

Champions Cup Steering Group meeting 1/2019, Park Inn Radisson Copenhagen Airport, Copenhagen 21.03.2019 between 09:30 – 15:30

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

MINUTES

Report on present issues

1) Opening and Objectives

Mr. Nurminen opened and welcomed everyone to the first meeting of the year for the CCSG.

Mr. Nurminen concluded that the aim of the meeting is to discuss the comments and feedback given by the stakeholders to the Home & Away concept and to prepare a final proposal of the Concept based on these and agree upon the next steps in the process.

In addition, the CCSG is to evaluate the Champions Cup 2019 and start planning for the next event in the Czech Republic in 2020. Mr. Nurminen gave the greetings from the IFF CB, that it is important to have a solid financial foundation for the tournament and the CB hopes to have a final solution at latest by the end of the year.

Mr. Liljelund apologized to the CCSG that the RACC Chairman has approached the group with an email last night.

2) Evaluation of Champions Cup 2019 in Gävle 3.-4.1.2019

Mr. Nilsson gave a short report of the running of the 2019 Champions Cup in Gävle, Sweden. There was a total of 4.906 spectators, with an average of 613. The Women's final had a figure of 1114 spectators, which is the second highest. There was a total number of 1.565 spectators in the Men's final. No matches were broadcasted live, but there was 8 sports in Sport shows. Very good YouTube figures.

The financial result was around EUR -80.000, with a cost of 110.000, which was in-line with the budget and then some 30.000 less income than budgeted. The lack of TV effected the result as there was no income from the sponsors, but mainly it came from the lack of spectators. The City support was not very big, as there is not enough people coming to the event.

From and SIBF evaluation the positive thing is that a two day event creates lower costs. On the negative side is that the time from winning the national league to the Champions Cup is very long. The organizer was quite inexperienced, there was a lot of issues the SIBF had to secure in the arena (restaurant, ticketing, etc.). Playing during the week, also resulted in less spectators. The marriage of the two tournaments didn't work as planned and a lot of preparations must be done in between Christmas and new year.

The CCSG to discuss the issues and the necessity to play during the week-end, as it effects the possibility for fans to participate. In 2021 and 2022 the situation is that it has to be played in the second week-end. The players and coaches liked the event, but the clubs thought that organization is difficult. The Czech Clubs felt that the Final4 is not the future, but they are happy to participate. Classic was a bit disappointed that their win was not highlighted enough in Finland, after the WFC win.

The CCSG concluded that the Final4 is not the optimal solution for all stakeholders, so the work to secure a new and more valid and relevant format. The future events the most optimal is the second week-end and not during the week. The associations will make their related decisions concerning the dates still during the year.

Report on present issues

3) *The Champions Cup Concept 2023 – Stakeholder feedback*

All the stakeholders have now handed in their feedback to the present proposal .

The CCSG countries gave their overall view of the Concept of Home & Away Matches. The big question from the associations is how to finance the Concept and there needs to be a Date of No return for making the decision of a go/no go, by which we will have to secure the income for the tournament. The question of travelling is key to solve the issues.

Based on the feedback from the clubs, they feel that this is the future with one or two matches per round. The financial issue is key for the clubs, so the travel cost is much higher than the income from the home games. The feeling is that for the Women clubs there is not that much income on the Female side for the Home matches, so they will not be able to finance the Away trip.

Presently there are a number of open questions on the table, which the CCSG discussed

- Reduce the Number of rounds or Play just Single games
 - o The Intermediate and Quarterfinal level is played within the Conference
 - o Start the Concept from the quarterfinal stage, as a test for example in 2022
 - o The whole Concept could then start gradually to grow from 2023 forward
 - o Investigate the possibility for a tournament for quarterfinals for Women, but play the Home & Away from semi-finals forward
- Financial commitment level
 - o Max 8.000 EUR travel expense per team, based on general travel costs
 - o Definition of minimum time before/after match must be defined
- Competition structure
 - o The subsidy covers only one night and travel, if it is possible
 - o Maximum size of the team
 - o All extras are the responsibilities of the Club
 - o Subsidy paid for Marketing rights and Travel
- Time table to decide upon
 - o Sales and Marketing portfolio by end May
 - o Decision by National Board/Clubs by end of June
 - o Date to secure the finances: 31.12.2020, to start for season 2021-2022, with the test.
- Marketing rights
 - o IFF reserves space for 4 sponsors, the materials CC sponsor does have exclusivity
 - o Most of the promotional spaces are within the YouTube, SocialMedia, Web
- Playing schedule
 - o Open for discussion

4) *The Champions Cup 2020 in Czech Republic*

Mr. Frank reported on the CF plans on the organization for the CC in the Czech Republic between the 11th and 12th of January 2019. The tournament is organized on the second week-end, to secure a bigger audience. The Event will be organized during the week-end in either in Prague or Ostrava, depending on which Men's SuperFinal champion, to secure the home-team Participation.

The target is to have a balanced budget of 120.000 EUR, but this can change if the event is played in the New O2-arena. So far, the support from the City and the Government is still unsure, as the term for the event is prior to the support application process.

Mr. Nilsson stressed that it would be very important to have the change of the term informed as early as possible, to secure the terms of national leagues calendar.

The CCSG discussed about the marketing of the CC 2020. As soon as the CF has decided the City, they will provide the Ticket to CC and some materials to the Associations and IFF. IFF will run a campaign in SocialMedia in advance the finals in each country.

5) *Other Issues*

The CCSG received information about the following issues:

- Situation with SSL Clubs in Sweden
- Testing system for the Future of Floorball in 2019-2020 and 2020-2021
- Next steps for the Euro Floorball Championships

6) *Closing the meeting*

Mr. Nurminen thanked the CCSG members for a good and efficient meeting

Next CCSG meeting will be held on Skype on the 12th of June

Upcoming meetings and issues (cont.)

- CCSG Skype meeting 12.06.2019 at 13:00 CET
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Issues that need to be discussed or decided upon or taken action upon

- CCSG to decide of the playing dates for the 2021 and 2022 tournaments during this year
 - Mr. Zoss to update the Concept, with the decisions of the meeting in Copenhagen
 - All parties to seek approval for the finalised concept
 - Czech Floorball to produce the promotional materials to the countries and IFF, after the City has been decided.
 - IFF to run a SocialMedia campaign in advance of the Finals in the respective countries (MM)
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