

Appendix 8

Ideas for the creating an enhanced Corporate Identity for the IFF Champions Cup in order to make it interesting for the fans, media and sports market at large.

The objective for branding the Champions Cup is to create a new approach towards enhancing the market value of an IFF Event. The main idea is to raise the awareness of the competition and to build the market value. The following aspects are considered to help in order to achieve the objective.

The aim is to be able to start the process to include these factors already in connection to the first edition of the Champions Cup, but it has to be taken into consideration that the organiser, the CFbU has for obvious reasons already started their preparatory work, so the main implementation will have to be made for the 2012 edition.

The elements though of so far, are as follows:

- To include the Champions Cup logo in the new family of IFF Competition logos
 - o Using the generic IFF logo as the base/frame, with the marketing statement
 - o Building an Corporate Identity with an base of the IFF logo, with a special differential colouring for the three categories and the specific event logo in the middle:
 - Adult WFC's
 - U19 WFC's
 - Club Competitions (Champions Cup and EFC)
- To create a Graphical profile for the Champions Cup, including
 - o Banners
 - o Posters
 - o web-page
- Common Facebook site
 - o Including the four national associations and the IFF
 - o Including the potential teams from the four countries – in order to create an expectation for which teams will play in the Champions Cup.
 - Managed by each stakeholder
- Common Internet site – moving from organiser to organiser
 - o Using the same web-address for all events
 - o Linked directly to the IFF web-page
 - o Easy to move to next organiser
- Mascot for the Champions Cup
 - o Manufacturer Village in the Champions Cup - Split of revenue 50/50 between LOC and IFF
- Title Sponsor for the Champions Cup
- Organising seminars for Coaching, Refereeing etc.
- New ideas:
 - o Own ball colour
 - o Own floor colour
 - o Own medals and trophies
- Looking for new spectator and awareness activating elements before and during the Event.
 - o Competitions