

PARTNERSHIP

WITH 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 students sport to a recognised top elite indoor team sports.
- IFF consist of 59 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



www.youtube.com/watch?v=VC3Z-D_9t4U

www.youtube.com/watch?v=8aL9Cyh1trs



THE UNDERLYING FLOORBALL TRUTH

VALUES AND THE BIGGEST SUCCESSES



- Fast and Dynamic stick game played by Youth
- Easy to pick up and fun to play
- Inexpensive to play and easy to spread
- Very strong penetration in 12-30yrs segment and in schools and Universities
- Strong participation also of girls and women
- One of the few sports which are truly equal between the two 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
- Lot of speed, action and goals during a game
- Top International Events
- Played at World Games, South-East Asian Games and Master Games
- Healthy Sport – Very limited 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 59 countries

2.400.000 In addition over 2,4 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 played with participants from five continents, based on the qualifications
- Being on the program of the Regional Multi-Sport Games outside Europe
- Played on the World Games 2017 and
- Reach the Olympic Games, Youth Olympic Games or the Olympic Sport Initiation Programme

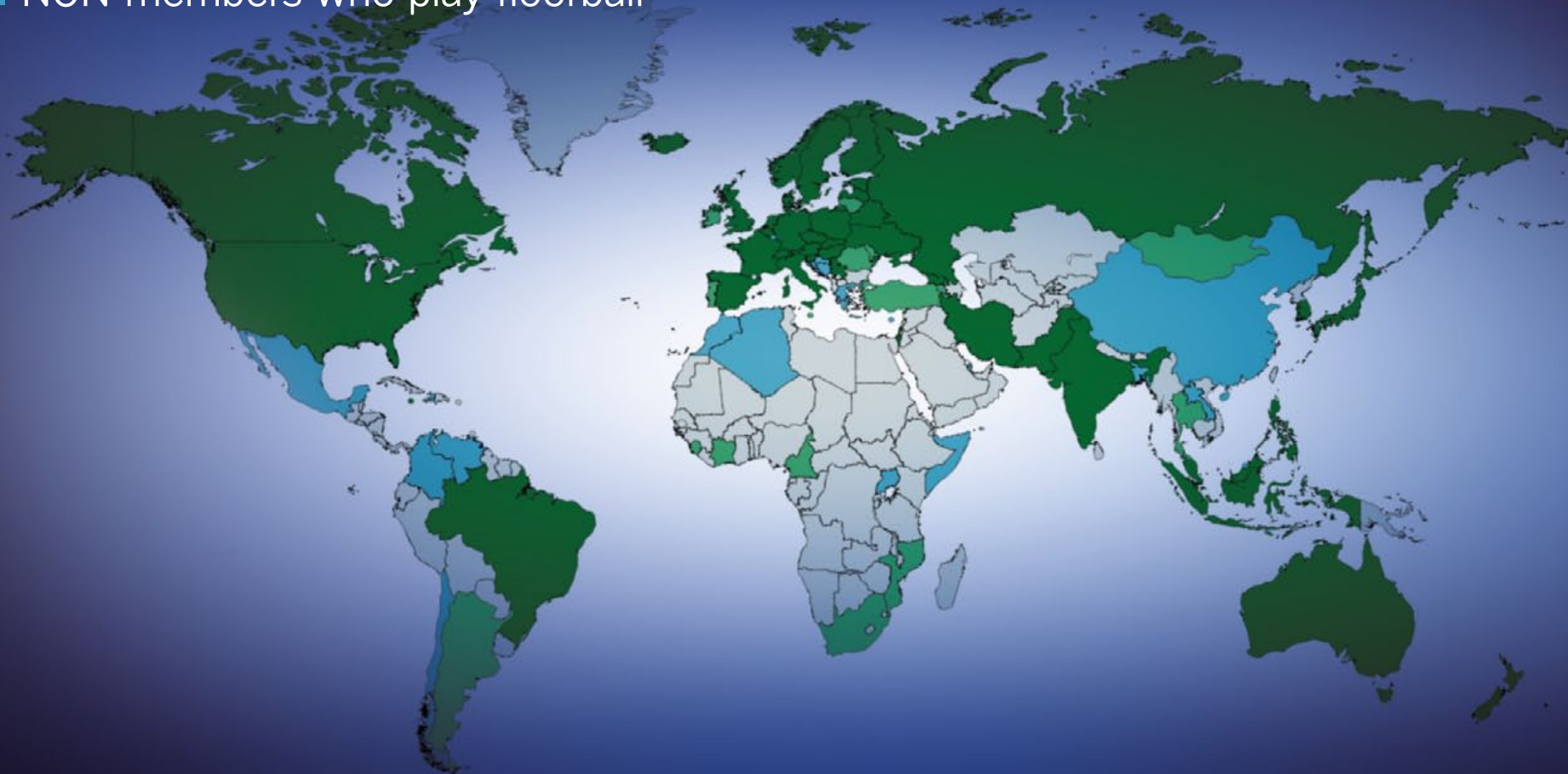


IFF MEMBER ASSOCIATIONS

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 year old
- Average age of the Spectators in the Arena is around 25 years
- 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
- Clean Sport



SOCIAL MEDIA ACTIVATION

CAMPAIGNS WITH FLOORBALL WORKS EFFECTIVELY



- Case Unihoc 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 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 Likes (beginning of Feb 2016)

	IFF	WFC	Top 10	Total
Facebook	33,432	10,196	206,345	249,973
Twitter	10,104	1,565	25,885	37,645
Youtube	26,114	-	13,688	39,782
Instagram	26,499	5,399	58,608	90,506
TOTAL				417,906

- Numbers are continuously growing

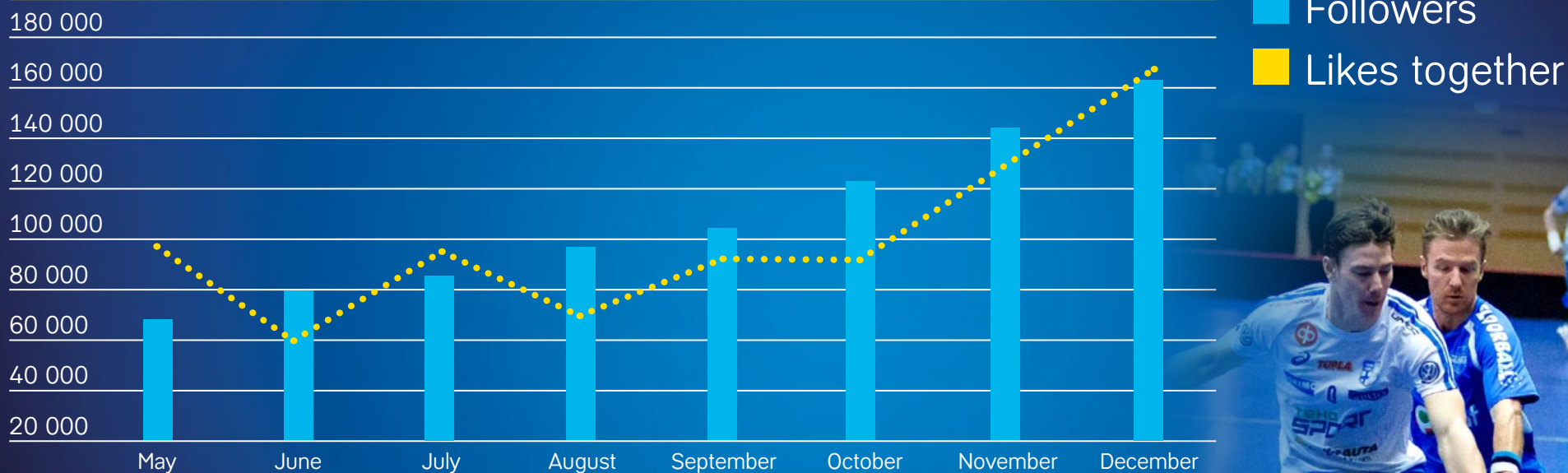


FAST INCREASE

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 Contacts Hits for Floorball to the Market
- The Initiative consists of the following Partnerships in the 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

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

FLOORBALL

AN 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

AN EASY ACCESS TO AN CHALLENGING TARGET GROUP



YOUNG TARGET GROUP

- Most Player are between 15-29 year of age
- Modern Urban Youth (19-29 years)
- Gathering First Experiences
- Forming their Consumer Preferences
- Relying on Friends Habits
- It is a Target Group which is Hard to Reach
- Consumption Oriented



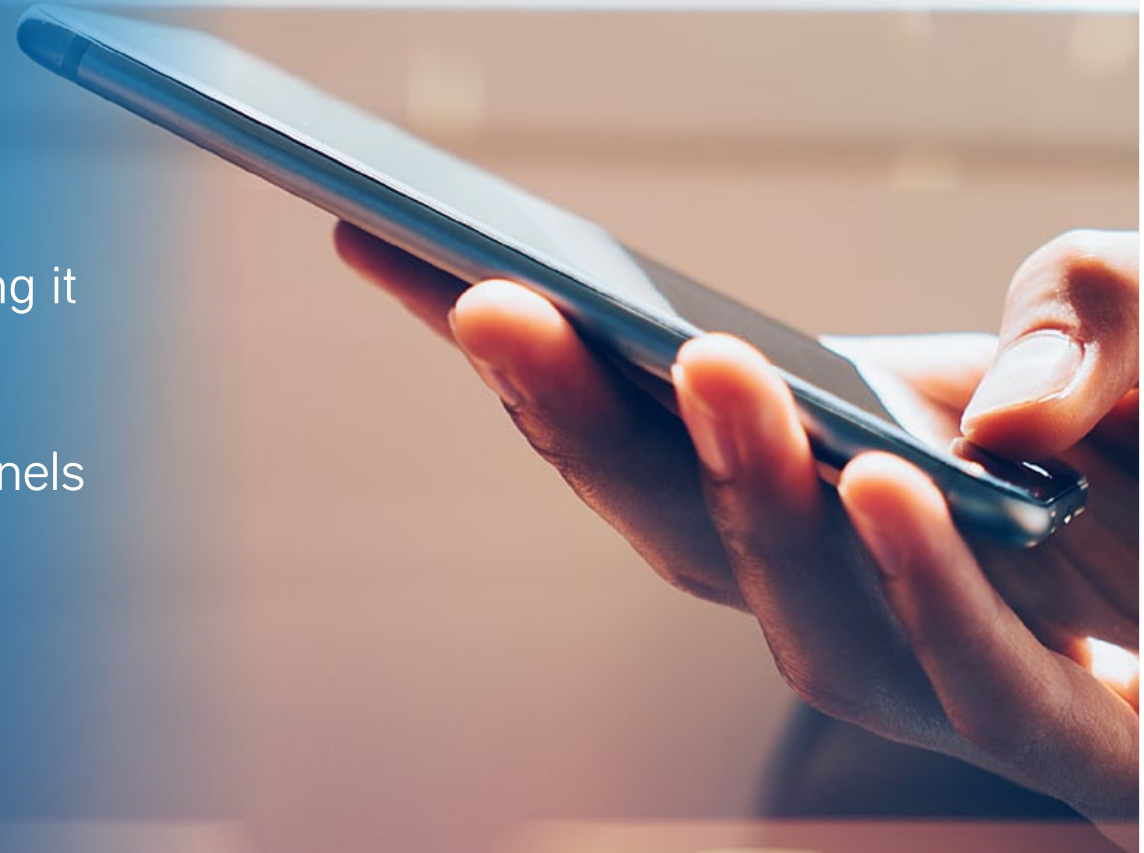
FLOORBALL

AN 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's is played with 16 teams in four groups of four teams, based on regional qualifications.
- The 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 You Tube Channels.
- In addition to this the reach of the WFC related Social Media Channels reached **over 2 million users.**
- The Championships has since 2008 been broadcasted 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



- WFC2014 got a lot of media attention globally. The championships were reported in all the countries that took part in the games and especially in hosting 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.
- 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

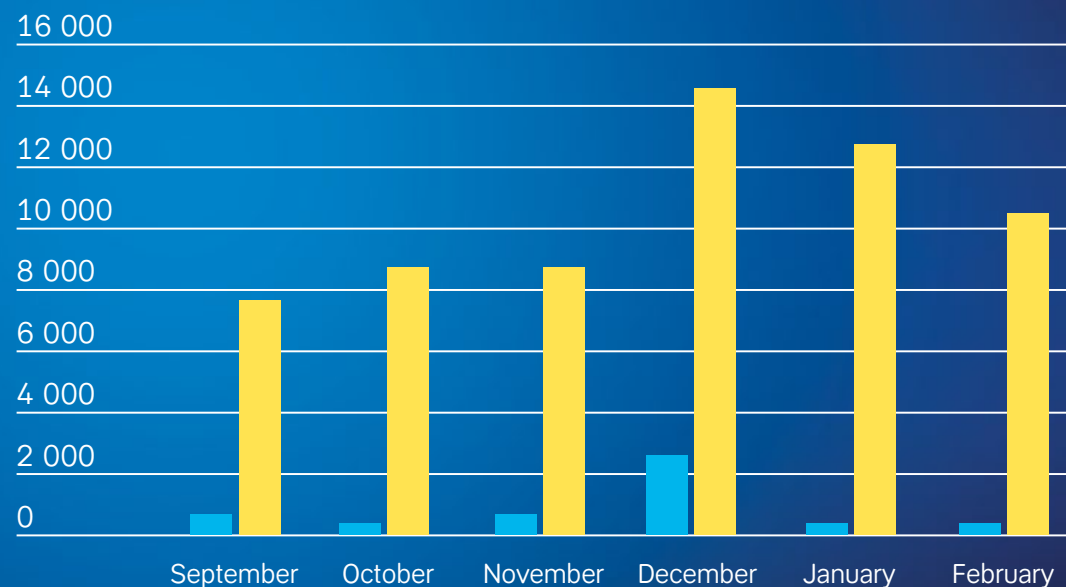
MEN'S WFC 2014



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.

Media



■ Editorial media

■ Social media

CASE STUDY

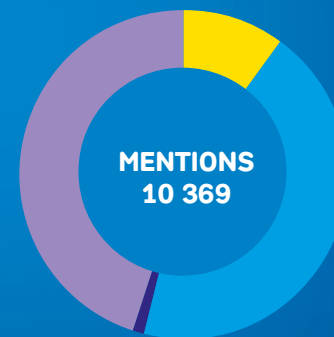
MEN'S WFC 2014



TOP SOCIAL MEDIA CHANNELS

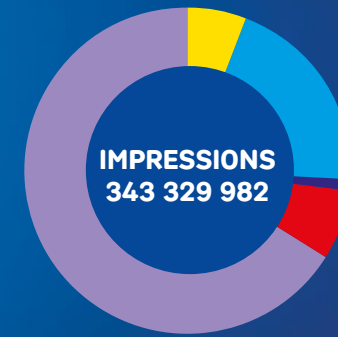
Social channel	# of hits	# of impressions	€ pr value
Instagram	4 637	22 489 450*	899 197*
Twitter	4 562	6 860 174	171 577
Facebook**	980	2074500	51 863
Blogs	139	393 000	9825
Youtube	35	2 483 420	62 086
Forums	16	32 000	800
Total	10 369	343 329 982	1 195 348

Social media visibility split by # of hits



- 10% Facebook
- 0% Forums
- 44% Twitter
- 1% Blogs
- 0% Youtube
- 45% Instagram

Social media visibility split by # of impressions



- 6% Facebook
- 0% Forums
- 20% Twitter
- 1% Blogs
- 7% Youtube
- 66% Instagram

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.

LOVE THE WAY YOU PLAY



FOR EXAMPLE USE PART OF THE FINNISH

https://www.youtube.com/watch?v=qGSIhQ_UDA4

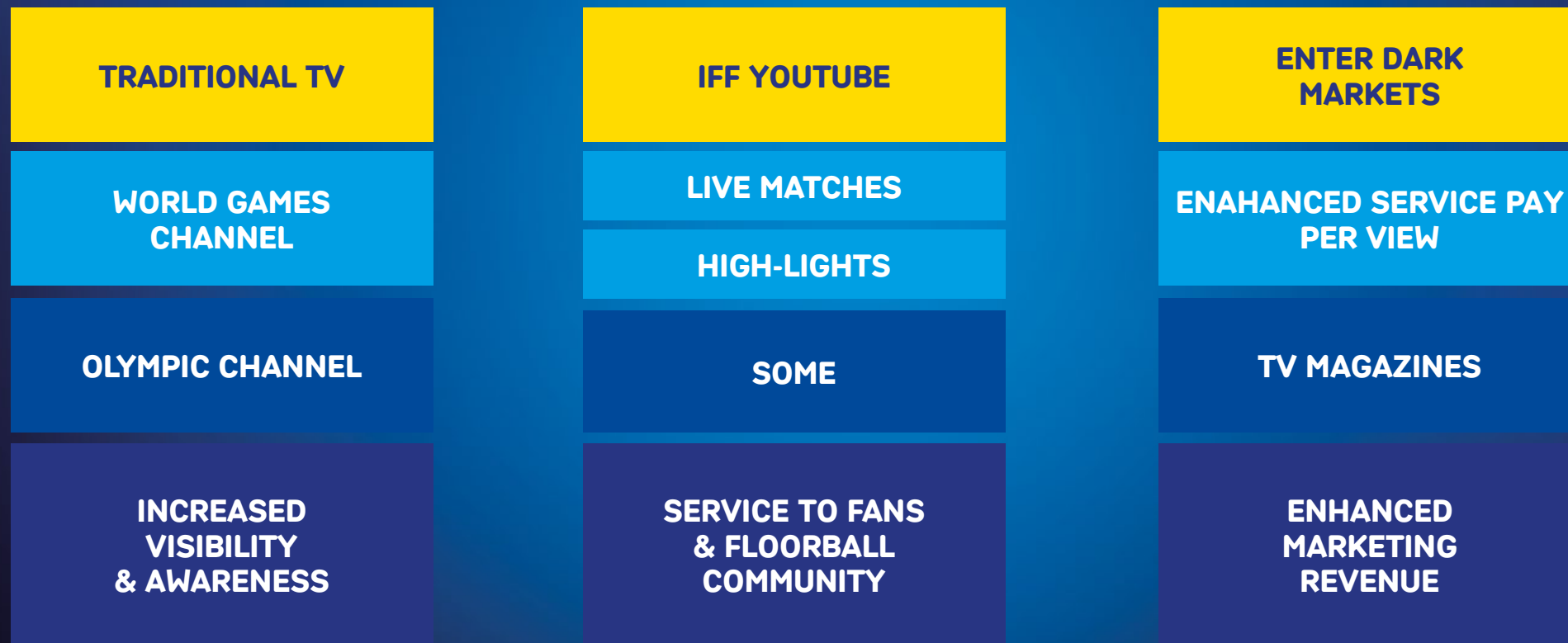


IFF TV AND INTERNET

TV STRATEGY FUTURE CHANNEL MODEL



IFF EVENTS



BE PART OF OUR NEXT STEPS



- **Floorball is now played on 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 3vs.3, 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



IFF MARKETING STRATEGY



**TITLE
SPONSOR**

MAIL 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 3 m 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 web-site/Organiser web-site
- Exhibition area in venue (10-20 m²)
- 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)
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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 PARTNERS – NATIONAL ASSOCIATION EVENTS



Venue

- One (1) Floor Commercial
- One (1) rink commercial 2 x 0,5m (TV side)
- One (1) second line commercials 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 web-site/Organiser web-site



POSSIBLE FIELDS FOR THE COMBINED SALE



- 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



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INTERNATIONAL FLOORBALL FEDERATION STORY OF FASTEST DEVELOPING TEAM SPORT IN THE LAST 30 YEARS

