

# Women's WFC 2019

## Current status

### Ticketing

- Pre-sale launched 27<sup>th</sup> February
- No major problems for the launch
- No negative or positive response
- About 600 tickets sold yet

### Sponsoring

- Sponsoring income Fr. 95'500.00
- Sponsoring goal is at Fr. 170'000.00
- The big package is sold to Mobiliar and Concordia
- No further contacts by swiss unihockey
- The LOC is searching for further sponsors

### Teams

- 1<sup>st</sup> Information letter was sent on 15<sup>th</sup> February
- Teams are asked to book their hotel until end of April
- Most of the hotels are outside of Neuchâtel (up to 30 minutes away from the arena)
- 2<sup>nd</sup> Information letter will be sent towards end July

### Infrastructure

#### Main arena

- Test for the flooring will be done on 12<sup>th</sup> April
  - o The concrete surface is not perfectly even
  - o The Click-Floor will be layed on 12<sup>th</sup> April
  - o The Gerflor shall be rolled out on top of the Click-Floor
- Additional infrastructure is needed for media seats and TV
- Additional sanitary infrastructure is needed outside of the arena
- There is generally only limited space for the IFF, swiss unihockey and the LOC in the arena

#### Second arena

- Podium will be installed to produce the live stream (as it was during the EFT in Neuchâtel)
- No further special infrastructure is needed

### VIP

- The main VIP arena will be in the restaurant of the arena
- Only limited space available
- Second VIP area might be organized in the football arena next to the main arena
- Concept shall be finalized towards end of march
- It is not certain that VIP tickets can be sold

## **LOC**

- Starting for the recruitment of volunteers
- Major challenge for them, to find enough volunteers
- The language is a challenge for swiss unihockey
- Current discussions about splitting of money and how both parties are approaching the event

## **Marketing / Communication**

- Lot of communication in February for qualifications, group ballot, match schedule and pre-sales
- Promotion of the WFC during TV games and on the channels of swiss unihockey
- By April, presence during events (floorball and sport events) in the western part of Switzerland
- International communication starting in September

## **Fans**

- Not a lot of space in the arena itself
- Working on a concept to have a tent in front of the arena as a small "fan zone".
- The fan zone offers food, drinks and spaces for sponsors

## **Budget**

- Current budget is at Fr. -140'000.00
- Special request for Fr. 100'000.00 has been sent to swiss olympic