

Marketing Function Report/Tero Kalsta 7.12.2018

Sales Overview

The primary target for sales is to secure material and main sponsors for the next four-year period. For marketing the primary targets are to strengthen the brand of floorball in the B2B segment. Pipedrive is being used as sales management tool.

The target setting is clear:

- to find a timing sponsor
 - find a replacement for Asics
 - and one title and 2 main sponsors
- Currently sales efforts are based on traditional methods:
- utilizing own network
 - partner network
 - cold call

Sales Status

Currently it has been clearly discussed between IFF and SwissTiming (Lazslo Szakadati / Head of Client Services) that striking a deal at this point depends on one of the SwatchGroup brands covering the cost or the set up. I have submitted them a proposal of what the IFF can offer the watch brand, and it is valued at 100.000€. In return the IFF expects to receive the tv-graphics solution and staff for our adult and U19 events as well as product merchandise to be presented as player prizes and/or competition prizes. Mr Szakadati will further seek for an answer internally from the watch brands. Since the end of October numerous calls and e-mails have not produced any answers.

On the sports apparel side I have contacted all the major brands as well as the “challengers”, so to speak. From the bigger brands Puma was the only one who showed genuine interest are focusing on existing projects (Danish Handball Federation, Norwegian Track&Field and a third). The case can be revisited during 2019 and I have been in regular contact. Joma has replied that the 2018 budget is not available but has not replied about the upcoming years, reactivation has been commenced during autumn without any success so far. Since June I have established contact with Hummel. They are very interested in floorball and consider it a serious option from 2020 onwards. It has been identified by them as a strategically important sport in their strong markets (Nordics). It was just published that they signed a sponsorship deal with the International Handball Federation. They are now busy implementing this deal towards the Handball World Championships in January 2019 (Denmark/Germany). I have had regular contact with them. I had a Skype-meeting with the Craft Marketing Director in Sweden on the 11th of September. Based on the experiences of Craft with the Finnish Federation, and on the market situation for team wear, they consider international sponsoring with floorball to be a serious option. Craft informed 17.10.2018 that they could not fit floorball in their 2019 budget. The negotiations for upcoming years will continue, as they will also be heavily involved in the WFC2020. I also extended invitations for the WFC2018 for Puma, Hummel and Craft which were all turned down due to time table issues. All will receive extensive report of the WFC2018 before end of the year. Latest contact established is with NEH, supplier of team wear and merchandise e.g. Swedish Floorball Federation and IIHF World Championships 2017. They have Adidas and Craft in their portfolio (meeting during the WFC2018).

On the title and main sponsoring front there are over 90 contacts made and the best leads at the time have been established with

- Craft; even though they turned us down for 2019 they are heavily involved in floorball (also part of discussion with NHE)
- AJ products (Marcus Ragnarsson / Marketing Director)
- HMD Global (Nokia phones / Miko Paasilta, Nordic Marketing Manager), they are sponsoring our fan-base survey with handsets in exchange for visibility

- Momondo (Allan Askov/Global Partnership and Brand Activation Director); received my personalized sales video 12.10.2018
- Subway (Pia-Maria Ikonen / Marketing Manager), after several discussions with her, she has expressed genuine interest and I just delivered further info about the Swedish events in 2020-21 as well as the Champions Cup and Youtube figures. It turns out that the Swedish market has decided to begin partnering with sports in 2019 so the local team is now being contacted (Sweder Bouman)
- Lidl (Timo Hansio, Commercial Director) whom has promised to map the strategy of Lidl regarding international sponsoring
- Cramo (Kaisa Tiira-Vahala, Marketing Manager), have expressed genuine interest; phone meeting 2.11., sent further material, strong interest in WFC2020

The contacted brands vary from fast food, snacks, drinks, travel industry to consumer electronics (phones, headphones, loudspeakers).

Our two sales partners have been working on their contacts. In Finland the three sponsor prospects (energy company, sports retailer, clothes brand) turned the possibility down. Two new branches have just been contacted (energy and hotel sector). For our Swiss partner I have signed off eleven (11) contacts he has contacted. Out of these, one has led to further discussion and I am now directly talking to Polar International (heart rate monitors) but unfortunately, they turned us down for 2019. Our Swiss sales partner is also the IIHF Director of the World Ice hockey Championships in Lausanne 2020. He will contact six agreed companies which are among the current IIHF sponsors (Nestlé Suisse, Mars Schweiz, Mondelez (Toblerone), Victorinox, L'Oreal Suisse, Café Chicco d'Oro)

While trying to score a Main Sponsor there are also some offers made regarding the Champions Cup 2019. My offers have so far had no success. Two have declined, and the third in follow-up phase. I have included the CC into two other cases which are primarily Main Sponsor discussions. Regarding our current partners the proximity to the WFC decreases the value the sponsors perceive to gain from CC and floorball equipment manufacturers see it problematic that simultaneously there are two very big tournaments (Gothia and Storvreta Cup).

The negotiations led by Mr Liljelund and Mr Halonen to renew the existing Material Sponsor agreements have been successful. Gerflor made a good proposal and this was agreed on. The Renew Group proposal was countered, and an agreement was reached. The Swerink deal was also successfully renegotiated. All of the sponsor deals, per request of the sponsors, will be announced during the WFC 2018.

Marketing Status

The IFF LinkedIn profile has been updated regularly and it has slowly produced further reach (impressions between (58) January to (10902) April). The monthly average impressions were 2972 (Jan-Aug) it previously being 553. The number of followers has risen to 127 (start of the year 24).

An editorial (paid) article was written and published by SportsProMagazine in November. The topic is be how to tackle the paradox of being a growing sport with good proven figures (spectators, tv-reach, Youtube views/minutes, SoMe reach) but not attracting new sponsoring partners.

The new website was launched October 18th. A part of the website renewal is also the switch to the .sport domain. This is part of the GAISF .sport initiative for building awareness and credibility around this descriptive domain. Being among the first federations to using this we will leverage it in our communications (also published by our website partner Skylab). The new IFF website also will present more possibilities for utilizing banners, digital advertising and sponsor microsites. These are elements which will be included in the sponsorship tool box in due time (the successful launch of the basic elements is paramount).

On-going projects include:

- Calendar for LinkedIn posts (articles/figures/cases), discussions with new media person (Mari Myllärinen)
 - SoMe statistics
- Reference cases (video) from current sponsors (scripts ready / material shot with sponsors on premises during WFC2018)
 - Local LOC sponsor (Ceska Pojistovna) also for a video shoot
- Mapping of celebrities (which have a touch point to our sport) as reference for floorball => high-profile case with Finnish NHL Stanley Cup winner (T. Teräväinen)
- Value-base survey in the fan community; the questionnaire is ready. Now we get help from the national associations / use our social media channels to distribute the survey in December
 - confirmed: Sweden, Czech Republic, Switzerland, Poland, Germany, Norway, Singapore
- Gathering best-case scenarios from national level (i.e. Pantamera in Sweden, WFC2018 succes cases)
- How to leverage our social media platforms for sponsors with most impact (planning with Mari Myllärinen)

Another target in branding is to make our social responsibility brand stronger. We will utilize the outcome of the survey to develop this further. For many brands this is a major factor in decision-making. For this there are two main topics:

- Identify and contact brands which share our #GoGirls project values (e.g. P&G (Always))
- Research a partner organization which would suit floorball
 - Unesco, Unicef, World Health Organization, Plan International, Worldvision, etc,

In the CCMNG meeting in October we had a guest speaker (Pernilla Dalborg) from Brynäs IF to present us how they reorganized their whole sponsorship model. Their idea was to move from traditional models (selling visibility elements (shirt, rink, etc)) to a value-based sponsorship model with strong roots in the Unicef declaration of children's rights. The idea for Pernillas visit was to bring new ideas also to our thinking and it did awake a lot of discussion among the group.

In addition to the above-mentioned, environmental aspects are also being considered. The experiences from the EcoCompass-project in WFC2015 are being evaluated for future implementation cases. This is a new area for potential IFF sponsors (environmentally sustainable products i.e. cups, plates used in events). Two companies have been contacted in this sector.

The school we are co-operating with for the Fan Value Base survey has executed a series of communication efforts about the research project which will also be utilized by the IFF. The thesis students visited the Women's EFT games in Neuchâtel in November and conducted some interviews among spectators.

Further some new perspectives for marketing have been worked on. Mr Kalsta has discussed with a company which produces digital brand activation services (Uplause (www.uplause.com)). This dialogue will be led further to see if we could strike a general agreement for IFF to aid LOCs and national federations to utilize these kinds of services.