

Marketing Function Report/Tero Kalsta 1.06.2018

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.

Parallel to the planning work I have initiated to build the sales funnel. As my sales management tool I have chosen Pipedrive which is a SaaS based software (to move away from Excel sheets). The software also offers statistic to evaluate the sales process and the work of Mr Kalsta.

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

Future efforts might include also direct e-mails and even a direct mailing concept. A direct mailing concept had been planned but there are budget restraints to execute. This will be kept in the backlog until initial sales have been secured and the financial situation has improved.

Sales Status

The negotiations with the timing sponsor SwissTiming (Lazslo Szakadati / Head of Client Services) have moved forward. They are in the process of defining the service offer and evaluate an according budget before internally contacting an appropriate watch brand to match the target group / service offer. We have set up a meeting on the 14th of June in Corgémont, SwissTiming head office.

On the sports apparel side I have contacted Adidas Nordic (Gustav Fermbo / Head of Sports Marketing), Puma Nordic (Rutger Hagstad / Head of Marketing), Nike Nordic (Jean-Willy Mossé / Sports Marketing Director), Joma (via Finnish rep. Tackla / Petri Nylund), Stanno (Katrin Wessel / Marketing Manager), Craft (via FFF / Kimmo Nurminen) and Errea (via web form) and trying to find Under Armour contact. Adidas, Nike and eventually Puma turned us down (at least for now). Joma has replied that the 2018 budget is not available but has not replied about the upcoming years. Stanno has come to us via another contact (Klubbhuset) but is insisting on exclusive rights for merchandise sales at the WFCs (negotiation on-going). I have not been able to establish further contact with Errea. Under Armour will be contacted via our sales partner 44Events as they already have a contact in the company.

On the title and main sponsoring front there are over 50 contacts made and the best leads at the time have been established with Perskindol (Sophie Raehse / Brand Manager), AJ products (Marcus Ragnarsson / Marketing Director), HMD Global (Nokia phones / Miko Paassilta, Nordic Marketing Manager), Vitamin Well (sports drink / Nathalie Bergenheim, Marketing Manager) and Subway (with the help of FFF; Elina Jollman / Marketing Manager). The contacted brands vary from fast food, snacks, drinks, travel industry to consumer electronics (phones, headphones, loudspeakers).

Two sales partner agreements have been signed, one for Finland and one for Switzerland. In Finland we have agreed that they are in contact with three (3) main sponsor prospects (energy company, sports retailer, clothes brand). For our Swiss partner I have signed off eleven (11) contacts he will start working on.

While trying to score a Main Sponsor there are also some offers made regarding the Champions Cup 2019. Currently three offers (two as Main Sponsor / one as Sponsor) have been discussed.

The negotiations lead by Mr Liljelund to renew the existing Material Sponsor agreements have moved forward as we have received the proposals from Gerflor and Renew Group. The Gerflor proposal was satisfactory (with a 32% increase) and acceptable. Some additions might be made according to the events (and where they will

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take place). The Renew Group proposal was unsatisfactory (with minor material increases) and a counter proposal with solid argumentation is being prepared. Swerink has not yet submitted their proposal.

Marketing Status

The IFF LinkedIn profile has been updated regularly and it has slowly produced further reach (impressions up from January (58) to April (10902)) and gained a bit more followers (see below).

Date	Followers Gained
10/01/2017-10/31/2017	1
11/01/2017-11/30/2017	0
12/01/2017-12/31/2017	5
01/01/2018-01/31/2018	5
02/01/2018-02/28/2018	22
03/01/2018-03/31/2018	11
04/01/2018-04/30/2018	18

Our sales presentation is being restructured for more consistency and focus (appendix). One of our sales partners (with extensive experience in sports marketing) has promised to consult us. Once the new sales presentation has been finalized and approved it will be uploaded on Slide Share. In addition, a fact sheet with figures on SoMe, Youtube and TV is being prepared (attached)

The new IFF website will present more possibilities for utilizing banners and digital advertising. This is an element which will be included in the sponsorship tool box.

On-going projects include:

- Calendar for LinkedIn posts (articles/figures/cases), quick presentation of statistics
 - SoMe statistics
- Reference cases (video) from current sponsors (script in process / film crew booked for execution Prague)
- Mapping of celebrities (which have a touch point to our sport) as reference for floorball
- Value-base survey in the fan community (with the help of national associations / our social media channels)
 - confirmed: Switzerland, Poland, Germany, Norway; expecting confirmation: Sweden, Czech Republic
- Gathering best-case scenarios from national level (i.e. Pantamera in Sweden)
- Evaluation of business events where we should participate
- How to leverage our social media platforms for sponsors with most impact

As part of strengthening our brand and credibility IFF joined the European Sponsorship Association (ESA). Since then I have had the chance to contact some of the companies in their network. We have also been contacted by a few companies in the ESA network. Two weeks ago, we received some attention as we were presented in the ESA Member Spotlight publication. There is also some new research data available, which I will distribute to IFF members (at least the ones in the CCMNG).

A secondary target in branding is to make our social responsibility brand stronger. 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
- Research a partner organization which would suit floorball
 - Unesco, Unicef, etc.

In reference to the above-mentioned environmental aspects are also being considered. This is a new area for potential sponsors (environmentally sustainable products i.e. cups, plates used in events).

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Further some new perspectives for marketing have been worked on. Mr Kalsta has discussed with a company which produces rink size 3D-projection shows. This would be an element which would draw much attention for the WFC (and present sponsors a unique platform) however the budget structure is hard to overcome without a major contribution from a sponsor. One other partnership is under evaluation. Where are currently testing a drone camera (also for indoor purposes) to produce floorball related content (Hover Camera). If the product is suitable we will promote the product (through content marketing) in our social media in exchange for product donations. If suitable it will also be discussed if Unihoc has interest to participate.