



## VIDEO: THIS IS FLOORBALL



# International Floorball Federation

- The head organisation of the floorball world
- Founded 1986 in Husqvarna, Sweden
- Approximately 3,5 million players worldwide
- 68 member countries
- Member of International Olympic Committee (IOC)
- In the middle of rebranding process of the IFF Corporate Identity
- Main objectives and responsibilities



- To develop floorball as a whole and to take care of its international progress
- To give support for the national associations and to create optimal environment for the growth and development of the sport



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## Some of our unique characteristics



- Strength, speed & skill all in one package – without any acceptance for violence
- Easy to learn, yet eye-catching to watch, due to a combination of tremendous tempo, quality teamwork and unbelievable individual efforts
- Highly responsible sport throughout with a lot of great examples for youth as well
- Exceptionally equal with a very strong participation of women and girls



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# Annual Main Events

MONTH	COMPETITION	COMPETITION TYPE(S)
JAN	Champions Cup	CLUB+NTL. TEAM
FEB	WFC Qualifications	NTL. TEAM
MAR	National League Playoffs	CLUB
APR	National League Superfinals, Euro Floorball Tour	CLUB+NTL. TEAM
MAY	U19 World Floorball Championships	NTL. TEAM
JUN		
JUL	The World Games (2021)	NTL. TEAM
AUG		
SEP	National League start	CLUB
OCT	Euro Floorball Cup	CLUB
NOV	Euro Floorball Tour	NTL. TEAM
DEC	World Floorball Championships	NTL. TEAM



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## Case: Meltwater & Sportcal Data from Men's WFC 2016

### IFF SOCIAL MEDIA CHANNELS 1.12.-13.12.2016

Social channel	Followers	Reach	Impressions Views	Engagement
Facebook	50 355	2 235 346	5 846 274	31 548
Twitter	13 338	-	773 975	46 448
Instagram	54 925	-	-	223 603
Youtube	34 251	-	2 252 928	134 583
<b>Total</b>	<b>152 869</b>	<b>2 235 346</b>	<b>8 873 177</b>	<b>301 599</b>

**Users Reached:** The daily number of users that were served any content associated with your Page via the News Feed, ticker, or visits to your Page counted together.

**Impressions:** The number of times any content associated with your Page was seen in News Feed, ticker, or on visits to your Page.

**Views:** The number of legitimate views for your channels or videos.

**Engagement:** Total number of times a user interacted with a post.

**Note:** Instagram doesn't give the impression statistics to its users. Facebook is the only channel where you can get the reach stats.

- TV broadcasters 24
- Extended reach of TV nations 134
- Live coverage audience 8,7M
- News & highlights audience 17,9M



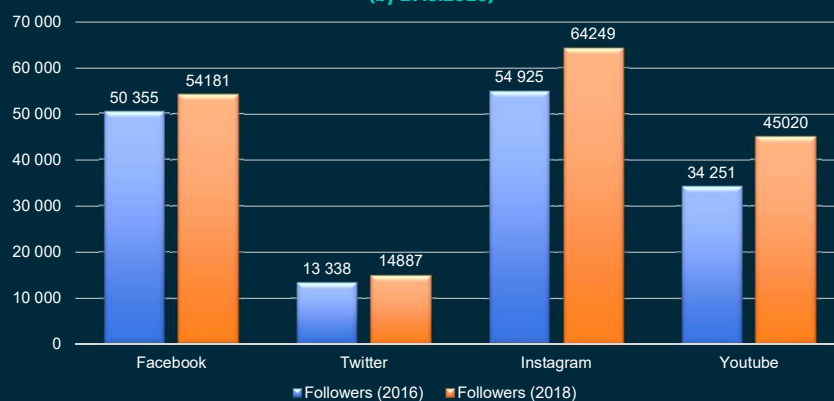
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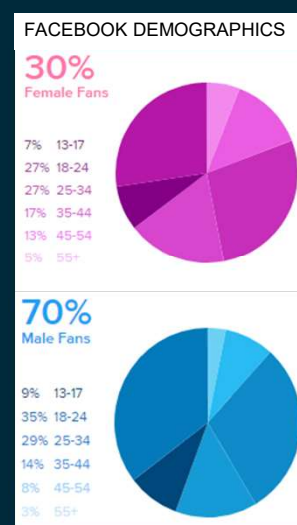
# IFF Social Media

## Follower growth 2016-18 (by 17.5.2018)



## The segment of 18-34

- With floorball the challenging target group of young adults can effectively be reached and interacted with
- The majority of floorball followers belong to the segment in which people are still forming their more permanent consuming habits
  - a big part of this group is reaching the age of big consuming decisions
  - as a consequence, the majority is still growing their value as customers with a potential to build an active loyalty
- Our followers are comparably very active, engaging people in the social media
  - the segment of 18-34 is the most active and familiar with all the stimulus via digital marketing



## Our Vision

We are going to...

- Build a strong and recognizable brand
- Be a visible and globally known sport
- Continue spreading to new areas with powerful participation in all continents
- Reach the Olympic Games



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## Our Values



### ❖ Equality

- floorball is and will be accessible for all
- actively involved in the Special Olympics

### ❖ Responsibility & Solidarity

- aware of and fully committed to CSR
- being a sustainable organisation with healthy financial and human resources

### ❖ Democracy & Transparency

- clean, non-corruptive sport
- actively fighting against doping with WADA

### ❖ Unity & Joy

- cherishing our strong and united global community which shares the love for floorball and joy from playing and watching it



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# Let's co-create value together

Partnership with floorball will give You not only the strong visibility in our events and marketing communication, but especially a genuine and committed long-term *relationship* in which...

...**shared values** form the durable ground

...the partnership is being seen as a significant, **profitable process**

...**value is co-created** together continuously and systematically for the benefit of both parties



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## Do we have a brand match?



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## Case:

*"Through our collaborative relationship with IFF, we have been able to reach the whole world of floorball and the continuous growth of the market year-round and in a profitable way. The value in our relationship is genuinely created together for each party – especially by a strong brand match, which has deep foundations in our shared values."*

Timo Lepistö, CEO, Oy Patrol Ab

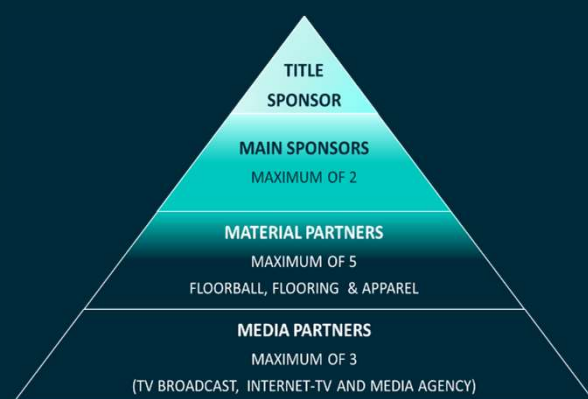


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## The IFF Partner Strategy



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## IFF TITLE PARTNER VISIBILITY ELEMENTS – IFF EVENTS

### VENUE

- One (1) Mid-Circle Floor Commercial 3m in diameter
- Two (2) Floor Commercials
- Two (2) Rink Commercials 2 x 0,5m (TV side)
- Two (2) second line commercial 2,5 x 1m / 16 x 12sec LED screen spots (TV Side)
- Video Screen Spots 2 per game
- Referee Outfit
- Surrounding Area next to rink
- Special Spectator stand

### PROMOTIONAL MATERIALS

- Press screen/Mixed zone backdrop
- Match Programme
- Promotion/Giveaway materials
- IFF website/Organiser website
- Exhibition area in venue (10-20 m2)
- All Stars/Best Player/Presenter of the match
- IFF Event Mobile Application
- Social media components

### ACTIVATION POSSIBILITIES

- Competitions to spectators
- Tickets to Audience
- Competitions in Social Media
- Facebook and YouTube
- Streaming on Company Web page
- Any company channel



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## IFF MAIN PARTNER VISIBILITY ELEMENTS – IFF EVENTS

### VENUE

- One (1) Floor Commercial
- One (1) Rink Commercial 2 x 0,5m (TV side)
- One (1) second line commercial 2,5 x 1m / 12 x 15 sec led screen spots (TV Side)
- Video screen spots 2 per game
- Referee outfit
- Surrounding area next to rink
- Special spectator stand

### PROMOTIONAL MATERIALS

- Press screen/Mixed zone backdrop
- Match Programme
- Promotion/Giveaway materials
- IFF website/Organiser website
- Exhibition area in venue (10-20 m2)
- All Stars/Best Player/Presenter of the match
- IFF Event Mobile Application
- Social media components

### ACTIVATION POSSIBILITIES

- Competitions to spectators
- Tickets to Audience
- Competitions in Social Media
- Facebook and YouTube
- Streaming on Company web page
- Any company channel



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## IFF PARTNERS VISIBILITY ELEMENTS – NATIONAL ASSOCIATION EVENTS

### VENUE

- One (1) Floor Commercial
- One (1) rink commercial 2 x 0,5m (TV side)
- One (1) second line commercial 2,5 x 1m / 12 x 15 sec led screen spots (TV Side)
- Video screen spots 1 per game
- Referee outfit (in International Events)

### PROMOTIONAL MATERIALS

- Promotional materials
- NA website/Organiser website



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## Our Value Proposition For You

***Fast. Exciting. Spectacular.***

***Clean. Equal. Transparent.***

***Modern. Flexible. Full of potential.***

