



WFC2020 -partnerships

IFF PARTNERS



OFFICIAL PARTNERS



In addition to the above, Stark is now in as a partner and a couple more partnerships are likely to be finalized within the next few months. The monetary goal for partnerships has already been reached.



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December 4-12, Helsinki, Finland

Functional partnerships

- **Helsinki:** pre-school floorball, schools, promotional activities with WFC 2020, WFC visibility in the city (Digital Screens, adshel spots)
- **Elämys Group:** travel services, hospitality production and sales (+fan engagement)
- **Hope:** together with other WFC partners enabling participation in sports, creating experiences and donating sports equipment for those who wouldn't have the possibilities otherwise.
- **Ideapark:** August 2019 back to school –event, other mall events etc.
- **i2:** parter sales and cooperation, advertising agency for WFC 2020
- **Ticketmaster:** ticket sales
- **Sponsor Insight:** Research over two years: consumers, partners, organization




Team Helsinki 2020

The first partner meeting was held 1.2.2019 at the Metro Areena

- The participation was good and the partners are very excited and interested in active cooperation during the two year journey
- i2 has been active with the partners and the cooperation between the WFC organization and i2 has been very good
- Next meeting with partners will be held 2.4.2019



Website

Website is now open:
<http://wfchelsinki2020.fi/>

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

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Upcoming activations 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)
- EFT-tournament, November (WFC 2020 + partners)

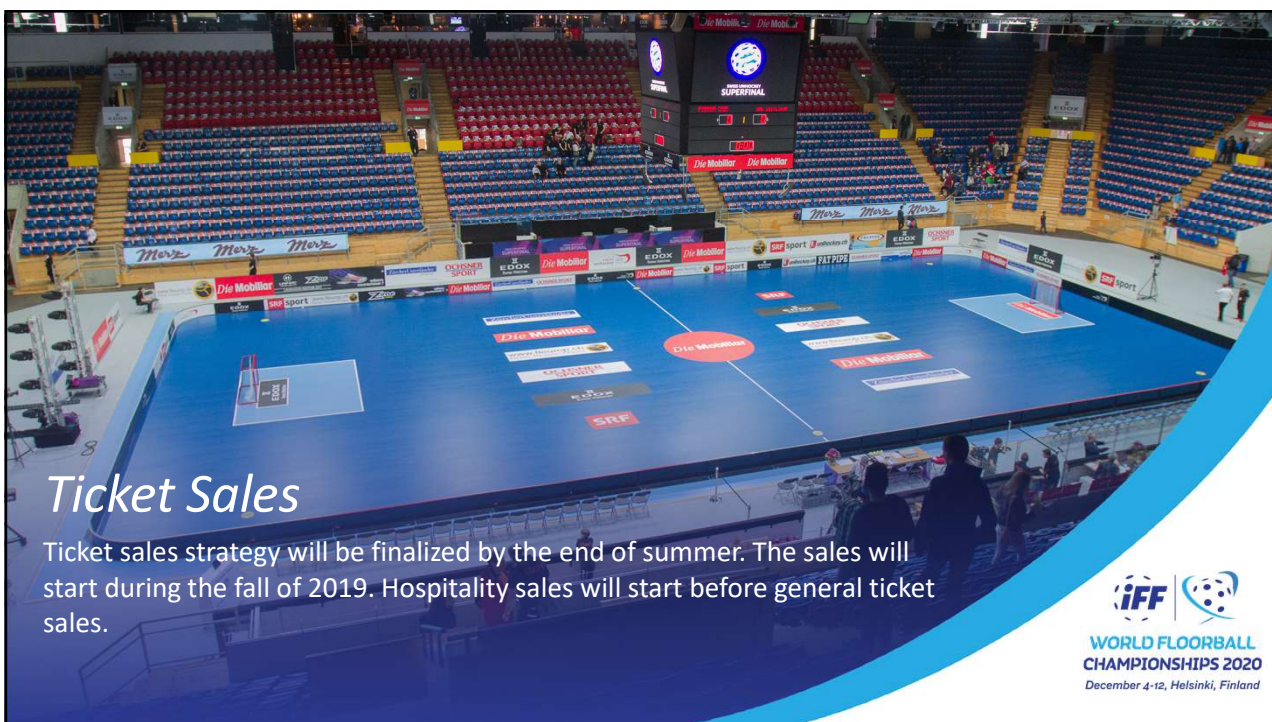
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Recruiting


Marketing and Communications Manager, Minna Koivisto, will start March 18th, 2019.
Later: Event Producer (start 8-9/19) ja Event Coordinator (start 12/19-1/20)

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Ticket Sales

Ticket sales strategy will be finalized by the end of summer. The sales will start during the fall of 2019. Hospitality sales will start before general ticket sales.

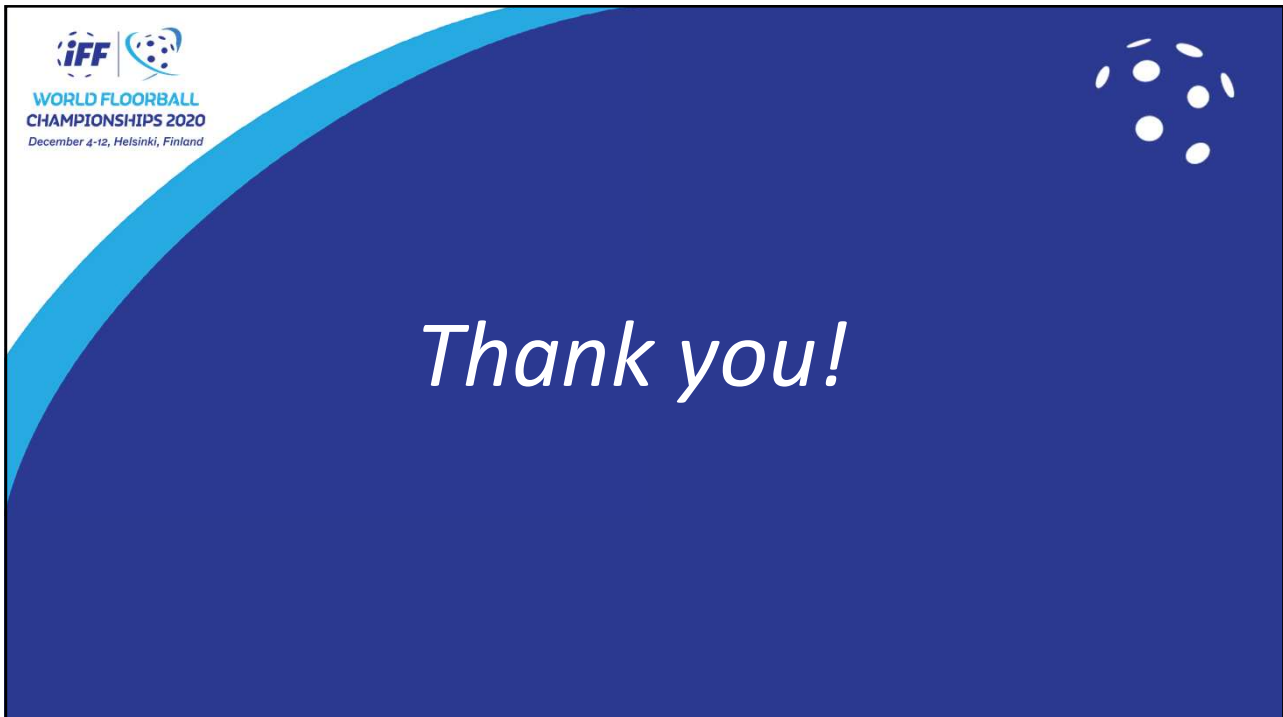
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Budget

The event budget will be finalized and confirmed in March 2019.

 
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Thank you!

