

### Champions Cup Steering Group meeting 1/2018, Copenhagen, Denmark

<b>Participants:</b>	Kimmo Nurminen	CCSG chair, IFF
	Tomas Frank	CFbU
	Kari Lampinen	SSBL
	Magnus Nilsson & Kristoffer Fält	SIBF
	Michael Zoss	SUHV
	John Liljelund	IFF secretary general

#### Report on present issues

##### *1) Opening and Objectives*

Mr. Nurminen welcomed everyone for the first meeting of the year 2018 for the CCSG.

Mr. Nurminen concluded that the aim of the meeting is to discuss and establish the base for the Home & Away concept, based on the National Associations No-No-lists and the working group concept proposals.

The report of the previous meeting from Bratislava 03/2017 has been approved.

##### *2) The Home-Away Game Financial analysis*

Mr. Zoss presented the discussion paper prepared by the working group for the Home & Away matches concept.

The ideal is to illustrate the background for the system. The basis is to have one place per country. The size is depending on the number of the participating countries and the teams enter the tournament based on their ranking in pots. The system will be flexible, so the teams can decide how they will organize it (tournament, home-away, 2 games in one place)

From the financial point you will gain more if you advance in the tournament. The games can be built on a regional level.

The CCSG discussed the concept idea and the financial pot, which will make it possible to support the travelling. There are problems or at least concerns related to get the teams to participate in the competition. The clubs are most interested in the financial aspect for the travel.

Mr. Nurminen felt that the big question is how to convince the teams to participate.

Mr. Nilsson felt that SIBF felt that the clubs needs to be committed to participate in an European Club Competition. The gender aspect must be taken into consideration.

The question of where, when and how to play the final and how to appoint the organizer is still open.

SIBF is not ready to take the concept to their clubs at this stage, with a possible problem to have the 2<sup>nd</sup> seeded Swedish team entering already in the 1/16-finals. Mr. Zoss agreed to this and felt that we need to build the concept forward and have the commitment from the CCSG to go forward and try to solve the issue.

Mr. Frank feels that the Home and Away is the best possible solution. The problems started when the teams are winning the national championships from time to time and already know the tournament.

The CCSG decided that the working group would try to make a revised proposal for the Home & Away Concept considering the open questions mark by the end of June. The CCSF countries will then in writing comment the proposal end of September, based on which a definitive version will be made for the next CCSG meeting in October.

##### *3) The Champions Cup 2019 in Sweden*

Mr. Nilsson reported on the SIBF plans on the organization for the CC in Sweden from the 3<sup>rd</sup> to 4<sup>th</sup> of January 2019, which will be played in Gävle, in the Gavlehovshallen. Gävle is around one hour from the Arlanda airport. Agreements have been signed with the City of Gävle and the local club.

The LOC wants to provide the “Ticket to Gävle” and other materials for the SuperFinals. There is an ongoing dialogue with SSBL and Czech Floorball. SIBF will organize the U16 District Swedish Championships are played in Gävle from Thursday 3<sup>rd</sup> to Sunday 6<sup>th</sup>

#### **4) Other Issues**

Mr. Liljelund informed about the sales & marketing work done for the CC by Mr. Tero Kalsta. The beginning of the year has been building the basis for an organized system and the following actions have been taken so far:

- joint sales effort for CC while contacting potential main sponsors (e.g. Puma, AJ Produkter, Klubbhuset/Stanno, sports drinks)
- idea to offer the event with exclusivity to one floorball equipment manufacturer (Fatpipe, Unihoc, other.)
- Klubbhuset might be interested in a main sponsorship (right to sell all floorball products + merchandise)
- there is a possibility to offer internet-streaming for Elisa/Fanseat (they would cover production cost / more reach)
- discussions also with HBR Arenareklam (they sell a lot of arena advertisement in Sweden and have a good client base)

#### **5) Closing the meeting**

Mr. Nurminen to thank the CCSG members for a good and efficient meeting  
The next CCSG meeting will be held in Uppsala on the 19<sup>th</sup> of

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#### **Upcoming meetings and issues (cont.)**

- Next CCSG meeting in connection to the EFT meeting in Upsala in 19<sup>th</sup> of October.
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#### **Issues that need to be discussed or decided upon or taken action upon**

- Home & Away working group will prepare a revised version by end of June 2018, including all the open questions.
  - CCSG members are to comment in writing upon the by the end of September
  - Home & Away working group will prepare a final concept proposal by the next CCSG meeting
  - The CCSG countries should use the activation tools for the Gävle CC during their SuperFinals.
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