

Champions Cup Steering Group meeting 1/2017, Helsinki, Finland 23.03.2017

Participants:	Kimmo Nurminen	CCSG chair, IFF
	Tomas Frank	CFbU
	Kari Lampinen	SSBL
	Magnus Nilsson	SIBF
	Michael Zoss	SUHV
	Milan Rantakari	IFF/Champions Cup Brand Manager
	John Liljelund	IFF Secretary General

Report on present issues

1) Opening and Objectives

Mr. Nurminen welcomed everyone to the meeting and thanked everyone on arriving to Helsinki. Mr. Kimmo Nurminen introduced himself as the new CCSG Chair elected by the IFF CB for the period 2017 – 2020.

The aim of the meeting is to be able to find some solutions for the development of the Champions Cup and how to play in the future.

2) Minutes from the previous meeting

The actions to be taken has been done accordingly to the decisions of the previous CCSG meeting.

3) Final report of the CC2016 Borås

Mr. Nilsson made a final report of the CC2016 organisation.

The media situation was really good, with 8 matches in Swedish TV. The total number of spectators is around 3 million, with all the news broadcasts.

The City has been very active, with the City producing a lot of the marketing materials and the communication with all parties has worked very well. The promotion of the tournament didn't reach all inhabitants in Borås. Social Media worked quite OK.

The main partners of the Swedish Federation have invested in this tournament, but it was very hard to attract local sponsors. The sales of the CC could probably not have been better. One of the things that could have been done is to activate the local floorball community, should have needed to be a part of the Event. There were still around 250 volunteers.

The Economic result was much better than in Umeå 2011. Now the final result was -40.000 EUR, compared to the budgeted -35.000 EUR. The income for the ticketing and sponsorship was lower than budgeted. The difference between Umeå and Borås was the two less days and no transportation cost for teams.

4) Champions Cup 2017, Seinäjoki, Finland

Mr. Bruun gave a short status report about the CC2017 preparations, which will be played In Seinäjoki, some 380 km north-west from Helsinki. The graphical image has been launched in February, with the slogan "Let's make it big!". The target is to make a recreational carnival around the Event in the fair center. All SSBL matches are stopped for the week-end in the Ostrobothnia region. On Friday there will be the Finnish Army recruits tournament, with 400 players.

The LOC chairman is Jorma Hyytiä, who is the former principle of the Kuortane Sports institute. Sales is led by Mr. Kimmo Nurminen/League Ltd. There is a representative of the City of Seinäjoki (Leisure & Sport Dept.) in the LOC. Mr. Tommy Koponen is coordinating the local club SPV.

The expected final result is around – 45.000 EUR, based on the budget. There are still some plans to reduce some costs. The target is to have 6.000 sold tickets. The SPV income is based on the number of sold tickets. The idea is to sell two events with one ticket for the Champions Cup and the recreational event. The ticket sales is related to if the local club would play on Sunday and the risk is if SPV loses their first game. The team ticket is a tournament ticket for 20 EUR in Category 3 stand. The other tickets are daily tickets.

The marketing has started in the SPV playoff games, the ticket sales started today with team tickets and the public sales will start next week. The web pages will be launched by Eastern, in relation to the EFT countries Super-Finals.

Visibility during the Super-Finals, is the ticket to the CC. Possibility to have the led and jumbo in the arenas.

Transportation of Teams to Seinäjoki is still open, as the railway company has not answered. At the moment, the back-up plan is to use busses. The LOC will cover the accommodation for Sunday to Monday, if there is no possibility to get the flight on Sunday

5 *Discussion on the next editions of the Champions Cup*

The CCSG discussed the way forward for the next phase of the Champions Cup. The idea should be to have a clear concept on how to move forward. First the stakeholders will agree upon the CC Final Four will be run.

CC 2019 - 2022

The proposal for the Champions Cup Regulation has to be made before July. IFF will make a proposal of the regulation by end of May. In the same process the IFF will propose the new agreement between the five stakeholders, in order to make it possible to start the preparations for the 2019 Event.

Planning for the next steps for the Home-Away based competition

The CCSG discussed the need to go forward, Mr. Zoss felt that we need to have a preferred concept before we approach the clubs.

Embryo of the concept before the end of 2017 or the next meeting. There could be different topics:

Financial Issues:

- Commercial basis for the tournament (sponsorship vs. ticket sales)
- Commercial rights
- TV & Streaming rights
- Carrying of the costs (split)

Organisational issues:

- Role of the IFF and Federations
- Role of Clubs
- Accommodation
- Transportation
- Fixture and timing

Sport Issues:

- Playing system (regionality)
- Number of teams' vs number of levels
- Entry point for Champions, CC 2nd teams, EFC teams and EFCh teams

Political Issues:

- Gender
- Connection to other countries

Marketing & PR

- How and where to market
- Market value
- Message
- Image

Mr. Lampinen felt it would be better to have a small group preparing the first draft, which the group will discuss.

The CCSG decided to form a working group led by Mr. Rantakari, consisting of Mr. Zoss, Mr. Frank and Mr. Liljelund.

6) *Any other issues*

The new IFF logo will not affect the CC-logo, when the new IFF logo will be published in connection to the U19 WFC.

The field of Floorball Manufacturers is open for the Champions Cup in Seinäjoki, to be used by the LOC.

7) *Next CCSG meeting*

The next meeting will be held during the EFT on 3rd November in Kirchberg, CH, Switzerland.

8) *Conclusion and Closing (KN)*

Mr. Nurminen thanked the CCSG members for a good meeting.

Upcoming meetings and issues (cont.)

- Kirchberg 3rd of November 2017, in connection to the EFT
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Issues that need to be discussed or decided upon or taken action upon

- The SSBL/Mr. Bruun will send out promotional materials for the Super Finals (JB)
 - IFF will prepare a proposal for the agreement for the 3rd edition of the Champions Cup by end of May (JL/SK)
 - IFF will prepare a proposal for the CC regulation 2019 – 2022 by end of May (MR/JL)
 - The IFF CB will decide upon the CC regulation in its meeting on the 28th of July.
 - The first draft of the embryo must be ready by end of October.
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New ideas, etc...

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