

Evaluation Champions Cup 2016 LOC

- Organizing in general: venue, teams, other interest groups
 - The organization worked very well. From LOC and all the volunteers during the CC. We had good support from the city of Borås. The teams that we have been in contact with are satisfied with the arrangement before and during the CC2016, that includes information/contact with LOC, hotels, transfers and event.
- Communication
 - The communication between all groups have been good (IFF/SIBF/LOC)
- Marketing/ promotional activities (what worked, what not e.g. SOME, do you have feedback, figures from Borås City)
 - It worked with all channels in the City to make the event visible in Borås. But overall the event didn't attract the local visitors and floorball lovers as we hoped.
 - Very hard to involve the participating clubs in activation through their social media channels before CC. Low interest from fans to participating clubs.
 - Official website floorballchampionscup.eu had between Mars-October more than 150 000 shows from 30 400 unique visitors. We started twitter (125 followers) and Instagram (437 followers). Facebook went from 1959 likes to 2377 likes.
 - All games (12) were broadcasted at the IFF YouTube Channel with a total of 80947, see IFF YouTube statistics report from CC2016.
 - In Sweden 57 000 people watching the games at TV. Totally 8 games were broadcasted in Sweden
- Sponsorship, marketing in general
 - The main partners to SIBF (Svenska Spel, Returpack and Försvarsmakten) invested in CC2016, otherwise it was hard. Local sponsorships were sold by Fristad GOIF, but it was hard for them as well. The knowledge of CC is to low for companies to invest.
- Ticket sales
 - As mention above the event didn't attract visitors in the way that we thought it should. There were in total just above 2 100 tickets sold and the total amount of spectators of the games was 7 400. The women's final had the next highest figure in the CC history with 1 105 spectators. The highest figure was the men's final with 1 321 spectators

Written by

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