

## Champions Cup Steering Group meeting on the 4<sup>th</sup> of July, 2012 at the Quality Hotel Arlanda Airport, Sweden.

<b>Participants:</b>	Czech Rep:	Filip Suman
	Sweden:	Lars-Gunnar Tjärnqvist and Magnus Nilsson
	Finland:	Ismo Haaponiemi
	Switzerland:	Edwin Wiedmer
	IFF:	John Liljelund and Stefan Kratz

### Report on present issues

#### 1. *Opening of the Meeting*

Mr. Filip Suman opened the meeting and wished all the participants warmly welcomed and was thankful that all had been able to join the meeting in the middle in the summer. Mr. Suman reminded of the two year process it took to build the Champions Cup and save the European Club Competition. The evaluation meeting was held after the first edition in Mlada Boleslav, which stated that the sporting level, number of spectators and TV visibility with 15 matches distributed in a number of countries was a great start of the Champions Cup. The aim of the meeting is to find how we can further develop the competition.

#### 2. *Open Questions and Status Reports*

##### Team related questions

Mr. Kratz made a recap of the present status of the following questions.

- All the teams that were accepted to participate have registered.
- There has been one change made to the match schedule, in order to meet the request to the Swiss Club Wiler-Ersigen.
- The SUHV asked why the registration fee to be paid already on the 31st of May. The reason is that there is no registration if there is no payment made.
- The SUHV asked why the participating fee has increased from CHF 3.000 to 4.000. The reason being that the investment of IFF is around 80.000 CHF in the Champions Cup and IFF is not asking for organization fee from the organizers.
- The SUHV asked what happens if the CC winner doesn't participate in the next CC event. The answer is that nothing happens, like in the case of SSV in 2012.
- The SUHV asked about the ranking based on the results obtained during the last three years. The ranking is based on the Countries representatives' placement in the tournament.

##### CC web page

Mr. Liljelund expressed that the generic IFF CC web page was opened in the beginning of June, in cooperation with the LOC/SIBF and the IFF Office. The LOC is still to include a number of information to the web page.

Mr. Nilsson explained that the LOC will use of the generic web page for their information flow for basic information about the tournament:

- The LOC will supply some news during the summer
- The LOC will try to present the teams (incl. interviews) during September
- The LOC had plans to present a campaign site to support the official web page and try to canalize the different target groups to the main site.

It was agreed that the National Associations will support the communication of the LOC in their respective channels.

The LOC has built an local communication plan which aims to:

- To primary support the ticket sales and increase the public interest, secondary build the brand, with the message – The world's best club teams experienced in Umeå
- Use of following Internal channels in the marketing:
  - Innebandy.se,
  - Facebook groups of Swedish Floorball, IBK Dalen and the stakeholders
  - Digital newsletter (Passningen) to registered email addresses in the Swedish Floorball
  - The Official Match program will be produced as a tabloid distributed September 29<sup>th</sup> to 30<sup>th</sup> to 40 000 households

### Report on present issues (cont.)

- Use of following External channels in the marketing:
  - The city of Umeås channels (web etc)
  - Local media partner - print (VK) – ads
  - Floorball Magazine – print/web - ads/banners
- It was agreed that there is a need to have a constant flow of news on the web page during up to the CC-tournament. It is important to have it active from May to October.
- The LOC is responsible for the content and the update for the CC web page, with basic information at all times.
- The National Associations shall include the Champions Cup logo with link to their national web pages, Facebook and Club web pages.

### CC Regulation questions

- The SUHV asked what the reasons are for the clause the match program could be changed due to needs of TV and local spectators do invalidate the total seeding process. The ballot is the same for all IFF Events, defining which number the team in the group. The matches can only be played during the designed date.
- The SUHV proposed that starting time between two consecutive games of the same team have to be at least 21 hours. It was clearly discussed that there is not any possibility with three teams in the group to manage such a change with-in the present 5 day tournament. The starting time between the semi finals and the final is always less than 21 hours.
- The SUHV asked about the Travel, accommodation and food for IFF personnel; how many persons participate and if the number of persons be defined? IFF will participate with a total of 19 persons, which are the President, ExCo members (3), Jury (2), Referee management (2), Office (3) and Referees (8). This is however a question for the organisation contract.
- The SUHV asked if the titleholder does not participate, how the victory trophy come to the venue of the organizer or to the office of IFF. It is the responsibility of the reigning champion to deliver the victory trophy to the next edition of the CC.

### CC Marketing questions

- The SUHV asked whether the IFF would pay a compensation for advertising on the team dresses. IFF owns all the marketing rights and the teams are entitled to all commercials related to their uniforms except the 10x15 cm reserved for IFF. So there is no compensation to the participating club if there would be such an advertisement.
- The SUHV asked if it does it make sense to reserve space of 10x15 for advertisements? Who does decide the position on the dresses and pay the related cost? The IFF will leave the placement of the possible commercial free where it fits and will provide the material for the said advertisement. The teams are to fix the ad to their jerseys.
- The SUHV asked about the CC marketing rights and the handover of these. This is a case for the CC agreement, in which it is stipulated based on the original agreement of how the Champions Cup is built, which is similar for all the four organizers during the period 2011-2015.

### 3. Organisers report

Mr. Nilsson gave a report concerning the preparations of the LOC.

- The LOC is a little late in the process, but the preparations are going in the right direction and the cooperation with IBK Dalen is running smoothly.
- The SIBF is supporting the organisation in the fields of Media, Competition, Logistics, Accreditation and is running the central organisation.
- The general timetables for the LOC information
  - o Fri 6.7.2012 LOC sends out a Welcome Letter
  - o Wed 8.8.2012 LOC wishes that the teams to inform about arrival/departure times, and estimated number of persons
  - o Thu 2.10.2012 Occupancy of the exhibitors at the fair
- Production Match programme
  - o Ad stop Fri 31.8.2012, First list Mon 3.9.2012, 1st proof-sheet Fri 7.9.2012
  - o Final list Wed 12.9.2012, 1st proof-sheet Thu 13.9.2012,
  - o Delivery to printing house Fri 14 .9.2012, Transport to Umeå/SDR Fri 21.9.2012
  - o Delivery to SDR Tue 25.9.2012 and Distribution by SDR Sat-Sun 29-30.9.2012

## Report on present issues (cont.)

- The team travel be organized so that all teams needs to be at Arlanda on the 2<sup>nd</sup> of October and will be transported with two flights to Umeå:  
*DY4013 02OCT ARNUME 1515 1615 Terminal 4*  
*DY4015 02OCT ARNUME 1725 1825 Terminal 4*
- LOC takes the cost for extra lodging (hotel/food) from the day after the teams have played their final match, until the departure with train at Sunday the 7<sup>th</sup> at 22.35. The train arrives at Arlanda Airport at Monday 06.13. The LOC will ask in their Welcome letter if the teams have other plans to directly contact the organizer.
- There will be a total of at least four televised matches in Sweden. IFF will pay for the Men's two semi-finals.
- There will be an Exhibition arena in connection to the main arena, including the following:
- IFFs Sponsors, the Floorball Manufacturer Village, National SIBF Sponsors, Local Sponsor, Press center, Stage for interviews and performances, etc.
  - o Hopefully the local radio (SR P4) will broadcast live some of the days from the fair area
  - o Open daily 10-22 – Free entrance
- The LOC is preparing a timetable for the practise of the foreign teams after the arrival on Tuesday the 2<sup>nd</sup>, since there is limited time available to train.
- The doping tests have been ordered from the Swedish Sports Confederation.

### 4. Targets of the Champions Cup

The target for the Champions Cup is to create an interesting high level sport and entertainment competition for the top European clubs, attracting a large number of spectators, followed in both the national and international media and being a financially profitable event.

Specified factors:

- We already have a high level sport tournament, but there is a need to develop on the entertainment side in the arena.
- There has to be at least 100% higher number of spectators compared with the local teams (men's and women's) average in their National series in all matches and the presence of foreign team fan groups.
- National media visibility:
  - o Final on main TV,
  - o Daily news in local press, playoff in regional press and finals in National press.
  - o Social media: +X% liker's for the CC, compare the IFF Facebook
  - o + X% visitors on IFF web page
- The Event shall be a positive financial result for the organizer/National Association and the IFF and no travel & registration cost for the participating team.
  - o The whole cost of the project is around 500.000 Euro
  - o Income from ticketing must be over 50 % of the total revenue.
  - o Focus on the National market

Magnus Nilsson will provide a communication plan by the end of July of what should be done on a national level outside Sweden in promoting and marketing before the CC2012.

Money and visibility is a result of the development. We need to create the bond with the spectators, so that they want to come and follow their own teams. There needs to be an added value to participate in the Champions Cup for all stakeholders.

There is no activity on a mutual level how to work with the Champions Cup in the respective federation and this need to be agreed for the autumn.

It was agreed to work with the following action list:

- 1) Inclusion of the CC-logo and link on National associations web pages
- 2) Inclusion of the RSS feed on National Associations web pages and on the Team's RSS feeds on the web page
- 3) Roll out the Communication plan, provided by Mr. Nilsson by the NA's and Club's.

**Upcoming meetings and issues**

- Thinking of how we can generate the income gap; by lower the cost or higher the income
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**Issues that need to be discussed or decided upon or taken action upon**

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**New ideas, etc...**