

Champions Cup 2017

Appendix 5.

1. Overall status of the organisation.

- The preparations are well ongoing on all levels including: The City of Seinäjoki, regional schools (more than 2000 low & upper graders coming to watch on Friday morning & afternoon, with Fair Play theme), Seinäjoki Arena, SeAMK Polytechnic (media and communication side), SEDU (regional educational center - in charge of the security), SPR (First aid), local club SPV (Sales & organising), SSBL and the IFF.
- The teams have been in contact with LOC & IFF and so far, satisfied with the arrangements.
- NADO/Anti-Doping issues are clarified.
- Total number of volunteer will be around 160.
- Some challenge has been on the content activation, proactiveness.
- City reception will be on Friday 6th October 16-17:30 at ELINKEINOTALO (beside the Arena)
Pls. the chart of the organisation at the end of the page.

Quote from the LOC chairman: "The CC's total outcome is very important show case for the whole floorball family: for the Region, SSBL, SPV, IFF and for the whole sport."

2. TV-negotiations

The Finnish TV- situation overall, has been very tricky and negotiation still to be finalised. The Czech Republic situation also to be finalised. Swedish and Swiss tv will show their club matches. The IFF has organised the production with the Polar HD with sng & satellite connection for eight matches.

3. Financial situation (incl. ticket sales, partnerships)

- The final number of partners, deal sizes and actual monetary value depends much on the Finnish tv visibility. Positive side is that potential options are still open, though sales emphasis has moved to smaller partner side. There is also interest from local companies especially on buying ticket packages.
 - Partners at the moment: K-Rauta, SEDU, SeAMK, city of Seinäjoki, Härmän Liikenne, Intersport, LähiTapiola, Ilmarit, + IFF partners.
- Ticketing: presales is ~1000pcs at the moment (out of which 300 club tickets). The ticket sales is about 100pcs per day. Local club SPV is convinced for the sales. Of the participating clubs beside local club SPV and Classic not really tickets sold.
 - More technical stuff to be at the Arena increased the total costs but LOC convinced that via ticket sales the minimize the gap. The ticket sales revenue at target of 40k€.

4. Marketing (exhibition and activation areas)

The Seinäjoki Arena provides an excellent space to have lot of side activities and exhibition area.

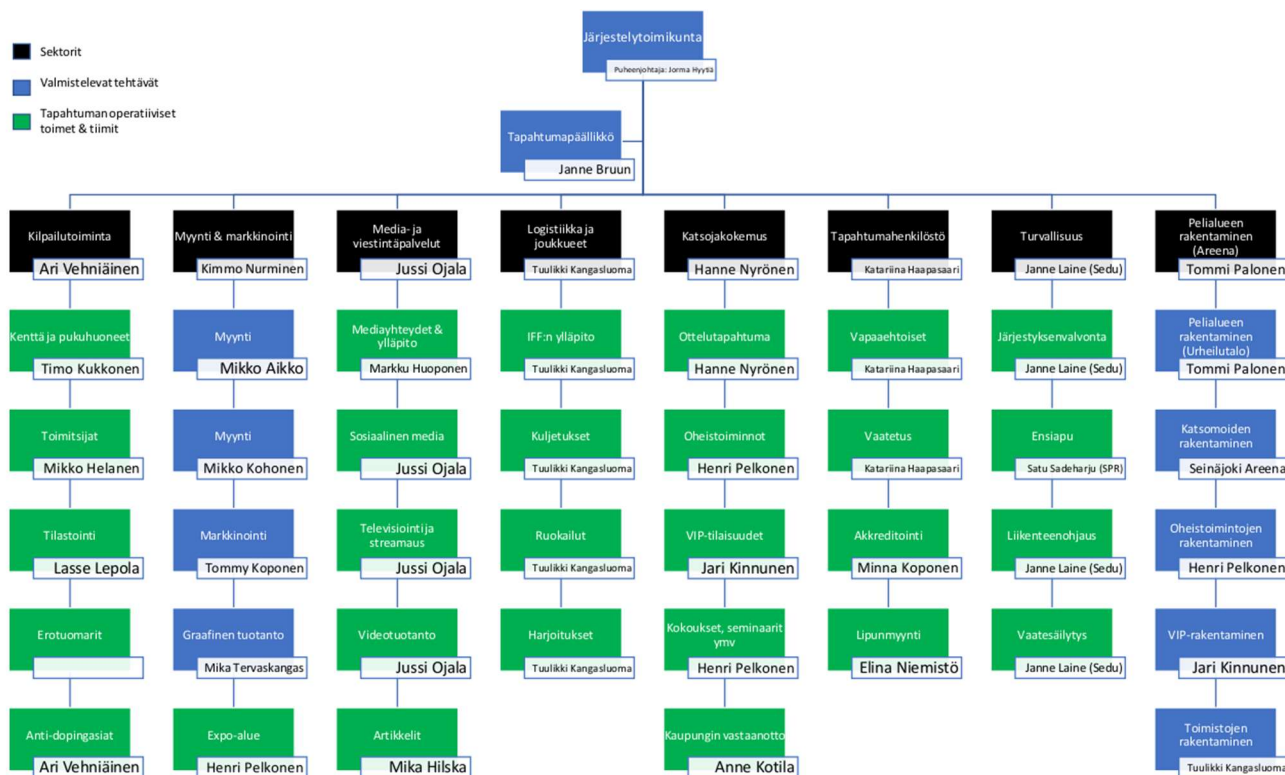
- In the Expo-area: Intersport has 2 spots (incl. floorball manufacturers as "shop in shop"), HärmänLiikenne, LähiTapiola (insurance), K-Rauta, SeAMK, SEDU + possible smaller stands under negotiation.
- Activation area will have e.g. FlowPark, Duudson Park, PLU, VAU, GoGirls, three small floorball rinks. On Friday, these are free of charge when school kids are present.

5. Communication and Social media -activation

Social media -activation in general getting on good level, was lacking a bit. FB, Instagram, videos, Meltwater quiz on going. IFF Newsletter out, IFF Mobile App (ready 14days before). Upcoming IFF news: 26.9. womens' teams' and 27.9. mens' teams' news out. Challenge has been the overlap of start of seasons, leagues, international weekend.

- Involvement of the participating clubs in activation is still a challenge. The IFF has encouraged and reminded the clubs of the activities e.g. when news published. Also reminded LOC when posting news etc. to do it first on the official CC channels
- The videos done by SSBL of participating teams in English has been well received
- LOC has a very intense and active plan for the last two weeks, with main emphasis on ticket sales.
- Other marketing communication and visibility still before the start of the CC2017:
 - Härmä liikenne: 2 buses with CC taping already on in the Seinäjoki region
 - Newspaper Ads: 25 ads during the coming weeks, first have already been published) on Ilkka, Pohjalainen and local newspaper
 - Main LED-screen in the city center, beside railway station – the Seinäjoki screen already has two ads on
 - Mall advertising (2spots)
 - Seinäjoki Urheilutalo and Seinäjoki Arena has a CC 4x2m AD on the wall
 - ADs on Seinäjoki Arenas internal TV screens.
 - One Bridge AD/ banderol
 - SSBL Facebook campaign for the 65k followers
 - Club SPV's FB campaign for their 15k followers
 - ILKKA – the biggest regional media, stories on their digital side
 - SPV in co-op SSBL will host a press/media event two days prior the start of the CC

The organisation chart of the LOC



The Seinäjoki Arena layout - draft

