



*WFC2020 – status 6/2019*



**WORLD FLOORBALL  
CHAMPIONSHIPS 2020**

December 4-12, Helsinki, Finland



# Organization

Event Director: Hanne Pirkola (since Oct 2018)

Marketing and Communications Manager: Minna Koivisto (since March 2019)

Later: Event Producer (9/19) ja Event Coordinator (1/20)



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# Ticket Sales

- Ticket sales start: November 2019 (fan packages (FIN) & final weekend at Hartwall)
- Extended ticket sales start: February/March 2020 (daily tickets, fan packages for other countries)



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# Marketing

- Print, Digital, Radio, Events and Activations
- Bigger investments are directly focused on selling tickets
- Four main steps: Ticketsales start Nov 2019, All tickets for sale Feb/Mar 2020, start for season 2020/2021 and final sprint Nov/Dec 2020
- Will use national team and players heavily to promote the event and increase fanbase



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# Main activations in 2019

- School tournaments, March (WFC 2020)
- Sportec –exhibition, March (WFC 2020)
- Work place floorball championships, May (WFC 2020 + partners)
- SunSäbä –tour, May-August (WFC 2020 + partners + clubs)
- EFT-tournament, November (WFC 2020 + partners + clubs)
- Mall tour, November (WFC 2020 + partners)



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# WFC2020 -partnerships

## IFF PARTNERS



## OFFICIAL PARTNERS



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Monetary goal for partnerships has been exceeded.



## *Team Helsinki 2020*

- Two partner meetings during spring 2019
- The participation has been excellent, partners are very excited and active
- Next meeting 10.9.2019 hosted by Helsinki City
- Activities: Hope campaign, SunSäbä tour, Workplace floorball, mall events, fan zone etc.



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# Game Schedule

- Preliminary game schedule has been drafted
- Negotiations with the Finnish Broadcasting company YLE
- Ballot and participating teams
- Final schedule during spring 2020



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# Website

Website is now open:

<http://wfchelsinki2020.fi/>

Will be moved to IFF official event site during summer 2019 (Fin/Eng)



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# *Welcome to Helsinki in December 2020*



Hanne Pirkola  
Event Director  
[hanne.Pirkola@salibandy.fi](mailto:hanne.Pirkola@salibandy.fi)



Minna Koivisto  
Marketing and Communications  
[minna.Koivisto@salibandy.fi](mailto:minna.Koivisto@salibandy.fi)



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