

PROPOSAL FOR CHAMPIONS CUP BRAND MANAGER 2018-2019

Dear friends,

As I have informed in the email concerning the proposal the Agreement and the Regulation for the Champions Cup, that I will approach you with a proposal for the solution of the CC Brand Manager. This email contains a proposal of the role, set-up and process of including the Brand manager also in the new agreement, as it is vital for the IFF.

As I have received the clear feedback that the stakeholders of the Champions Cup are at least partly, not pleased with the results achieved of the IFF Brand manager, based on the decisions made some years ago. The main issue has been the lack of any sales in relation to the Champions Cup. I must agree that also the IFF had higher hopes when it comes to the sales results.

As the Brand manager is 1/2-position, of which the sales should have been the main task. I think we all can agree to that the selling of the CC is not an easy task and as an clear obstacle in the process has been the slow start of the Combine Sales project, which you all are aware of. I would still think the other parts of the Brand management and steering has worked, even if there could have been much more pushing from the Brand manager.

The feedback which the stakeholders have given, clearly shows that we need a substantial change in the profile of the CC Brand manager position. For IFF it is crucial to get more market income, so a change of focus more towards sales also for the CC is the obvious move. IFF however really needs the financial support from the stakeholders to be able to run the whole sales process. We are now with the lead of Mr. Jörg Beer looking over the sales process and packages during the summer. The idea is to move more into direct sales from the IFF, where also the Champions Cup would be included.

The proposal for the new CC Brand manager position looks like this:

- Countries to invest CHF 5000 per year for two years, with a possibility to prolong it after 2019 for additional two years 2020-2021.
- The Brand manager is to be the project leader and driver of the CC, who must be much more visible towards the National Associations and the concerned clubs. Ready to support and push clubs and associations.
- The Role of the Brand manager is to lead the development and coordinate the work of the CCSG, but with the main focus on the sales for the CC. It would be ideal that the same person would at the same time be the IFF marketing and sales person.
- The broad job description would be
 - Sales marketing 60%, Project leader 20 % and visibility 20%
 - Monthly contact to the CCSG, IFF CB and stakeholders sec.gens if not in the CCSG
 - Produce web and SoMe content for the associations and clubs on continuous basis.
 - Produce a detailed yearly plan for the next years event, which is reported every three months to the CCSG
 - Lead the task force for the home-away game development
- The target for sales must be set by the CCSG, but could be, if a part of the IFF packages.
 - Year 2018 (for CC 2019): Sales of 15-20 k for CC, Floorball manuf + One separate, split 50/50 organiser- IFF
 - Year 2019 (for CC 2020): Sales of 30-40 k, for CC, Floorball manuf + Two separate

The CCSG then needs to agree on this job description, but having a general agreement now would be very good. I would like based on this proposal ask you if you would be able to agree to the continued support of the CC Brand manager. I would like to have this solved latest in advance of the the IFF CB meeting in July (28.7.), as it will also affect the IFF's position in respect to the Champions Cup in general.

I look forward to a swift response and comments, I remain

with kindest regards,

John

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