



ONE WORLD  
ONE BALL  
FLOORBALL



# Men's World Floorball Championships 2016 3rd - 11th December Riga, Latvia

01.11.2016

## WFC 2016 Latvia

The Information Letter II is sent out to the participating teams on September, the 15th.

The special event to promote The World Floorball Championships 2016 in Riga, Latvia, was open-air "Floorball Marathon". The new Floorball season in Latvia was opened on September, the 17th, with 12 hours long open-air "Floorball Marathon" on the square at the Monument of Freedom in Riga. The "Marathon's" day started at 12:00 and finished before midnight with Men's "ELVI Floorball League" opening match. Before the last match of The "Marathon's" day The Official Song and The Official Mascots of World Floorball Championships for Men 2016 in Riga were presented. The total attendance of all "Floorball Marathon" events during the day - more than 8000 players, fans from Riga and Latvia's regions, spectators from Latvia and tourists from abroad.

The sales numbers of tickets before October, the 31st, are as follows: 03.12 - 1091, 04.12 - 555, 05.12 - 126, 06.12 - 232, 07.12 - 67, 08.12 - 245, 09.12 - 642, 10.12 - 2164, 11.12 - 2486.

The supporters from Sweden still have not started to buy tickets, and also sales of individual tickets for Latvia's fans still are going on not satisfactorily and fast enough.

We are planning that additional persons without tickets (with accreditation cards only) in both Arenas will be at least 250 volunteers, more than 200 accredited media representatives, up to 50 security guards daily; plus more than 80 additional persons and up to 2000 young people from schools (participants of movement "All class in Sports!", organized by Latvian Olympic Committee) during the Opening ceremony and match "Latvia - Sweden".

The Opening ceremony of Championships will be held before the Latvia's first match (19:30) on Saturday, December, the 3rd. The ceremony will include a short Flags', Music and Dance show program, and The Opening address of IFF President Tomas Eriksson. The National flags of participating teams and a flag of IFF will be used and hoisted up. The Opening ceremony will last approximately seven minutes.

The Accreditation for media was opened via online form on the WFC website on September, the 27th. The registration will be opened up to November, the 17th.

The number of registered media representatives before October, the 31st is 75.

LOC is working together with Latvian Anti-Doping Agency to finalize the text of the Contract concerning the plan of doping tests. The Contract is to be signed before November, the 5th.

The preparations of NADO stand are going ahead, but there are small connection problems concerning the materials, to be distributed at the stand, activities at the stand, and financial responsibilities as well.

The Demonstration match between Latvia's teams of Special Olympics beforehand was scheduled on December, the 11th, in "Arena Riga" during the intermission of the Bronze match. On October, the 28th, the time for this match was changed to the second Semi-final (start at 16:30) on December, the 10th.

Participants of "Special Olympic European Floorball Seminar" will attend both Semi-finals.

The Closing ceremony of Championships will be held after the Final match (start at 17:40) on Sunday, December, the 11th.

The preparation of The Match Program is in process. The managing editor of The Program is collecting the advertisements from IFF sponsors and information from the teams.

A few serious problems still are to be solved concerning the marketing matters. The ideas and previous negotiations with potential regional and local sponsors (banks, big state and international companies, producers of agricultural products...), started already almost four years ago, were partly blasted by real political and economical sanctions of European Union against Russia with the following embargo from Russia's side.

The LOC is still looking forward to have successful negotiations with additional local companies (in connection with more active promotion of Championship in local media), but the situation with finances in Latvia is not promising.

#WFCRiga