

## Appendix 18

### Champions Cup Steering Group meeting 2/2018, Clarion Hotel Gillet, Uppsala, Sweden, 19.10.2018 between 09:30 – 12:00

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

#### 1) Opening and Objectives

Mr. Nurminen welcomed everyone for the second meeting of the year for the CCSG, in connection the Men's EFT in Uppsala, Sweden.

Mr. Nurminen concluded that the aim of the meeting is to discuss the proposed concept prepared by Mr. Michael Zoss and try to find a base for the road forward.

#### 2) The Champions Cup Concept 2023 -

Mr. Zoss has updated the concept paper and sent it to the working group on the 9th of October. Due to travels and tight work schedules, the working group has not had time to discuss it, so it is delivered to the steering group in its initial format.

Mr. Zoss made a short presentation of the concept and asked if this could be a basis for a new version. Mr. Lampinen felt that this could be a possible way to find a good solution for the future, so Finland is in favor. Mr. Frank felt that the building of the regional groups is very positive. Mr. Nilsson felt that we now have a document that all items are included in the concept. For Sweden it is not possible to move forward without a similar solution for the Women side. Mr. Liljelund feels that this is a good hybrid based on the previous concepts. For IFF it is not possible to advance without having women included in some way.

From the IFF point of view, Mr. Liljelund has flagged that the initial proposal of a sponsorship income of 140.000 CHF is far too big for the IFF to bear the risk for single-handedly and we have agreed with Mr. Zoss to look over this for the meeting.

The CCSG discussed the Concept proposal and raised the following issues and additions

- Divide the four groups into two divisions, North and South.
- Include all existing IFF member countries
- Define a minimum number of teams to form a group
- Will the way the groups are formed effect the WFC qualifications as they are built on WFC ranking not geography?
- Idea to forcing the national champions to participate – to be discussed how this could be done.
- Non-European teams can participate on own cost and play only in Europe
- Build a system for the ballot or competition structure of the tournament
- The regional tournaments can be played as a two-three-day tournaments
- Possibility for the Cup winner to participate from the top 4, avoid the inter-national matches
- Originally WFC ranking and after a few years a Club team ranking
- Can we play the Men's and the Women's final together?
- The final could be organized in the Top 4 in a certain order.
- There is a problem with the different competition season times.
- First round in end July/August, Intermediate date early September (two week period), quarter finals in end November/after WFC in December, semi finals in late December/early January and Finals in end February
- Try to find a solution for a fixed weekday for the matches and then the clubs can agree upon to change the playing date
- Possibility to let the teams agree upon a possibility to play two matches in one city. Only from the quarterfinals you should play home and away.

Report on present issues

- The game time is defined by IFF
- Final is one game
- Women solution could be a three-level competition – four tournaments for quarter finals (3-4 teams in groups), possibility to have 2 teams from top 4, semi-finals (Home-Away) and finals (Single game). Option for having 1 or 2 teams already qualified for the semi-finals.
- Raise the participation fee to 2000 CHF per non Top 4 team
- The organization of the Final shall be held on the IFF – National Association level.
- The budget was discussed, and a number of changes was made and the budget will be updated

Mr. Zoss will update the concept and send the proposal to the CCSG for final comments and then it will be sent to EFT-countries, with shall have to answers by the end of the year. Then it will be brought to the IFF RACC for comments related to technical competition issues the and the IFF CB.

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

Mr. Nilsson gave a short report on the development of the preparations.

There are some issues with the TV production, as there might not be any broadcast in Sweden. IFF is talking to Finnish TV and Elisa Fan Seat.

Mr. Frank informed that it would be good if all important information for the participating teams would be announced before the time of registration.

### **4) Other Issues**

Mr. Liljelund informed about the marketing and sales work done for the CC by Mr. Tero Kalsta. The following actions have been taken so far:

- A status meeting check with Magnus Nilsson (meeting 17.10.)
- IFF will run a promotion at the WFC2018 (LED ad)
- Point sales effort for CC while contacting potential main sponsors (e.g. Puma, AJ Produkter, Klubbhuset/Stanno, Vitamin Well) => several have declined. Discussions on-going with Subway and Lidl and more will be contacted (e.g. ferry companies).
- An offer for the CC with exclusivity for the floorball equipment manufacturer (Fatpipe, Unihoc, Salming) => Unihoc declined (too close to the WFC), Fatpipe unlikely, new offer to Salming
- Klubbhuset was interested in a main sponsorship (right to sell all floorball products + merchandise) => proposed a minimal sum / no deal
- Several contacted parties in the floorball industry have stated that it is a difficult time for them as it coincides with Gothia and Storvreta Cup (already there)
- 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) => no decision, on-going discussion

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

Mr. Nurminen thanked the CCSG members for a good and efficient meeting and for a good work to find a solution for the new format of the Champions Cup.

The next meeting will be held in Prague on the 7<sup>th</sup> to discuss how to start the sales process for the Event. The CCSG will be accompanied by Mr. Tero Kalsta.

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

- In Prague on Friday the 7<sup>th</sup> of December at 14:30 to discuss the sales process for the Champions Cup new project
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### **Issues that need to be discussed or decided upon or taken action upon**

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