

Proposal to the IFF Central Board
Helsinki, Finland 19.07.2017

Organisation of Marketing Sales in the IFF

The IFF has had severe problems of finding sponsors outside the traditional floorball manufacturer field. IFF had a co-operation with Infront Nordic for 2006-2010, but with really small results, as there was only a 20.000 EUR deal with AJ and some barter deal with Isostar.

IFF has tried through the Combined Sales concept to build a package which is bigger and has a larger basis for fans, but even getting a Sales Agency to take it in their portfolio has proven to be very difficult. Discussions are still ongoing with some Agencies, but it looks like the Combined Sales concept, is not strong enough to get things moving for us. Also the response from the companies approached directly by the IFF Brand Manager, has not lead to any concrete results.

In the discussions within the IFF Core Country Marketing Network Group, it has become quite clear that most of main sales results have been achieved through in-house sales of the National Associations. Therefore we propose that the sales of marketing rights shall be organised by a half-time IFF Marketing manager, who's task is to be responsible for direct sales to companies and the coordination of sales through some designated sales companies in countries like Finland, Sweden and Switzerland.

IFF will continue on the path already chosen with the Floorball manufacturers and develop the possibility to include more sponsors here.

The sales of IFF marketing rights shall be built upon the following sales packages which includes the full set of the IFF Events and the possibility to be part of only some elements:

- WFC Title sponsor (Include the WFC's and WFCQ's and Champions Cup)
- WFC Main sponsor (include the WFC's and WFCQ's and Champions Cup)
- U19 WFC's
- Champions Cup
- Combine Sales and IFF Development

The main focus of the IFF Marketing manager is to primary organise the sales and also sell to secure incremental marketing revenue for IFF.

The proposal is built taking into account the proposed changes also for the CC Brand manager, which would make the other part of the IFF Marketing managers role. Also here the main focus is to sell sponsors for the Champions Cup, which has been the requirement from the Champions Cup stakeholders, in order to continue the support of the CC Brand Manager.

The target for this process would be to secure sponsorship sales , in addition to the Floorball Manufacturers for 2018 – 2019, as follows:

- In 2018 sell one of the IFF Main Sponsor positions of a value of 50-70 k and two smaller for the Champions Cup (15-20 k)
- In 2019 sell IFF Title Sponsor of a value of 120+k and a few for the Champions Cup (30-40 k)

The IFF Marketing function, looks forward to the comments of the IFF Central Board, we remain

With kindest regards,

Jörg Beer and John Liljelund