

## Marketing Function Report/Tero Kalsta 28.10.2018

### 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. The software also offers statistics 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 (there are obvious financial restraints for the latter one). This will be kept in the backlog until initial sales have been secured and the financial situation has improved. As a new test for approaching potential customers Mr Kalsta will test sending customized sales videos (first sent to Momondo / Allan Askov). He has invested some time in learning to use a free editing software.

### Sales Status

Currently it has been clearly confirmed 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. He has returned from holidays 9.10.2018.

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 but turned us down due to signing two major agreements (therefore lacking resources to start anything big). The case can be revisited during 2019. Joma has replied that the 2018 budget is not available but has not replied about the upcoming years, reactivation has been commenced during August 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 (Denmark/Germany). I will remain in touch with them. I have also delivered Diadora detailed info about our offering for them to evaluate the case before summer and have made follow-up during August. 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. Based on the topics they pointed out in the discussion I delivered a detailed description on how to develop their credibility in floorball and how to create team ware sales. Craft informed 17.10.2018 that they could not fit floorball in their 2019 budget. The negotiations for upcoming years will continue. I have also extended invitations to the WFC2018 for Puma, Hummel and Craft.

On the title and main sponsoring front there are over 80 contacts made and the best leads at the time have been established with

- Verfora AG / Perskindol (Timothée Pfeiffer / Brand Manager; Julien Leblond / Sponsoring Manager Global Brands; offer sent 6.9.2018 => declined due to lack of budget, secondly, they do not perceive

---

#### Address:

Alakiventie 2  
FI-00920 Helsinki,  
Finland

#### Phone:

+358 9 454 214 25  
Fax:  
+358 9 454 214 50

#### E-mail:

office@floorball.org  
Web-site  
www.floorball.org

#### Bank:

Credit Suisse, CH-8700 Küsnacht, Switzerland  
Account No: 0818-559200-11. Swift: CRESCHZ80A  
IBAN: CH52 0483 5055 9200 1100 0

their international position to be sufficient for such an investment at this time (revisit in 1,5 years was their estimation))

- AJ products (Marcus Ragnarsson / Marketing Director)
- HMD Global (Nokia phones / Miko Paassilta, 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 evaluating the Champions Cup and further steps (phone call 16.10.)
- 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. to discuss targets and strategy

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

IFF has been contacted by two separate parties to discuss possibilities for a Main sponsorship for the WFC 2018, one a discount store chain through Eurobanner (they have received an updated offer based on their iteration) and a second Chinese internet company. Both have been served with further information for decision-making.

Our two sales partners have been working on their contacts. In Finland out of the three sponsor prospects (energy company, sports retailer, clothes brand) on one is currently still active (energy). A fourth is just about to be contacted (energy 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). This discussion has reinitiated in September (10.9.) and Polar will consider our offering in their budgeting process which starts in October. Our Swiss partner is also the IIHF Director of the World Ice hockey Championships in Lausanne 2020. We have discussed (meeting 16.10.) that he will have floorball also in the backlog when he will meet with the current IIHF sponsors.

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 110 (start of the year 24).

An editorial (paid) article will be written for SportsProMagazine in October. The topic will be how to tackle to paradox of being a growing sport with good proven figures (spectators, tv-reach, Youtube views/minutes, SoMe reach) to attracting new sponsoring partners.

---

#### Address:

Alakiventie 2  
FI-00920 Helsinki,  
Finland

#### Phone:

+358 9 454 214 25  
Fax:  
+358 9 454 214 50

#### E-mail:

office@floorball.org  
Web-site  
www.floorball.org

#### Bank:

Credit Suisse, CH-8700 Küsnacht, Switzerland  
Account No: 0818-559200-11. Swift: CRESCHZ80A  
IBAN: CH52 0483 5055 9200 1100 0

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. 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).

Our sales presentation was restructured for more consistency and focus (appendix). A feedback from the CB is expected. 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).

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 (script in process / film crew for execution in Prague / agreeing on time schedules with sponsor representatives)
  - Trying to include also some LOC sponsors for the video shoots
- Mapping of celebrities (which have a touch point to our sport) as reference for floorball
- Value-base survey in the fan community; kick off was in September (help of national associations / our social media channels to distribute the survey)
  - confirmed: Sweden, Czech Republic, Switzerland, Poland, Germany, Norway, Singapore
- Gathering best-case scenarios from national level (i.e. Pantamera in Sweden)
- 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. 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

In the CCMNG meeting 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. 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 will execute a series of communication efforts about the research project which will also be utilized by the IFF. The thesis students will visit the Women's EFT games in Neuchâtel in November.

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 (production cost for the event around 150.000€). There have also been discussions with Uplause ([www.uplause.com](http://www.uplause.com)) which is a company offering digital brand activation services. 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.