

IFF Floorball Champions Cup 2017

Summary



1 Champions Cup in numbers

- **12 609** – Total attendance
- **8 944** – Total arrivals (unique daily spectators)
- **2 470** – Maximum attendance (Falun-SPV, new Champions Cup record)
- **2 308** – School kids on Friday
- **16** – Different exhibition & activity stands
- **100%** - of the spectators would probably or definitely recommend the Finnish Floorball Federation's events to their friends based on their event experience (according to the study made for the event attendees)



2 Organization & partners

- In co-operation with SPV (local club) and the city of Seinäjoki
 - Co-operation went very smoothly and all parties were happy how things went
- Organizational partners:
 - **Seinäjoki University of Applied Sciences** – over 50 students working in customer services and media services
 - **SEDU technical school** – security services with over 70 students



3 Organization & partners

- Main commercial partners:
 - **K-Rauta (hardware store)** – main event partner: VIP decoration, LED-entrance gate to the rink, rink and carpet ads, exhibition stand, marketing event at the local store in August
 - **Härmän Liikenne (bus company)** – transportation provider: over 50 journeys during the event, carpet ad, exhibition stand
 - **Ilmarit** – clothing provider and souvenirs: around 300 t-shirts for the staff, 800 gym bags for marketing
- 22 other partners with ads and/or on exhibition stands



4 *Main successes*

- **The event itself** – Mainly everything went really well
- **Co-operation with the organizational partners** – SPV did great job and co-operation with the educational institutes saved a lot of money
- **Attendance** – New single game record, over 12 000 in total, the Sunday attendance without the home team
- **Exhibition and activity zones** – 16 different spots brought the feeling of a big event. Kids especially enjoyed the recreational events
- **Fan zone** – Between the rink exit and the locker room entrance there were a fan zone where the fans could meet the players and have selfies and autographs. Hundreds of children and youth were there during the weekend and it took some time before the most popular players get to the dressing rooms but they apparently didn't mind about that



5 *Main challenges*

- **Total sales of tickets** – Could and was expected to be little higher. The sales at the arena box offices were smaller than expected
- **Public knowledge of the brand** – We used lot of efforts in explaining what the Champions Cup is. More known brand would enable to market more the event itself
- **Conditions** – Some problems with the arena lightning and the carpet was dirty when delivered to the arena and took a lot effort to clean up (heard it was last used in WFC in Tampere, which was little awkward)
- **Internet connections in the ticket sales** – We had serious problems with the Wi-Fi connection in the tickets sales on Friday but managed to prevent the problems on Saturday and Sunday by using a mobile network



6 Finances

- According the expectations we succeed well financially
 - +20 000-30 000 euros compared to the budget
 - Still – 40 000-50 000 euros in total (including budget allocations from 2016 and 2015 of total of 50 000€)
- Income (excluding the budget allocations from previous years):
 - 34% tickets sales (including VIP)
 - 16% commercial partnerships
 - 25% City support
 - 25% Other (including the Swiss compensation)
- Expenditure
 - 50% accommodation, meals and daily allowances
 - 16% event production
 - 10% arena
 - 10% marketing
 - 14% other







Salibandy on Suomen nopeimmin kasvava ja kehittyvä joukkueurheilulaji. Haluamme luoda liikettä, joka synnyttää elämyksiä, hyvinvointia ja menestystä.

Salibandyllä ja sählyllä on Suomessa yhteensä noin 400 000 harrastajaa. Rekisteröityneitä pelaajia ja harrastajia on jo yli 65 000.