



# Champions Cup 2023 - New set-up

## Appendix 11

### 1. Current situation

The Champions Cup has a history of great sports but difficult finances. The different stakeholders have different interests and views on the Champions Cup:

#### Clubs

For the club managers, the Champions Cup seems not to be very important. For them, the Champions Cup causes mainly problems about dates and mainly the finances.

The clubs seem not to be eager today to invest a certain amount for such a competition.

#### Players

For coaches and especially the players, the Champions Cup is a very important event. To play against the top teams of the world and mess with the strongest opponents is real sportsmanship.

#### International Floorball Federation

For the IFF the Champions Cup is very important in both matter, sports and publicity.

But the Champions Cup is also a very difficult topic about the financial situation. The IFF is today not able to finance such an event on its own.

#### Top4 National Associations

For the Top4-nations, the Champions Cup is important, but it causes a lot of questions about the schedule and the finances. Today the Top4-nations are ready to invest a certain amount in the Champions Cup.

All Top4-nations lose a big amount every time the Champions Cup is held in their country, between CHF 50'000-150'000 – this happens about all for years for any nation.

The Top4-nations believe that there must be found a possibility to organize an event, that is more interesting for the audience and sponsors.

#### Follow-up nations, ranked 5 to 10

For the follow-up nations the Champions Cup is on one hand a fantastic opportunity to play against the Top4-nations. On the other hand, the finances are a big problem: The money is very short only and is it worth for them to spend a big amount to play a game against an overpowering opponent?

But to play against the top teams of the world is an important goal for the teams and players of these countries.

#### The Champions Cup Steering Group

The CCSG agrees that there must be an international format for the top clubs and if possible also with the follow-uppers.

The CCSG agrees that the competition must be organized for both genders.

## 2. Competition Phase 1: Test mode

In behalf of the costs, the Champions Cup starts in a first step as a test mode among the top4 nations.

### 2.1. Conferences and divisions

To avoid cost and long travel distances, the Top4-countries will be split in two regional conferences:

Northern Conference	Southern Conference
Finland (1) and Sweden (2)	Switzerland (3) and Czech Republic (4)

The registration of the teams shall be handled by the end of May.

The rules of the game and are set by the IFF and the game time is defined by IFF.

The champions of the Top4-countries have an obligation to participate the Champions Cup.

#### 2.1.1. Ballot

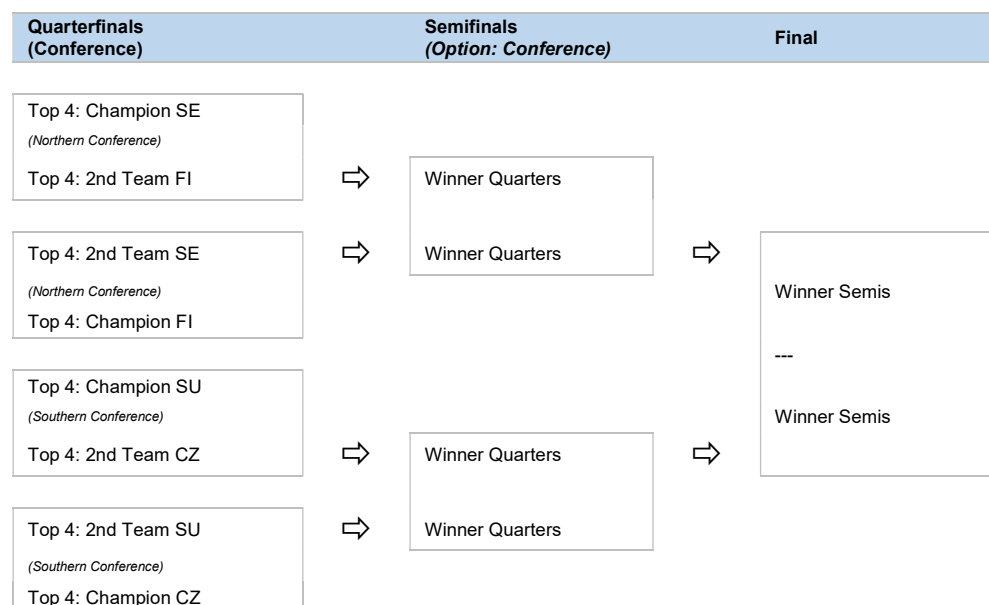
The games are played in the conferences North and South.

For the Quarterfinals there will be a ballot, made by the IFF. Before the Semi-finals, clubs from the same nations can't play against each other.

## 2.2. Competition structure

### 2.2.1. Men

Level	Pairs / Teams	
Final	1 pair – 2 teams	Winner Semi-finals
Semi-finals	2 pairs – 4 teams	Winner Quarterfinals
Quarterfinals	4 pairs – 8 teams	Top4 Champions + Top4 Follow-uppers



### Quarterfinals

The competition starts with the Quarterfinals including the Top4 national champions and the follow-uppers. They compete for the Semi-final qualification with a home and away-game.

The games are played in their conference.

If both teams agree, the two games can be played in the same city on two days.

### Semifinals

The winners of the Quarterfinals play for the Final with a home and away-game.

*Option: The games are played in their conference.*

### Finals

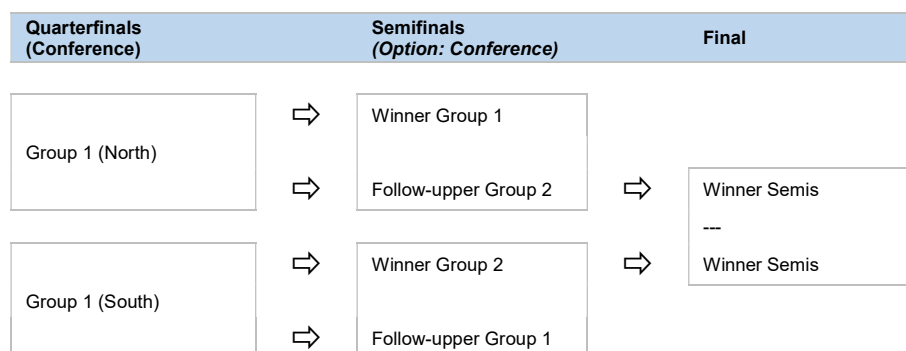
The winners of the Semifinals play for the title in a single game.

Both teams can agree on a host for the Finals. If both teams want to host the finals (or nobody does), a lot decision is drawn by the IFF.

The finals are organized by the national association and the IFF.

## 2.2.2. Woman

The whole competition structure is built on a competition tree with two groups at first stage:



### Quarterfinals

The Quarterfinals are played as tournaments, in the two conferences North and South.

*Option: The Top4 can send already one or even two teams to the Semifinals.*

The organization of the tournament will be similar as at the EuroFloorball Cup or the EuroFloorball Challenge (EFCh).

### Semifinals

The winners of the four Quarterfinals play for the Final with a home and away-game.

*Option: The games are played in their conference.*

### Finals

The winners of the two semifinals play for the title in a single game.

The Woman's finals will be included in the Men's finals.

### 2.2.3. Timetable

Month	Round	Regional Tournament	Home-Away Game	2 games, one place	One Game (IFF)
Nov/Dec	Quarterfinals	X (W)	X	X	
End of Dec / Early Jan	Semifinals		X	X	
Feb/Mar	Finals				X

The IFF sets a two-week period, until then all games must be played. Then the clubs can agree upon to change the playing date. If there is no agreement, the IFF sets the date.

### 2.2.4. Finances

#### 2.2.4.1. Income

There are five various sources of money:

Donor		Amount/year	Number	Total
National Associations	TOP4	30'000	4	120'000
Teams (participants)	TOP4	2'500	16	40'000
IFF		30'000	1	30'000
Sponsorship	Gold	50'000	-	-
	Silver	20'000	1	20'000
	Bronze	10'000	2	20'000
Streaming				10'000
<b>Total</b>				<b>240'000</b>

#### 2.2.4.2. Expenses

The expenses look like this:

Topic		Amount	Number	Total
Final	Pricemoney (Winner 10k, runner-up 5k)	15'000	2	30'000
	Travel expenses, away team	8'000	3	24'000
Semifinals	Travel expenses, away team	8'000	8	64'000
Quarterfinals	Travel expenses, away team	5'000	16	80'000
Streaming		1'000	26	26'000
Referees		400	26	10'400
Marketing				8'000
<b>Total</b>				<b>242'400</b>



### **2.2.5. Additional regulations**

There are some basic regulations additional to the IFF regulations:

- All costs on a road trip are covered by the club, the organization of the home game does pay anything.
- The club gets a subsidy of the Champions Cup pot.
- The subsidy of the Champions Cup is paid for marketing rights and travel costs.
- The subsidy of the Champions Cup covers the costs for only one night and the travel for the team. Any additional costs must be covered by the club.
- There's a maximum size of the team:
  - o Total 24 persons
    - 2 goalkeepers
    - 18 players
    - 4 members of the staff
  - o Costs for additional persons must be covered by the club.
  - o All extra costs are the responsibilities of the club.
- A minimum time interval to the flight landing/take-off is defined before and after the game:
  - o Before match: 8 hours
  - o After match: 4 hours (if the airport is within 2h of travelling)
- Sponsorship
  - o The IFF reserves space for 4 sponsors.
  - o The materials CC sponsor does have exclusivity.
  - o All the other sponsor spots are up the organization of the home game/tournament.
  - o Most of the promotional spaces are within the YouTube, SocialMedia, Web

### 3. Competition Phase 2: Development

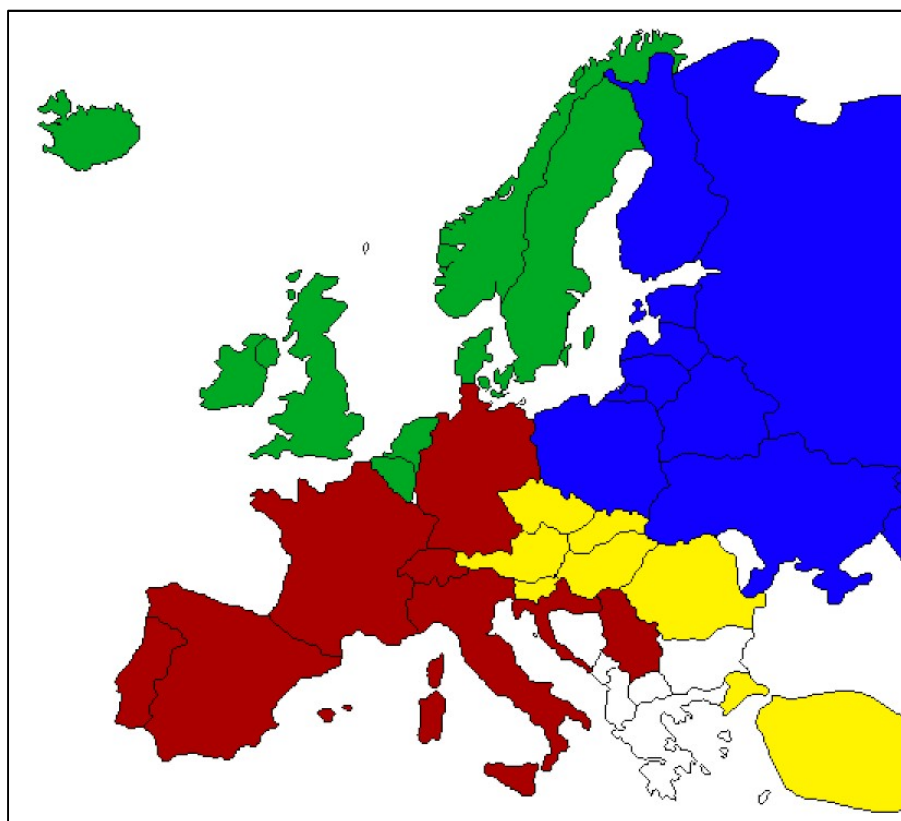
#### 3.1. Conferences and divisions

If the Phase 1 is entrenched and other European countries are willing to join the Champions Cup, the competition will be expanded.

The main objective is to find a solution which is interesting enough for all stakeholders to take part in the competition, both from a financial and competitive aspect.

To avoid big cost and long travel distances, all European countries will be split in four regional divisions. The distance between the countries is for the moment more important than the ranking, even though that the divisions don't have the same sporting levels:

Northern Conference		Southern Conference	
East Division (Blue)	North Division (Green)	South Division (Red)	Central Division (Yellow)
Finland (1)	Sweden (2)	Switzerland (3)	Czech Republik (4)
Latvia (7)	Denmark (5)	Germany (8)	Slovakia (10)
Estonia (9)	Norway (6)	Spain (19)	Austria (20)
Poland (14)	Belgium (25)	Italy (21)	Slovenia (24)
Russia (15)	Netherlands (27)	France (28)	Hungary (30)
<i>Belarus</i>	Great Britain (31)	<i>Serbia</i>	Liechtenstein (33)
<i>Ukraine</i>	Iceland (32)	<i>Portugal (provisional)</i>	<i>Turkey (provisional)</i>
<i>Lithuania (provisional)</i>	<i>Ireland (provisional)</i>	<i>Croatia (provisional)</i>	<i>Romania (provisional)</i>





The registration of the teams shall be handled by the end of May and the competition shall be played from August to March.

The rules of the game and are set by the IFF and the game time is defined by IFF.

If there are not enough teams for four divisions, the groups will be played in the two conferences "North" and "South".

Non-European teams are always welcome to join the Champions Cup, but they must travel to Europe and carry all costs themselves. The IFF assigns these nations to the divisions.

To define the Top4-nations, the WFC ranking is valid for the first 4 years. After this period, the results of the Champions Cup are valid.

If the champions of the countries have an obligation to participate the Champions Cup is up to IFF.

### 3.1.1. Ballot

Up to and including the quarterfinals the games are played in the conferences:

- East and North Division  $\Rightarrow$  North
- Central and South Division  $\Rightarrow$  South

For the Semi-finals there will be a ballot, made by the IFF.

Before the Semi-finals, clubs from the same nations can't play against each other.

## 3.2. Competition structure

### 3.2.1. Men

The whole competition structure is built on a competition tree:

Level	Pairs / Teams	
Final	<b>1 pair – 2 teams</b>	Winner Semi-finals
Semi-finals	<b>2 pairs – 4 teams</b>	Winner Quarterfinals
Quarterfinals	<b>4 pairs – 8 teams</b>	4 winners Intermediate Round + Top4 Champions
Intermediate Round	<b>4 pairs – 8 teams</b>	4 Division winners vs. Top4 Follow-uppers
Qualification groups	<b>4 Divisions</b>	All teams except the Top4; every Division winner goes to Intermediate Round. There can be a maximum of 6 teams per group. The regional tournaments can be played as a two- or three-day tournament.

In total there will be at least 24 games in the round robin and 21 games in the knock-out-phase during several months. Totally 45 games, and this could be more interesting for sponsors as the current situation.



## Qualifications

The qualifications will be played in 4 Divisions: The champions of all nations, but not the Top4. The format for the tournament will be provided by the IFF (for 4, 5 or 6 teams)

The four Division winners are qualified for the Intermediate Round.

The organization of the tournament will be similar as at the EuroFloorball Cup or the EuroFloorball Challenge (EFCh). These two formats will be integrated in the Champions Cup.

## Intermediate Round

The winners of the 4 Divisions play a home-away-game against the four Top4 Follow-uppers for the Quarterfinal qualification.

If both teams agree, the two games can be played in the same city on two days.

The Top4 nations define themselves who takes part as a Follow-upper, for example the cup winner if there is one.

## Quarterfinals

The winners of the Intermediate Round play against the four Top4 national champions for the Semi-final qualification with a home and away-game.

If both teams agree, the two games can be played in the same city on two days.

## Semifinals

The winners of the Quarterfinals play for the Final with a home and away-game.

## Finals



The winners of the Semifinals play for the Title in a single game.

Both teams can agree on a host for the Finals. If both teams want to host the finals (or nobody does), a lot decision is drawn by the IFF.

*Option: The final could be organized by the Top4 in a certain order.*

The Woman's finals will be included in the Men's finals.

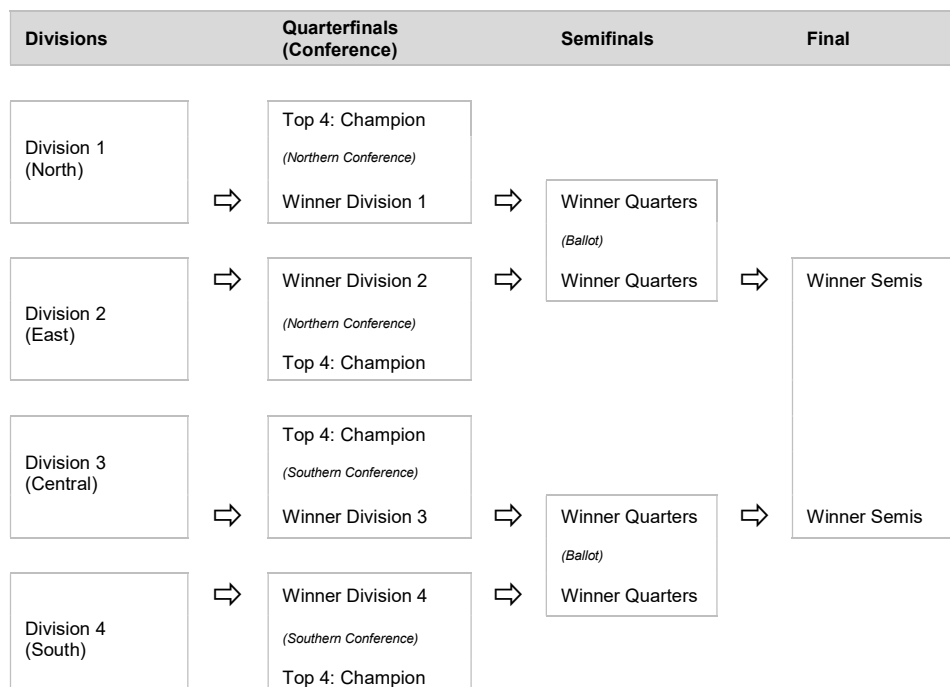
The finals are organized by the national association and the IFF.

### 3.2.2. Woman

The whole competition structure is built on a competition tree:

Level	Pairs / Teams	
Final	<b>1 pair – 2 teams</b>	Winner semi-finals
Quarterfinals	<b>2 pairs – 4 teams</b>	4 Division winners vs. Top4 Champions
Semi-finals	<b>2 pairs – 4 teams</b>	Winner Quarterfinals
Division	<b>4 Divisions</b>	All teams (3-4 teams per group); every Division winner goes to Semi-Finals

In total there will be a minimum of 12 games in the round robin, and 5 games in the knock-out-phase during several months. Totally a minimum of 17 games.



### Qualifications / Quarterfinals

The qualifications will be played in 3 or 4 divisional tournaments (Champions of all nations and runner-ups of the Top4). The format for the tournament will be provided by the IFF (for 3, 4 or 5 teams).

The four divisional winners of the qualification tournaments are qualified for the Quarterfinals.



*Option: The Top4 can send already one or even two teams to the Semifinals.*

The organization of the tournament will be similar as at the EuroFloorball Cup or the EuroFloorball Challenge (EFCh). These two formats will be integrated in the Champions Cup.

### **Semifinals**

The winners of the four Quarterfinals play for the Final with a home and away-game.

### **Finals**

The winners of the two semifinals play for the title in a single game.

The Woman's finals will be included in the Men's finals.

The finals are organized by the national association and the IFF.

### **3.2.3. Timetable**

Month	Round	Regional Tournament	Home-Away Game	2 games, one place	One Game (IFF)
Aug	<b>Qualifications</b>	<b>X</b>			
Sep	<b>Intermediate Round</b>		<b>X</b>	<b>X</b>	
Nov/Dec	<b>Quarterfinals</b>		<b>X</b>	<b>X</b>	
End of Dec / Early Jan	<b>Semifinals</b>		<b>X</b>		
Feb/Mar	<b>Finals</b>				<b>X</b>

The IFF sets a two-week period, until then all games must be played. This could even be a fixed weekday. Then the clubs can agree upon to change the playing date. If there is no agreement, the IFF sets the date.

## **4. Finances**

To build up the system there is at least CHF 317'000 needed.

All stakeholders are involved to build up this amount.

### **4.1. Income**

There are five various sources of money:

- National associations
- Participating teams
- IFF
- Sponsorship
- Streaming rights

Donor		Amount/year	Number	Total
National Associations	TOP4	25'000	4	100'000
	All others	2'500	8	20'000
Teams (participants)	TOP4	2'500	16	40'000
	All others	2'000	16	32'000
IFF		25'000	1	25'000
Sponsorship	Gold	50'000	1	50'000
	Silver	20'000	1	20'000
	Bronze	10'000	2	20'000
Streaming				10'000
<b>Total</b>				<b>317'000</b>

All amounts in CHF

*Option: There are a lot of successful crowd founding initiatives running in the sports world. It could be a possibility to collect money among the community to collect the money needed.*

### Marketing split

If there is more income of sponsors than the needed money, the marketing split looks like this:

- IFF and the clubs share 50%-50%. This has to be defined more specific later on.

This split is valid only for the amount that exceeds the needed sponsoring income (Gold, Silver, Bronze sponsors) – or the amount that is defined for the sponsorship.

## 4.2. Expenses

The expenses look like this:

Topic		Amount	Number	Total
Final	Pricemoney (Winner 10k, runner-up 5k)	15'000	2	30'000
	Travel expenses, away team	5'000	3	15'000
Semifinals	Travel expenses, away team	5'000	8	40'000
Quarterfinals	Travel expenses, away team	5'000	18	90'000
Intermediate Round	Travel expenses, away team	5'000	4	20'000
Qualifications	Travel expenses, away team	3'000	20	60'000
Streaming		1'000	30	30'000
Referees		400	60	24'000
Marketing				8'000
<b>Total</b>				<b>317'000</b>

All amounts in CHF

## 5. Timetable

Task	Responsible	Timing
Finishing version 4.0	Michael Zoss	22.10.2018
Comments and adaptations from the CCSG	CCSG	24.10.2018
Fulfil the comments and adaptations	Michael Zoss	25.11.2018
Release of all four national associations	CCSG	12.2018
Feedbacks of the NA and the leagues	CCSG	04.2019
Proof of the concept	IFF RACC	05.2019
Release of the concept	IFF CB	06.2019
Discussion with the not Top4-teams (in Neuchatel)	CCSG-members	12.2019

## 6. Open questions

There are some open questions:

Question	Solution
Possible problem for the IFF: Do the countries complain about the WFC quali, because there are regional groups in CC but not in WFC qualifications?	
How and when will the other nations, especially the teams ranked 5-10 be informed?	

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