

- Organizing status in general: venue, teams,  
LOC: Teams: All teams have responded to Info Letter 1 send from LOC. The schedule for each team will be sent out during this week.  
LOC: Venue: Everything is under control
- Communication,  
LOC: The communication with clubs/IFF is good.  
TV4 is the host broadcaster. From CC2016 following games can be seen in Swedish television:  
Friday TV4Sport: Piranha Chur – IKSU and Grasshoppers – Pixbo Wallenstam  
Saturday TV4Sport: All four semifinals  
Sunday TV12: Both finals
- Marketing/ promotional activities still to come (and what has been working, what not e.g. SOME, or anything in Borås that you can say that has worked e.g. rose awareness. List the main issues)  
LOC: We follow our marketing plan.
  - City of Borås will be dressed before CC2016, a lot of awareness
  - We have made an ticket offer that will be send to all clubs in nearby district (Gothenburg, Halland and Västergötland)
  - Participated in Borås in something called “Sommartorsdag” where you could try floorball and we promoted CC2016
  - We will promote CC at the kickoff for SSL 31<sup>st</sup> of august.
  - Participating clubs hasn’t done so much in social media. Only 4 clubs have send a movie to us where they promote CC2016 for example.
- Sponsorship status  
LOC: Svenska Spel and Returpack from the stack of Swedish federation sponsors have signed contract for CC. We are still waiting for Försvarsmakten and Team Sportia. Our partner Fristad GOLF have worked hard at the local market in/around Borås but it has been very difficult for them.  
We still believe we will sell all space on LED screens, floor and hopefully signs on second line.
- Ticket sales  
LOC: Sold tickets through ticketmaster.se  
Friday – 100  
Saturday – 160  
Sunday – 200  
Pixbo Wallenstam think they will have about 100-200 supporters, Storvreta think about 50. Classic about 30. Swiss travel agency have booked 31 tickets for each day.

And what are the main challenges still to be handled

LOC: The main challenge will be to sell tickets and sponsors to this event, to secure the income.

## **Report U19 WFC 2017 31.8.2016**

*Swedish Floorball Federation/Magnus Nilsson*

### Organization

The Men's U19 WFC 2017 will be played in Växjö, Sweden 3rd-7th of May in close cooperation between the Swedish Floorball Federation, the City of Växjö, Smålands Floorball Association (district) and the floorball clubs of Växjö IBK and IBK Vöikers.

### Venues

VIDA Arena for the A-division matches. VIDA Arena is an icehockey arena for almost 6 000 spectators.

Fortnox Arena for the B-division matches (incl a second arena for practice sessions). Fortnox Arena is a floorball arena.

The arenas are located within walking distance from each other (about 300 meters).

### Tickets

The tickets will be release during October at [floorball.ebiljett.nu](http://floorball.ebiljett.nu).

### Accommodation

The booking company Avisita will take care of the contacts with the National Associations of the participating countries concerning the accommodation for the teams.

### TV

Swedish TV4 will act as the host broadcaster for the championships. The Swedish matches in the group stage, and the semifinals, will be broadcasted at TV4 Sport and the WFC-final will preliminary be broadcasted in TV12 (on national level in Sweden).