X
Advanced venue(s) analysis by spectator type, provisions		X
Attendance		
Attendance overview	X	X
Unique attendance overview	X	X
Attendance analysis by spectator type		X
Unique attendance advanced analysis		X
Ticketing		
Ticketing overview	X	X
Ticketing breakdown by session and origin	X	X
Ticketing by spectator type analysis		X
Ticketing price and revenues analysis		X
Non-ticketed spectators overview	X	X

Appendix A

SECTION		STANDARD	ADVANCED
Visitors			
Number of visitors overview		X	X
Visitors analysis by origin and duration of stay			X
Bed nights			
Standard bed nights analysis		X	
Advanced bed nights analysis			X
Average length of stay and total bed nights by visitor type		X	X
Economic impact			
Average spend by visitor type analysis			X
Economic impact of overseas visitors			X
Job creation and workforce analysis			X
Fan zone			
Fan zone attendance analysis			X
Fan zone impact analysis			X
FINANCIAL			
Budget			
Capital, infrastructure and operational budget analysis			X
Revenues			
Revenues analysis and comparison			X
Costs			
Costs analysis and comparison			X
Bidding			
Cost of bidding analysis		X	X
Event cost projections, in comparison with final cost			X
TECHNOLOGY			
Technology			
Venue technology innovations			X
Other technology innovations			X

Appendix A

SECTION		STANDARD	ADVANCED
MEDIA			
Broadcasters			
Domestic broadcast overview		X	X
International broadcast overview		X	X
Domestic and international broadcast analysis by rights type and access			X
Broadcast nations			
Broadcast reach overview		X	X
Broadcast reach by rights type and access			X
TV production			
Scale of broadcast production		X	X
Quantum of broadcast		X	X
TV audience			
TV audience analysis		X	X
Domestic and international TV audience ratings			X
YouTube			
YouTube videos and views analysis		X	X
YouTube demographics analysis			X
Online			
Website visitor and usage data (1 website)		X	
Website visitor and usage data (key websites)			X
Webpage ranking analysis			X
Accredited media			
Accredited media analysis		X	X
Accredited media by origin analysis			X
Media coverage (articles)			
Written media coverage analysis			X
Analysis by publication type			X
SOCIAL MEDIA			
Twitter			
Activity analysis (1 account)		X	
Activity analysis (key accounts)			X

Appendix A

SECTION		STANDARD	ADVANCED
Facebook			
Activity analysis (1 account)		X	
Activity analysis (key accounts)			X
Instagram			
Activity analysis (1 account)		X	
Activity analysis (key accounts)			X
Trends			
Combined social media overview			X
Twitter hashtag activity			X
Google search trends analysis			X
SPONSORS			
Sponsors			
Sponsorship overview		X	X
Sponsors by type		X	X
Sponsor impact			
Activation analysis			X
Sponsor media impact analysis			X
SPORTING			
Participants			
Elite athlete analysis		X	X
Continental distribution analysis		X	X
Gender equality analysis		X	X
Quality of field analysis			X
Average delegation size			X
Competing nations			
Total competing nations		X	X
Nations by continent		X	X
Percentage of affiliated nations participating in event			X
Officials			
Officials overview		X	X
Breakdown of officials by type			X
Team official analysis by nation			X

Appendix A

SECTION		STANDARD	ADVANCED
Performance			
Medal distribution analysis		X	X
Domestic performance analysis		X	X
Anti-doping			
Anti-doping tests overview			X
Side events			
Participation analysis			X
Participants by origin analysis			X
SOCIAL			
Volunteers			
Volunteers overview		X	X
Volunteer origin and demographic analysis			X
Analysis of volunteer roles and responsibilities			X
Social participation			
Participants analysis		X	X
Participants by origin analysis		X	X
Social programmes			
Participants analysis			X
Participants by origin analysis			X
Educational programmes			
Participants analysis			X
Participants by origin analysis			X
Cultural programmes			
Participants analysis			X
Participants by origin analysis			X
LEGACY			
Facilities			
Facility legacy analysis			X
Equipment			
Equipment legacy analysis			X
Event / knowledge			
Event hosting and acquired knowledge legacy analysis			X

Appendix A

SECTION		STANDARD	ADVANCED
<i>Participation</i>			
<i>Participation legacy analysis</i>			X
ENVIRONMENTAL			
<i>Environmental</i>			
<i>Environmental considerations overview</i>			X
COMPRATIVE DATA ANALYSIS			
<i>Event type</i>			
<i>Comparison of key data across similar event types</i>		X	X
Host			
<i>Comparison of key data across other events held in host city/nation</i>			X

Bespoke options

- Additional indicator groups (upon request)
- Enhanced analysis of any sector
- Online surveys
- Congress / AGMs / VIPs / meetings analysis
- Bid book / application analysis

Appendix B

GSI Rates

GSI Event Study Rates

GSI Event Studies	Cost (£)
Standard	£12,500
Advanced	£25,000
Bespoke	TBA

GSI Team Day Rates

Name	Grade	Day Rate (£)
Mike Laflin	Project Director	1,500
Jon Coxeter-Smith	Lead Consultant	1,200
Daphne Chan	Head of Research	750
Tim Smith	Senior Analyst	500

GSI Team Day Rates subject to annual review on 1st January.

Appendix C

Agreement Timetable

ITEM	2016	2017	2018	2019	2020
Advanced					
GSI Event Study					
• Fieldwork and data gathering	○		○		
• Draft Report		○		○	
• Final Report		○		○	
Post Event Workshop		○		○	
Standard					
GSI Event Studies					
• Fieldwork (optional) and data gathering		○		○	
• Draft report			○		○
• Final Report			○		○
Bi- annual Meetings	○	○	○	○	

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