

PINK RINK: FLOORBALL FOR CHARITY

www.pinkrink.com

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Proposal for the International Floorball Federation
regarding the 1st annual worldwide charitable
floorball event.

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I. Summary

Pink Rink: Floorball for Charity strives to promote breast cancer research and raise awareness for the cause, whilst doing this by playing the sport of floorball. In late 2009 (between October & November), *Pink Rink* plans to host a weekend of charitable floorball events, moving across the globe from Australia to Canada.

The goal of *Pink Rink* is to raise as much funds possible to keep funding breast cancer research and to raise awareness on the issue. At the same time, it is our belief that through these events, people and media alike will be drawn to the sport of floorball. This spectacle is sure to promote floorball, allowing for more attention of it in countries where it is has not yet had time to develop and grow. Our anticipated end result is that through this media attention, the number of worldwide floorball players will significantly grow, and the possibility of floorball being played at the Olympic Games by 2020 will draw closer.

For *Pink Rink* events to be co-ordinated and pulled off, we ask for the support of the International Floorball Federation, as well as all of its national associations, continental confederations, and the organizing committees of either the EuroFloorball Cup or World Floorball Championships.

In addition to this support, we ask for the support of an exclusive, central *Pink Rink* equipment provider. The duties of this sponsor would include providing all events worldwide with equipment such as, but not necessarily: pink/black floorball jerseys, pink floorball sticks, or pink floorball balls.

II. Introduction

Pink Rink was first founded by the Northern Floorball League in Great Britain. It was initially developed to promote women's floorball in the region. In September of 2007, the first *Pink Rink* event ever was held in Dundee, Scotland. The event drew out 20 players, and was deemed a success.

Following several more *Pink Rink* events, all of which were well supported and successful, the Northern Ladies Floorball League was founded. These events, as well as the league, drew out female floorball players from the ages of 9 to 50.

With the co-operation of several floorball contacts around the world, the suggestion for an international *Pink Rink* event was developed. The idea for such an event has already drawn the support from 4 national floorball federations (Australia, Canada, Great Britain, and Holland), as well as regional associations and leagues.

III. Scheduling

After preliminary talks, it was decided that the events of *Pink Rink* would take place in October of 2009. This was mainly because of the fact that the pink ribbon movement has designated October as its International Breast Cancer Awareness month. Following this, it was also determined that the *Pink Rink* events could be possibly held in conjunction with the 2009 EuroFloorball Cup Finals.

Recently, the proposal for the scheduled events to take place during the IFF international weekend in November has appeared. This presents us with an opportunity to hold the events of *Pink Rink* in conjunction with those of the 2009 Women's World Floorball Championships.

Due to the dilemma of having two possible dates, we believe it is at the International Floorball Federation's discretion to help in coordinating the scheduling for the event, as it is in conjunction with their events.

IV. Procedures

At the moment, several procedures and guidelines have been set in place. They have been implemented in order to confirm in the months prior to the event that everything will run smoothly when it comes time for national associations to play host. These guidelines are to be followed and not changed in any way or form without prior written permission from the board of directors (see “Key Personnel”).

V. Key Personnel

The organizing committee for Pink Rink: Floorball for Charity consists of 2 world wide coordinators and 12 local organizers.

Coordinating the event worldwide:

Andrzej Zadora (Canada)
Lorna Teal (Great Britain)

Local organizers:

Scott O'Brien (Australia)
Hans Botman (Netherlands)
Andrzej Zadora (Canada)
Lorna Teal (Great Britain)

We are currently negotiating with several other countries/local organizers.

VI. Evaluation

Following the end of the 1st annual Pink Rink events we wish to evaluate how the event went by getting into contact with all of the national associations that chose to partake in the event. It is our belief that each nation’s organizing committee will conduct some sort of survey and keep track of the impact that the event has had on the number of registered players in that country.

In addition to the impact that the event has on the sport of floorball, we will evaluate the event based on the amount of money raised. All funds will go to national breast cancer associations.

VII. Endorsements

For an event like Pink Rink to take place we need the support of the International Floorball federation, its national associations, continental confederations, and the organising committees of either the EuroFloorball Cup or World Floorball Championships.

As mentioned beforehand, we also wish to have sponsorship from one central equipment manufacturer. We will request from this manufacturer that we receive pink/black jerseys (to be taken care of based on guidelines for national organizing committees). As well, it would be pleasant if players taking part in the event would play with pink sticks or a pink floorball ball, courtesy of that manufacturer (if the manufacturer does not produce those products, it is at their discretion to fabricate and design the product).

VIII. Event Guidelines

The “Pink Rink: Floorball for Charity” event will consist of numerous local events organised world-wide, linked together by a global 24 hour floorball match. Local event organizers are expected to be responsible for their local event outline and organisation, whilst the Pink Rink organizing committee will be responsible for the support of local events aswell as the coordination of the global floorball match and collating the funds raised worldwide for the chosen international breast cancer awareness charity.

Outline of global event

The global event aims to link all local events from each participating country together. The idea is to play a 24 hour global ladies floorball match, starting e.g. in Australia then moving westwards around the globe and ending in e.g. Canada. Each participating country will contribute with one „show match“ fitted into their local event at a time allocated by the main organisers.

An example of a possible global event timeline could be as follows:

UTC	Country	Time difference	Local Match time
02:00	Australia	UTC +10	12:00
04:00	Japan	UTC +9	13:00
06:00	South Korea	UTC +9	15:00
08:00	Singapore	UTC +8	16:00
10:00	Finland	UTC +2	12:00
12:00	Netherlands	UTC +1	13:00
14:00	Switzerland	UTC +1	15:00
16:00	Sweden	UTC +1	17:00
18:00	Spain	UTC +1	19:00
20:00	Scotland	UTC	20:00
22:00	Canada (Quebec)	UTC -5	17:00
24:00	USA (California)	UTC -8	16:00

The 24 hour match will follow simple rules:

- Each country has an assigned timeslot for their show match, which will be 1 or 2 hours long
- The showmatches will be ladies games
- The matches will run in succession (i.e. the match in e.g. Singapore starts as soon as the match in e.g. Australia ends) to achieve a total of 24 hours solid floorball.
- The matches will be played by a pink team versus a black team and scores will add up as the match progresses around the world.
- Jerseys for show matches will be provided by the Pink Rink organizing committee
- The show match will be the main focus for sponsorship to raise money for the pink ribbon movement breast cancer awareness/research.

- Matches will be played and refereed according to IFF rules.

We envisage players/teams/organisers to find sponsorship for their show match so that money can be raised for example by donations for each goal scored by black/pink, each minute played, every face-off taken, penalty sat etc.

Outline of local events

The local Pink Rink events will be organized by the local organizing committees of participating countries. The outline of these events will therefore be left open for each local committee to arrange as they like. The only part that is pre-determined is that a slot be kept available for the show match as part for the global 24 hour match outlined above. Following the deadline for participating countries to register, the time-line for the global match will be drawn up within a month to ensure that local organizers can plan their event around their allocated time-slot.

Local committees are expected to find their own sponsors to raise funds during the showmatch. Guidance for collating funds raised at each event world-wide will be given to participating countries following registration.

Following registration a fundraising pack will be sent to all local organizers, which will include fundraising forms for players/organizer to approach potential sponsors.

Timescale of organisation

Deadline	Actions completed
July 1st 2009	Definite registration deadline for „Pink Rink 2009“ Local organizers to confirm venue booked
Aug 1st 2009	Pink Rink/Pink Ribbon sponsorship packages sent to all local committees including fundraising forms/guidelines
Sept 1st 2009	Sponsorship for „showcase“ matches secured by local event organizers/players Show match jerseys arranged and sent out to all participants
Sept 1st 2009	Pink Rink organizing committee to arrange definite schedule for global „show case“ matches Times allotted to each local event to achieve round the clock 24 hour match Times/schedule communicated to all local event organizers