

# Champions Cup 2023 - New set-up

## 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.

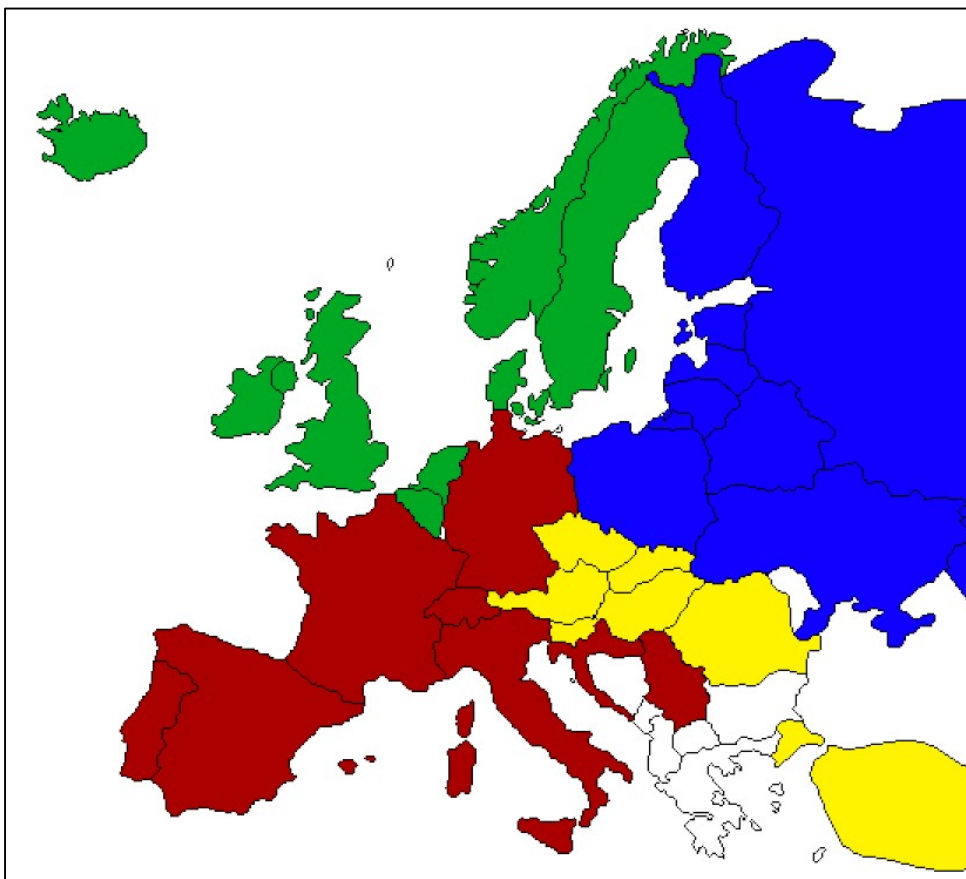
## 2. The competition

### 2.1. Conferences and divisions

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>Slovenia</i>              |
| <i>Lithuania (provisional)</i> | <i>Ireland (provisional)</i> | <i>Croatia (provisional)</i>  | <i>Turkey (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.

### 2.1.1. Ballot

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

- East and North Division ⇒ North
- Central and South Division ⇒ 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.

## 2.2. Competition structure

### 2.2.1. 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.

**2.2.2. Woman**

The whole competition structure is built on a competition tree:

| Level       | Pairs / Teams            |  |
|-------------|--------------------------|--|
| Final       | <b>1 pair – 2 teams</b>  | Winner semi-finals   |
| Semi-finals | <b>2 pairs – 4 teams</b> | Division winners   |
| 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.

### 2.2.3. Timetable

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

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.

## 3. Finances

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

All stakeholders are involved to build up this amount.

### 3.1. 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.

## 3.2. 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

## 4. Timetable

| <b>Task</b>                                       | <b>Responsible</b> | <b>Timing</b> |
|---|--------------------|---------------|
| Finishing version 4.0                             | Michael Zoss       | 22.10.2018    |
| Comments and adaptations from the CCSG            | CCSG-members       | 24.10.2018    |
| Fulfil the comments and adaptations               | Michael Zoss       | 25.11.2018    |
| Release of all four national associations         | CCSG-members       | 12.2018       |
| Proof of the concept                              | IFF RACC           | 01.2019       |
| Release of the concept                            | IFF CB             | 03.2019       |
| Discussion with the not Top4-teams (in Neuchatel) | CCSG-members       | 12.2019       |

## 5. Open questions

There are some open questions:

| <b>Question</b>   | <b>Solution</b>  |
|---|--|
| Woman: How could they be fast integrated?   | Woman Floorball is integrated in the concept                                       |
| How could a new CC fit with the present EuroFloorball Cup and the Euro Floorball Challenge?   | EFC and EFCh are integrated in the concept   |
| When starts the sales of the CC?  | Right after finishing the concept, after OK from countries and CB (see timetable). |
| 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?  |  |
|   |  |
|   |  |

25.10.2018 / MZO/CCSB