



INTERNATIONAL FLOORBALL FEDERATION (IFF)

Ordinary member of AGFIS/GAISF

APPENDIX 7

Helsinki, Finland 05.04.2011

To:
Floorball Material Manufacturers

Offer to participate in the New European Top Club Competition – Champions Cup as a sponsor.

Dear Sir,

IFF has during 2010 gone through an extensive process to select a new Floorball Material Partner for the period 2011-2014. This was done based on an Tender Offer to the concerned companies. In the process there have been a number of discussions with a number of manufacturers and the IFF has received comments about the different ways of promoting the sport together with the manufacturers.

IFF has run three different types of competitions, the Adult World Championships, the U19 World Championships and the EuroFloorball Cup club tournament. Due to the changed market situation and the perception of the club competition a process started in 2009 to review and change the format of the Top Club Competition. The result of this process is the new Champions Cup, which first edition will be played in the Czech Republic in the city of Mlada Boleslav from the 5.-9.10.2011.

The format for the competition is new, with six male and six female teams participating. The tournament is played in one venue and the participants are the reigning champions of the Czech Republic, Finland, Sweden and Switzerland, the best ranked team from the 5th ranked nation of the EFC 2010 (Men: TUNET (NOR), Women: RUBENE (LAT)). Additionally there will be a second team from the organising association in each category, in order to have a maximum number of spectators in the event, since there are more local teams playing.

The aim is to use this event, which has been set for 2011- 2014 as a test laboratory for further Floorball competitions, giving the IFF a possibility to test the playing system, the way of building an unique marketing image for the event and it has been agreed that there will be TV produced from the event, so that all matches are viewable on the internet and the men's semi-finals and the both Finals are televised.

The experience of the World Floorball Championships in Finland in 2010, clearly expresses the need for the IFF also in the future to seek new ways of attracting the public in order to enhance the value of the sport and its competitions.

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IFF is now inviting the Floorball manufacturers of Floorball materials to participate in the first edition of the Floorball Champions Cup played in Mlada Boleslav in the Czech Republic, in October. The idea is to build a similar set-up like in the Floorball Village where all manufacturers can participate on equal terms.

What does IFF Offer

The IFF offers an opportunity for the Floorball Material manufacturers to have a unique showcase for their products in what is to become the second most important single international Floorball Event in the World – The Floorball Champions Cup 2011.

In order to bring more visibility to the sport IFF has together with the four biggest member associations built a new concept for the top European club competition. This competition is being played every year in October in either the Czech Republic, Finland, Sweden or Switzerland.

The Champions Cup Material Partners receives the following visibility in the different parts of the venue in accordance with the IFF Venue Advertisement Chart and all the sizes of commercials are defined by IFF for the Event . :

- One rink ad (480 x 1980 mm)
- One second-line ad (1000 x 2500 mm)
- One floor ad (1000 x 4000 mm)
- One ½ page ad in the match programme
- One (10 – 15 m²) exhibition space in the Arena
 - o Including sales rights for their own products
- Visibility on the Champions Cup web-page
- Part of any Promotional tools included during the competition

The Price for the participation in the Champions Cup in Mlada Boleslav is EUR: 2000 – 2500 for each Brand.

We are looking forward to receive your response no later than on **the 22th of April 2011** to the following email address liljelund@floorball.org,

If there are any questions you would like to ask, please feel free to address them directly to me.

With sincere regards
International Floorball Federation

John Liljelund
secretary general

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