

Communication & Marketing plan - Champions Cup 2016

Appendix 9

Date	Activity/Message	Owned media CC				Owned media BoråsBorås								Owned media Swedish Federation						Owned media Fristad Golf				Other not paid	Paid media	
		Webb	Facebook	Twitter	Instagram	Webb	Facebook	Twitter	Instagram	Blogg	TV-screens	Roadsigns	Newsdesk	LED	Facebook	Webb	Twitter	Mailinglist	Instagram	Newsdesk	Facebook	Web	Other			Other
20150909	Pressrelease Champions Cup Sweden 2016					x	x	x												x						
20151002	Advertising, Champions Cup program 2015																								x - arena Mlada Boleslav	
20151002	Advertising, LED-screens CC 2015																								x - arena Mlada Boleslav	
20151013	Create and spread facebookevent		x				x	x	x																	
20151027	Kickstart Official twitter/instagram			x	x																					
20151205	300 days left to CC2016		x	x	x									x			x									
20151207	Representation WFC2015		x	x																						
joulu.15	Advertising WFC2015																								x - arena Tampere	
20160301	Release official web	x	x	x	x		x	x																		
20160302	Presenting the venue Boråshallen		x	x	x					x																
20160315	Ticketrelease, ticnet	x	x	x	x		x	x																		
20160306	SSL Men ends - Winner to Borås		x	x	x			x																		
20160310	Awariness mail Swedish clubs																x									
20160313	SSL Women ends - Winner to Borås																									
20160314	200 days left to CC2016																									
20160315	Ticketrelease iffcc206	x	x	x	x	x	x	x	x				x	x	x	x		x	x							
Jan-apr 16	Advertising LED-screens SSL												x													
201604	Awariness																									
20160406	Awariness mail Swedish clubs																									
20160416	Superfinal Sweden																									
20160416	Superfinal Finland																									
20160416	Superfinal Czech Republic																									
20160427	Awariness mail Swedish clubs																	x								
20160430	Superfinal Switzerland																									
20160622	100 days left to CC2016																									
jun-aug	Awariness LED Summerthursdays (aprox 15k visitors/night)																								x	
july-oct 16	Awariness LED Borås Arena																								x	
july-oct 16	Awariness					x	x	x	x	x	x															
syys.16	Awariness, expo Borås Tourist Office																								x	
syys.16	Citydressing												x													
syys.16	Citydressing, banners venue, city Kungsbron																								x	

Other media/channels:
Feel free to put them on list

To be set by date

Pictures/videomedia
Compounds in Sweden - spread to countrymen of participating teams

Contact with teachers in sports lessons, the municipality of Borås ! (mailchimp? Sendlist)
Eurosize 22 spots Borås

Speaker voiceover att SSL-finals, ticket release check available LED-screens for CC advertising
Contact with Finnish people in Sweden
Contact with Czech people in Sweden
Banners for web, other federations
Posters to send to participating teams and others
Idrottonline/laget.se?
Online competitions

Awariness at other team competitions for instance Elfsborg/Borås Basket
Contact Malin Henriksson, BT

Speedshooting competitions Summerthursday's

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