



IFF Event Handbook

How to organise successful
Floorball Events

Finance & Marketing



4. Finance & Marketing

Budgeting the Event



4. Finance & Marketing

One part, perhaps even the most important part, of planning your Event is to combine the project planning process with the budget planning. In the project planning you define What, When and How things will be done, but you need to ensure that you have the financial resources to make your plans happen.

This section focuses on the different ways to generate income and where you can expect that income will need to be spent. There are many ways to budget an event, so it is important that all the key organisational leaders understand how the budget has been made.

There are no shortcuts to the budget process, but you can save a lot of money and work, if you plan it carefully in accordance with the principle of caution.

EVENT DEMO BUDGET	
	Budget %
INCOME	100
Ticket sales	67.6
Sponsorship	19.9
Commercials printing	1.4
Hospitality income (nett)	0.4
Fan product sales	2.3
Match programme sales	0.6
City/Government support	7.1
Other income	0.7
COSTS	
Salaries, project pay etc	12.8
Venue rent	12.7
Building in venue, Security, First Aid etc	12.3
IFF (organiser rights and IFF personnel)	6.6
Marketing, communication and promotions	16.7
WFC Staff education, clothes & food	3.9
Ticket sales	2.3
Transportation	3.0
Ceremonies, hospitality, adjacent services	7.7
Anti-doping	0.8
TV & Internet TV	6.0
Other costs	7.4
Financial result	+7.8%

TASKS AND DUTIES

Planning the Budget

Sources of income

- For most organisers, ticket sales is the main source of income, therefore, this has to be the basis of the budget
- If you can secure a down-payment for sponsorship you are in a good position, but usually the income is not secured when you start the budget process, so you need to plan in two stages: first what you need to do, and then secondly, what you would like to do
- The most important factor that can affect your choice of where to organise the event is what kind of support you can have from the host city or regional government. This support can be facilities, transportation, hospitality or even monetary support. When planning the Event, you need to first secure the City support.
- Other streams of income are always risky, since you can't predict how much you will be able to achieve, but it will still bring additional income to have fan product sales, hospitality services and match programmes

Realistic Cost-allocations

- One of the biggest costs is always the venues and what you need to do in order to be able to play in them, therefore, it is important to have the right information of the costs when you start the budgeting process
- One of the basics of marketing is to try to calculate how many spectators can be attracted to the event, so that one doesn't use too much money on marketing
- When you make the budget remember that it is a working tool, aimed at helping you see in which way you are moving and giving you indications of what is still to come, so that you can save or spend more
- If you over-control the budget, it will be hard for the organisation to find creative solutions
- It is usually the small services, like transportation, volunteers, ceremonies etc. where you can save, but keep in mind what kind of picture of the event these kind of services can give to the participants and guests
- Although it may cost you money, it can also quite often save money & time by having a person employed to plan and execute the event who also has the responsibility to watch over the finances

Budgeting the Event

Since the financial conditions are quite different from event to event, we have not tried to tell what needs to be done, but merely what can be done. In the following example budget we have collected what needs to be secured if you are planning to organise an international event.

Budget	%	Education, materials and food of the National Association employees and the WFC staff	3.9
COSTS	100	Staff meals	1.8
Salaries, project pay etc.	12.8	Employee education and materials	0.1
Salaries	7.5	Organisation committee and Honorary organisation committee meeting costs	0.7
Project pay	1.4	Volunteers' clothing	1.2
Daily Allowances: Roadshows, Promotion/Abroad, volunteer education	0.8		
Milage compensation Roadshow/educations	0.7	Transportation	3.0
Accommodation Roadshow/educations	1.5	Teams and Officials	2.6
Travel costs Promo/abroad, + other travel costs, DJ	0.8	Petrol	0.3
Venue rent	12.7	Adjacent services, VIP, receptions, opening ceremonies, presents, rewards	7.7
Main Arena, includes all basic services	11.0	VIP Main Arena	2.6
Secodary arena, includes all basic services	1.4	VIP Secondary Arena	0.3
Practice halls	0.3	VIP IFF	1.6
		Press refreshments	0.5
Building, technical gadgets, security, First Aid etc.	13.3	Presents	0.5
Internet access for Press and competition office	2.1	Opening ceremony and other special programmes	2.0
Rinks, flooring, transportation, maintenance	0.2	Best player rewards and All Star Players	0.1
Build-up of the Main and secondary venue	4.1		
Security, movement surveillance, First Aid at Main and Secondary venue	4.8	Anti-Doping	0.8
Telephone costs	0.1	Doping tests	0.8
TV studios, commentary positions, camera positions, cabeling	1.9		
		TV & Internet TV	6.0
IFF (organiser rights and IFF personnel)	6.6	Internet access	0.3
Organisers fee	2.6	Production of matches	0.8
IFF personnel accommodation, food, travel, Daily Allowance	4.0	Internet stream	0.5
		TV production medal matches	2.6
Marketing, communication and promotions	16.7	TV uplink, satellite segment, cabeling, security, graphics	1.6
Marketing communication, designing of logos, communication education etc.	8.0		
Marketing, advertisements, sales campaigns, visibility	5.3	Other costs	15.4
Staff, Road show and other education meeting rooms	0.7	Statistics	0.1
Match programme, news bulletins, information materials, editorial services	1.4	Taxi costs	0.1
Looking after Media, Sponsor and society relations	0.7	Translation services	0.1
Sponsor agreement costs (building of the pool)	0.7	Cleaning and laundry services	0.1
		Parking	0.1
Ticket sales	2.3	Other costs	0.7
Ticket sales campaign prizes	0.3	Other office costs	0.1
Ticket sales provision to the Ticket office 3%	2.0	Insurance of IFF persons	0.1
		Purchase of the Fan-products	1.6
		Office goods and furniture	0.1
		Other riskpost	2.5
		Sales commission for Sponsor sales	9.8



4. Finance & Marketing

Ticketing system

The financial base for a well-planned Event, with a positive outcome, is the ticketing system. It is of great importance to deeply analyse the potential in ticket sales and then base the quality and the level of the activities in line with this.

It is important to think about what kind of arena is available, what it costs and how many spectators you can count on having there. It is better to have 1000 spectators in an arena for 1000, than 1400 in an arena that seats 3000.



Things to note!

TASKS AND DUTIES

Planning stage

- When choosing the arena, keep in mind the implications from a ticket sales perspective. Walk through the arena and analyse what kind of spectator solutions are possible
- It is very helpful to have a drawing of all the seats in the arena, (which the arena should have). If it is not available, it is well worth making one yourself
- Define from where you can not see the field of play and block these seats when you start the ticket sales. Remember that TV cameras, promotional cars etc may also block the visibility of the field
- When planning the seating system take into consideration how the TV cameras are being placed, so that you can have as much of the audience on the 'TV-side' (ie. the side that the cameras look at)
- Most of the bigger arenas have their own agreements with ticket offices. Speak with them and use their expertise when planning the ticket categories
- When building the ticket categories there are a few issues you need to remember: visibility of the field, distance to the goals or if there is a Jumbotron to be used, since these all effect the final choice of system
- When defining the price of the tickets, you need to think about how you can ensure that you meet your targets (both financial and spectators) and what the event will look like
- Start by predefining what price levels you have in mind for the different categories and then separately define how many spectators you estimate to have per day/match. Remember to calculate the need to block seats for the participating teams, LOC, Sponsors, VIPs and IFF

TICKET CATEGORIES

- Try to keep the system simple.
 - Divide the long and short sides into different categories. Divide the upper & lower floors to their own category.
 - In bigger arenas, you can increase the revenue by dividing the different sectors based on the visibility of the field.
 - If the system permits, don't pre-define the border between two categories, but let it change depending on the demand for the tickets. If there is a great demand for 1st class tickets you can expand the area.
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- Then build a template with prices per day (group, quarter/semi and finals) and also per category. This will give you an idea of the potential income. In Floorball, both daily & package tickets are widely used.
 - Define in which order you will release more tickets for sales. Pre-reservations for tickets can mean that the arena shows as sold out very early on. Plan for a cut-off date for when reservations by travel agents, National Associations and other parties must be confirmed, then you will be able to release the unused tickets for general sale in good time before the Event. Make sure you don't close sales, if you are not really out of tickets
 - If possible, avoid opening the cheapest ticket categories before you have sold out the better sections



4. Finance & Marketing

Ticketing system



One of the challenges for the organiser of Floorball events is to find the balance between the need to finance the Event and the need to have as many spectators as possible in the arena.

The ticket calculation has to be based on the expected home team performance, and when they are scheduled to play during the week. The scheduling of matches can play a key role in the ticketing. When making the schedule, also keep in mind which other teams are of interest for the local audience.

TICKETING SYSTEM

Marketing view on ticket sales

- Define what message you want to convey in your marketing, related to ticket sales. What theme do you have?
- Make a marketing plan for the ticket sales. What, where and when?
- In the beginning of the ticket sales it is important to focus on marketing of the ticket sales to get it going, then you can move over to marketing the event itself
- Based on the actual ticket sales and the marketing plan, you then carry out the planned campaigns and alter them if needed. Try to target Clubs and players early in the process to get a good start
- Make a target list, which you are ready to alter if the sales are going over or under the expectations
- In the marketing try to focus on selling the message of a one-time event and the feeling of the crowd, with the aim of filling the venues
- The ticket price has to be adjustable for the local market, since you need the incoming revenue to secure that you have money to run the event according to your overall plans
- Try not to dump the prices of tickets even if that day/match doesn't sell according to your expectations. Dumping prices only lowers the value of our product
- By proposing ideas for Sponsors of what they can do at the event you can sell more tickets to them
- When planning the ticket prices and seating allocation take into account the requirement of TV and Internet-TV, since it is important to have spectators on the TV-side, especially in matches with less spectators.

Things to note!

SPECTATOR ATTENDANCE

- An analysis of past Adult WFC's shows that more than 50 per cent of the whole event audience are those who attend the two final days of competition
- This is important to keep in mind when building the ticketing system and defining the prices for the tickets
- Remember that you need to reserve cheapest category tickets for the end of the event for the teams that are no longer participating in the competition. The teams will have to pay for these tickets
- When planning the ticket prices and seating allocation take into account the requirement of TV and Internet-TV, since it is important to have spectators on the TV-side, especially in matches with less spectators.
- Connect the start of ticket sales with another major Floorball Event (eg. a national final series), so that you can get additional visibility for the Event

YEAR			Day 1	Day 2	Day 3	Day 4	Day 5	Day 6	Day 7	Day 8	Day 9	TOTAL
			Group	Group	Group	Group/Playoff 1	Placement	Placement	Placement	Semi	Final	
2008	Men	Prague (CZE)	9430	17062	2655	10320	8892	1131		23842	30686	104018
2009	Women	Västerås (SWE)	2261	1391	2028	1112	1118	844		3324	6973	19051
2010	Men	Helsinki (FIN)	9114	9265	1307	7359		7090	3328	25104	24960	87527
2011	Women	St. Gallen (SUI)	3355	2595	2840	2610		3396	1857	6101	5426	28180
2012	Men	Zurich (SUI)	9284	3974	4867	7916		7750	2308	18043	21036	78178
2013	Women	Ostrava (CZE)	5346	4768	4677	1847	1041	5757	3978	6945	9447	43806
2014	Men	Gothenburg (SWE)	12938	12357	5180	13699	3336	6544	5777	20585	24029	104445

4. Finance & Marketing

Ticket allocation

When planning the ticket allocation, the organiser needs to take into consideration all the different parties included.

Each participating team has the right to have a maximum of 27 tickets (seats) for the time the team is participating in the competition. In addition to this the National Association is entitled to a number of VIP and ordinary tickets, in accordance with the IFF regulations.

TASKS AND DUTIES

Before the Event

- Start by analysing the seating map of the venue which has been used for the ticket categories. One major problem is to find enough room to place big groups in the later stages of the Event
- From the beginning, define what different types of groups need to have their own seats. This has to be done before the blocking of seats
- It is advisable to make a drawing of how the seats are allocated, and update it as you go, so that you know how much free space you have
- Based on the different price categories, you now need to define which group is to be seated where in the venue. This means that you need to define which group is the most important for you as an organiser. This can be politically tricky
- Since the teams which are not playing anymore in the tournament are to pay for the tickets in the last days, the teams are always in the lowest price category, but it is for the organiser to decide where they are seated in the venue
- The idea should be to keep the process as easy as possible. If you play the whole tournament in the same venue, and you give certain seats to certain groups try to avoid changing them half-way through the Event.
- Consider which groups are sitting next to each other. Loud home team fans next to the VIP's should probably be avoided
- Try to concentrate as much of the pre-assigned seating (that you know will be used regularly) together and on the 'TV-side' of the venue. However, still keep in mind not to over-block certain sections, since you might end up with a lot of empty seats in one section (eg. If there are a lot of sponsors who are only interested in the Home team games.)

Things to note!

SPECIAL GROUPS TO PLACE

- LOC VIP guests
- IFF VIP and ordinary tickets
- Participating teams (team stand)
- Participating Associations (VIP + ordinary)
- IFF Staff, Jury, Referee Management, Referees
- Sponsors and Partners
- Staff/Volunteers
- Disabled seating for wheelchairs + carers
- Media seats
- LOC and organising association CB, employees and families of the players
- National team fan groups

Seat Allocations per day								
Stand: 101	Day 1	Day 2	Day 3	Day 4	Day 5	Day 6	Day 7	Day 8
102								
103								
104								
105								
106								
107	100	100	100	100	100	193		
108	5	5	5	5	5	5	137	189
109	10	10	10	10	10	10	10	10
110	40	40	40	40	40	40	40	40
111	100	100	100	100	100	100	100	100
112							136	136
113							263	263
114	100	100	100	100	161	100	202	202
115	35	35	35	35	35	35	35	35
116	20	20	20	20	20	20	20	20
117	5	5	5	5	5	5	5	5
118	19	19	19	19	19	70	70	70
119					30	30	30	30
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Blocked seats per stand	
Venue seats	
Premium hospitality	
IFF VIP & Tickets	
Participating Associations	
Referees	
Jury	
LOC VIP	
Team stand	
Volunteers	
Sponsors	
Press	
LOC, CB, Staff etc	
Host national team	
Fan groups	
Sponsor 1	

4. Finance & Marketing



Ticketing system

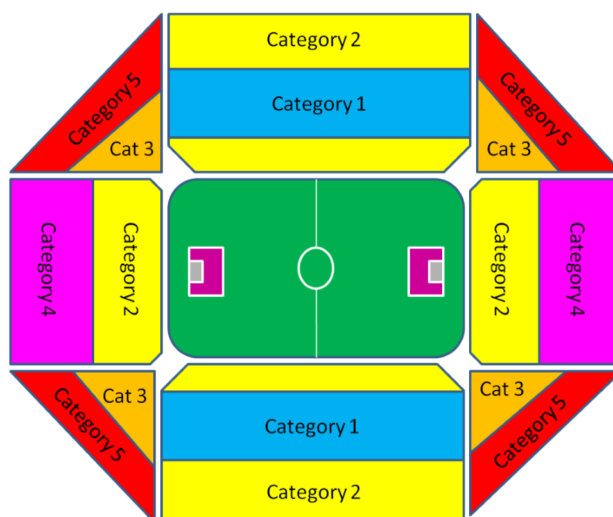


Person responsible: _____

Plan your
own event!

Here is an example of how you can build a ticketing system for the event, keeping in mind the expectation of the number of audience in the group stage. In the example, the ticket sales for Categories 1-3 are only for group stage and then all categories are open for the play-offs.

Example of Ticket system						
Ticket price		Cat 1	Cat 2	Cat 3	Cat 4	Cat 5
Day 1	Group stage	30	25	20	(15)	(15)
Day 2	Group stage	30	25	20	(15)	(15)
Day 3	Group stage	30	25	20	(15)	(15)
Day 4	Group stage	30	25	20	(15)	(15)
Day 5	Quarter-finals	40	35	30	25	20
Day 6	Quarter-finals	40	35	30	25	20
Day 7	Semi	60	50	45	40	30
Day 8	Finals	80	70	60	50	40



NEEDED RESOURCES

- Dedicated staff to plan & manage the ticket sales
- Contact with marketing people to co-ordinate sales & promotions

NEEDED EQUIPMENT

- Arena seating map and Category level plan
- List of blocked seats (LOC, Sponsors, NA, IFF, Volunteers)

TIMELINE

	Task	Deadline	Responsibility	Done
3 to 4 months	Check the Arena Build the ticketing system Agree with the Ticket Company about the sales Make the marketing plan Plan when to open the sales of tickets Plan marketing events			
1 to 3 months	Open ticket sales Make continued checks of the sales situation in order to release tickets			
1 month	Ask for final need of tickets from IFF and National Associations			
Before start	Make final release for all matches Store away some spare tickets just in case			

4. Finance & Marketing

Sponsors

All events, whether they are big or small, need to receive the help of outside partners and sponsors. It requires constant work to find sponsors for Floorball and to try and increase the monetary support and value of support-in-kind from these sponsors towards the organiser.

You need to consider - the recruitment of sponsors, the sponsorship packages, the co-operation with sponsors up to the event, the care of them during the event and the feedback from and to the sponsors after the event.

Gaining sponsorship for a single event can be the first stepping stone to securing long-term sponsorships.

TASKS AND DUTIES

Recruitment of sponsors

- LOC needs to define what type of sponsors and help are needed for the event. Based on this, the LOC needs to plan the way to find sponsors. This is the basis for the sponsor target list
- LOC should discuss with the IFF what current sponsors IFF has & how this affects the event
- If the LOC/organising association has current partners, there needs to be discussions whether they are interested in additional investment in the Event. Don't give them a free ride, just because they are already supporting you
- The LOC needs to decide whether to look for sponsors themselves or with the help of an external company (eg. Marketing agency)
- If you choose a marketing agency it is important to define what rights are given to the company and what rights are kept for the LOC. The allocation of marketing rights is always defined by IFF in the organising agreement for the Event
- IFF tends to adopt the approach where it doesn't split the sales of the marketing rights, so that this doesn't harm the market
- LOC needs to provide sales material for the Event, stating the advantages of supporting the event, giving ideas for how the sponsors can utilise the event in their business, how the company can use the event in their own promotional work, defining



Things to note!

GENERAL

- Your sponsor target list should include the present companies, the potential companies and the companies you would like to have
- Define what is special with Floorball and why it is important for the sponsor - young people, strong sub-culture, strong internet penetration, rapid growth, easy market to enter etc.
- Build a sales material describing not only the sport of Floorball, but also what the Sponsor gets for their investment, contacts and what type of commercials are used
- If you use an outside agency, participate in the sales process to bring the essence of the sport into the negotiations
- Don't be afraid to show the strengths of your product, that is what they will buy into

the possibilities to give added value to the company in the event, what kind of activities can be done during the event promoting the sponsor, what kind of follow-up can be given to the company after the event.

- All marketing agreements shall be made in writing
- The Event organiser's management needs to actively participate in the sales of the event to the sponsors
- From the beginning, build a list of needed materials and start to look for barter or support-in-kind sponsors
- It is very important that each event prepares a marketing plan well in advance of the event, in order to steer the activities in the right way, supporting ticket sales and building acknowledgement of the event



4. Finance & Marketing

Sponsors

When building the sponsorship packages, remember to keep an open mind. It is, in principle, only the commercial spaces next to the field of play that are pre-defined. Everything else, outside the so called 'TV-zone', can be worked with, keeping in mind the restrictions given by the valid agreements.

Try to be proactive towards the potential sponsors and give them opportunities to brainstorm, it might give really good results. Consider the real value of barter, since the organiser needs many services such as catering, transportations, building, security, clothing, printing, lights and sound.

TASKS AND DUTIES

Sponsorship packages

- When defining the different levels of sponsorship packages, it is important not to make it too complicated, and take into account the total amount of available commercial elements in the arena
- A good approach is the following structure:
 - ◊ Title sponsor - belongs to IFF
 - ◊ Main sponsors - IFF (2) + LOC (6)
 - ◊ Partner/Event sponsors - IFF (4-6) + LOC (8-10)
 - ◊ Supplier/Material sponsors - IFF (4-6) + LOC (4-6)
 - ◊ Media sponsors - IFF (3) + LOC (3)
- IFF defines the available visibility elements, but the LOC can come up with new ones both inside and outside the arenas
- Ask the sponsors what they want to do - check with IFF if it is possible
- You need to invest in the production of the marketing materials, especially when it comes to potential sponsors that aren't that familiar with the LOC or Floorball
- Since most of the sales happen in conference rooms far away from the Event, you need to describe in detail what you are selling, the image of the event, the type of audience and the type of visibility for the Event. If you have footage/pictures from earlier events organised in your country use it to describe the atmosphere, as well as the spectators, viewers, selling numbers from the events

DIFFERENT FORMS OF CO-OPERATION

- Hospitality meetings at the Event
- Watch a Game and Play (Sponsor invites guests to play and watch a match)
- Participation in Sponsor Advertising
- Using players or volunteers in Company Events
- Use LOC to tell about marketing of the event for the Company
- Information articles about Company products and the use of these by players, coaches or organisation
- Joint sales campaigns (eg. Unihoc & Inter-sport)
- Production of special clothes for the event and sponsor
- Product tests or new product launches at the event
- Store and/or exhibition space at the Event
- Commercials in sport and department stores, supermarkets
- Competitions at the Event

Sponsorship co-operation

- Make the sponsor feel important and give them a possibility to come up with their own ideas of how to support the event
- Agree upon their need of hospitality and tickets for the event
- Agree upon possibilities to add visibility for the sponsor, for example, best player prizes
- If possible, use national team players for the sponsor's needs
- Organise a workshop with the sponsor and think about how Floorball, and the Event in particular, can help enhance their sales, building of their product and company image
- Customise the service you provide for each sponsor according to their needs.
- Arrange regular meetings to check that everything is being done as agreed in the sponsorship contract

Care of sponsors during the event

- Appoint a person to take care of the sponsors during the event
- Ensure that all that has been agreed upon has actually been done, even the minor issues - leaflets, pens, giveaways etc.
- Ensure that the LOC/NA will meet with the sponsor in the venue
- During the event, publicly thank the sponsors for participating in the event



4. Finance & Marketing

Sponsors

Plan your
own event!



Person responsible: _____

NEEDED RESOURCES

Planning

- Depending on if you use a marketing agency or not, you need a group of people to plan the sponsorship structure
- One person to co-ordinate the activities with the sponsors
- Persons, or an outside company, to produce all the advertising materials

During the event

- One person to co-ordinate the care of the sponsors with the VIP and the LOC
- If needed, persons to host Sponsor events at the Venue

NEEDED EQUIPMENT

- Agreement with IFF concerning the marketing rights
- Approval of all sponsors from IFF
- LOC information materials
- Info on marketing system of previous organisers
- Sponsor's promotional/advertising materials

TIMELINE

	Task	Deadline	Responsibility	Done
6 to 12 months	Define marketing structure Define sponsorship pyramid Define the needed materials and help Assign the marketing agency Define objectives for the marketing of the event			
3 to 6 months	Invite sponsors for meetings Invite sponsors for special gatherings during the event Continually assess how to increase co-operation with the sponsor			
1-3 months	Organise a final sign-off meeting with the sponsors Build daily program for sponsors			
Before start	Reserve time in the calendars of the LOC and NA persons needed Co-ordinate the sponsors events in the organisation			

NOTES:

4. Finance & Marketing

Commercials

In preparing for the event, one of the first tasks for the LOC is planning how to build the promotion of the event.

There are a number of important elements to enhance the visibility of the event: What are the commercial possibilities of the event? How can the event utilise all types of commercials, both inside and especially outside the arenas, in order to promote the Event?



Things to note!

TASKS AND DUTIES

Planning stage

- Start by defining what kind of different types of commercials are available for the LOC to promote the event and to increase the visibility locally
- Make a marketing and promotional plan and define which elements are within the reach of the LOC
- In the discussions with a potential sponsor, include what kind of spill-over advertising can be made by them, not just giving space for them at the event
- Combine the advertising of the event with the promotion of the ticket sales
- Build an overall marketing information strategy to define what actions are needed. You can turn news into commercials by timing them correctly
- Define what kind of visibility and consumer contacts you are looking for and base the advertising on that
- Plan the adjacent events of the championship to support the overall promotion of the event

Before the Event

- Agree with the party responsible for marketing sales what is included for partners and IFF
- Prepare a deployment plan and agree upon the responsibilities
- Agree upon a production company, and that sponsors pay separately for all production of commercial elements
- Build a timetable for the production, placement, installation and removal of all materials
- Check with cities concerning flags and symbols of the event
- Apply for the use of outside advertising space from owners of hotels, venues, bus companies etc.
- Define, together with the venues, the area in which ambush marketing is prohibited and agree who is responsible for the follow-up.

COMMERCIAL POSSIBILITIES

- Arena Commercials
- TV, Radio, newspaper commercials
- Feature articles in news & periodical magazines
- Online commercials (NA, event & IFF websites)
- Press Conferences before the event
- Commercials at National Association events
- Social media - Facebook, Twitter etc..
- Official hotels, transportation, outside of the arenas, roadside, city advertising spaces etc
- Sponsor/Partners advertising
- Possibility to use the team's outfits

During the Event

- Outside the arena:
 - ◊ Ensure there are signs at the airport, hotels, buildings related to the event & outside the arena
 - ◊ Check with the arena what area outside the arena belongs to them and the rules for its use. Here you can ask any unauthorised party to leave. This is important for stopping ambush marketing.
- Inside the Arena: *see Pages 12 & 13 - Arena Commercials*
- Check with all exhibitors and partners that they have not brought in materials that are not in line with what has been agreed
- Remember that if giveaways are handed out there may be rubbish left behind in the spectator stands, so prepare for the need of extra cleaning in your venue management plans



4. Finance & Marketing

Commercials



Person responsible: _____

Plan your
own event!

NEEDED RESOURCES

Before the Event

- Preparation of the marketing plan - usually by the LOC
- One person to organise the production and placement of the commercial elements
- Appointment of production company of commercials

After the Event

- One person to organise the removal of all commercial elements

NEEDED EQUIPMENT

- Commercial elements
- Tape, scissors and a ruler

TIMELINE

	Task	Deadline	Responsibility	Done
1 to 3 months	Define what commercial elements will be used Agree upon production companies Negotiate with Partners/Sponsors Make plans and apply for permission			
3 weeks	Co-ordinate production of materials Update plans and deployment			
Before start	Deployment of commercials outside the Arena			

NOTES:

4. Finance & Marketing

Arena Commercials



4. Finance & Marketing

Both the LOC and the IFF have their own Sponsors and Partners, which play an important role in the event. It is therefore important to carefully plan how and where they will be displayed in the Arena.

It is important to define, as early as possible, how to classify the different levels of Sponsors, including the international partners. This is usually one of the things which will be set-up last when preparing the arena, therefore the planning is very important.

TASKS AND DUTIES

Before the Event

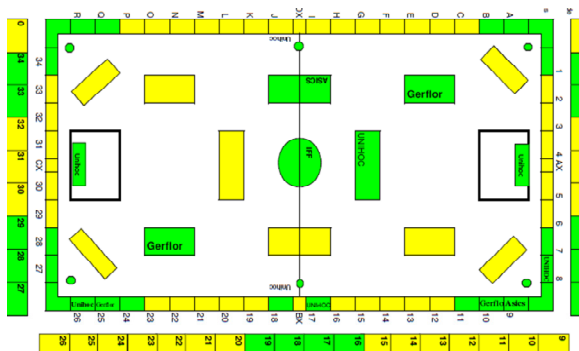
- The different advertisement placements in the arena are defined in the organisers agreement with the IFF (example on the right)
- Check which of the advertisement spaces can be used in the arena and communicate this with IFF
- Plan the different levels of partners, including the IFF partners
- Based on the advertisement placement chart, plan how many commercials will be used
- Decide where to produce all of the commercials in order to have the same brightness of commercials
- Communicate with IFF about when you will need the IFF commercials and agree upon how to produce them. IFF usually provides the organiser with their own sponsors advertisements
- If the LOC has a designated producer of commercials, it has to be communicated in advance to IFF
- Make a drawing, similar to the one on the right, in order to define the placement of the commercials

Before the matches begin

- Be prepared with a long scraper, a carpet knife, and some cloth before putting up the commercials
- If possible, start the gluing of the rink commercials before you get access to the arena. It takes quite some time to put them on
- Place the floor commercials to rest on the floor for at least one hour prior to attaching them to the floor
- When taping the rink and floor commercials, secure the borders and remove all air bubbles, using the scraper
- Agree on a final commercial check with IFF the day

DIFFERENT ADVERTISEMENT SPACES

- 200cm x 50cm rink commercials x 56
- 30cm circular face-off signs x 6
- 400 x 100cm floor commercials x 4
- 165cm x 65cm floor commercials x 2
- 200cm circular centre-spot x1
- Goal cage posts & cross-bar
- 250cm x 100cm 2nd-line commercials x 36
- Possible space outside the rink corners
- Possible cars/other elements outside the 2nd line
- Jumbotron and speaker commercials (if possible)
- Give-aways at each seat in the arena
- Referee outfits



before the start of the Event

- Before each match you need to check that all commercials are in order and not damaged

During the match

- Be prepared to have some tape, a ruler and a carpet knife on the match secretariat table, to be able to cut or repair the commercials if they break during the match
- Before the finals, all commercials shall be checked and the broken ones shall be replaced

After the match

- Since most of the commercials are taped with glue to the floor/rink, it is important that they are removed directly after the event and, if possible, the glue is removed from the floor.
- All extra IFF commercials shall be returned to the IFF

Arena Commercials



IMPORTANT THINGS TO NOTE

When you are planning the commercials please remember the following:

- In accordance with the organisation agreement, try to avoid the use of background colours on the floor and rink commercials that are of the same colour as of the ball (white, light yellow or orange)
- The placement of the commercials shall be in accordance with the IFF Venue chart. Any changes to this shall be agreed upon together with the IFF at least one month prior to the event, since the placement and number of commercials may change
- There are a number of materials especially used for floor commercials, please ensure that the surface of the commercial and the friction is not very different from the flooring, since this can cause injuries to the players
- Some floor commercials have a tendency to become dirty very easily, so see to it that they are cleaned and checked for damage regularly

Examples of different arena commercials



4. Finance & Marketing

Arena Commercials



Person responsible: _____

Plan your
own event!

NEEDED RESOURCES

Before the event

- One person who is responsible for all issues related to Arena Commercials
- 2-3 persons for taping the commercials, if not done by an outside partner

During the event

- One person at the match secretariat who can repair broken commercials

After the event

- 2-3 persons to remove all commercials from the floor, together with the line markings

NEEDED EQUIPMENT

- Spare commercials
- Line tape, a scraper, a ruler and a carpet knife
- The Commercial Placement Chart
- Cleaning cloths for the floor commercials

TIMELINE

	Task	Deadline	Responsibility	Done
1 to 3 months	Define Sponsor levels Define total number of commercials in the arena Ask for offers for production of commercials Agree with Sponsor how to produce commercials Produce the Commercial Placement Chart Produce commercials			
3 weeks	Print the commercials Collect all commercials Check the commercial surface and brightness Collect and prepare the equipment Plan the timetable for the placement of all commercials			
Before start	Commercial check with IFF Store extra commercials in Arena			

NOTES:

4. Finance & Marketing

Exhibition Stands

The exhibition stands in the tournament arena are an important part of the way the organiser can add value for the sponsor, by giving a possibility to create direct contact with the audience during the event.

Regardless of the size of the event, there is always an audience and for the sponsor this is the easiest way of getting contacts with their potential clients.

TASKS AND DUTIES

Before the Event

- LOC shall start by checking how many stands, and of which size, can be located in the arena. Do this together with the arena and approve this with the party responsible for the security of the arena
- When the number and size of stands are defined, LOC can then make a plan of the different locations and propose the placement to the potential sponsors
- In the agreement with IFF, it is defined how many exhibition stands IFF needs. Make a proposal to IFF about their stand locations
- Organise a walkthrough in the arena for the sponsors and show them where their stand is going to be and agree upon the timetable for the building and removal of the stand. There may be very limited time for the build-up or removal, depending on the agreement with the arena
- Agree, together with the sponsor, what they need for the stand well in advance of the event (internet, electricity, hospitality), and who will be responsible for the costs
- Agree about what the sponsor can and cannot do at their stand
- Make a written guideline for the exhibitors of where and when they can enter the arena, where they can pick-up their accreditations, when the doors will be open etc
- Explain to the exhibitors how the accreditation system works, since they might use different persons on different days. Agree on the number and type of accreditations
- Mark the stands by taping the lines of the stands on the floor, in order to secure the easy movement of the spectators
- Arrange final check of the stands after the build-up



Things to note!

GENERAL

- Sponsors might have really good ideas to get visibility, but consider carefully how it effects the movement of the audience in the arena
- It is important that you have control over what the exhibitors are doing in their stands
- If you allow the exhibitors to have giveaways, remember that the you are responsible for the cleaning of the arena
- Arrange with the arena a space where the exhibitors can securely store equipment or merchandise.

During the Event

- Ensure that all exhibitors use the designated entrance and that they follow the timelines related to delivery to the stands
- During the first day, check that the exhibitions are not hindering the movement of the audience, since during the final days there will be many more people
- Check with the sponsors that they are present at all times - it looks very bad to have a closed or empty exhibitions in the arena
- Give the exhibitors the telephone number of someone from the LOC that they can contact if needed
- Before the last day, check the plans of the exhibitors - when are they going to take down their stands?

After the Event

- Ensure all exhibitors have removed their stands and left their place in an acceptable condition
- Collect feedback from the exhibitors



4. Finance & Marketing

Exhibition Stands



Person responsible: _____

Plan your
own event!

NEEDED RESOURCES

Before the event

- One person who plans the placement of the exhibition stands, communicates with the exhibitors and plans the build-up
- 1-2 persons who assist the exhibitors with the build-up
- Contact person(s) is needed throughout the event to solve problems and help the exhibitors

NEEDED EQUIPMENT

- Venue map
- Measurement information to plan the placement and sizes of the stands
- Final floor plan, showing the placement of the exhibitions
- Tape to mark the stands on the floor
- Equipment to help move the material of the exhibitors
- Written guidelines for build-up and removal timetable and rules for the exhibitors
- Accreditations for exhibitors
- Parking permits for exhibitors

TIMELINE

	Task	Deadline	Responsibility	Done
1 to 3 months	Prepare Floor Plan Decide the placement of exhibitors Make timetable and guidelines Arrange meeting with exhibitors in the arena to check the space Confirm the layout with the arena staff			
3 weeks	Check plans of exhibitors Agree upon number of needed staff at exhibition			
Before start	Arrange a final check Give out accreditations and parking permits			

NOTES:

4. Finance & Marketing

Match programme

The IFF Organisers' Regulations defines that the LOC is responsible for providing the Event with an official Match (Hand) Programme, providing important information regarding the event to all stakeholders.

The Match Programme, in addition to the importance of a good event website, gives the LOC an effective tool to convey the message and whole picture of the event to the participants, spectators, guests and VIP's.



TASKS AND DUTIES

Planning stage

- Start by defining what kind of Match Programme (MP) you would like to have. Will it be a product for sale or free distribution?
- Define in what size (A4/A5) the MP is to be produced and what type of technical specifications are to be considered
- Define what type of information shall be included: only team information or also promotional material for the sport, sponsors etc.?
- Agree upon the content of the MP, define the objective of the MP and elect an editorial group
- Agree on the timetable and deadline for providing material, layout, sales materials and printing, as well as the amount to be produced
- Make a plan for the content, defining the percentage of commercials in the MP, usually not more than 50 percent

Before the Event

- Inform IFF what type of Match Programme will be produced
- Ask for offers from the printing houses and agree on the production schedule. Perhaps include the printing as a barter agreement.
- Ask for the official greetings from the Host City, IFF and the National Association
- Convey the technical specifications well in advance of the deadline to all parties. Agree with IFF on how the Player information shall be transferred to the LOC
- Schedule to receive all commercials at least 2-3 weeks prior to your print deadline. Check that these meet the technical specifications
- Prepare a strict timetable with the printing house, since there is not much time between receiving the team lists and the start of the Event

SAMPLE CONTENT

- Official greetings (2-4 pages):
 - ◊ Host Cities
 - ◊ National Association/LOC
 - ◊ IFF
- Description of the event (2-4 pages)
- Event history (1-2 pages)
- Official Match Schedule (1-2 pages)
- Venue charts - guiding spectators to services (1-2 pages)
- Team lists based on Final lists (8-16 pages):
 - ◊ Team and Player info and statistics
 - ◊ Previous performance in the Event
 - ◊ Goals of the teams & players to watch
- Commercials (14 - 24 pages)

During the Event

- Prepare where and how to distribute/sell the MP to the following groups:
 - Spectators
 - Teams
 - VIPs and Guests
 - National Officials
 - Press Centre
 - IFF Officials
- Ensure that there are enough MP available in the arena each day



4. Finance & Marketing

Match programme



Person responsible: _____

Plan your
own event!

NEEDED RESOURCES

Before the Event:

- Editorial team or LOC plan the Match Programme
- One person to ask for materials and collect them
- One person to ask for offers for printing
- One person to make the layout and communicate with the printing house
- One person to organise the distribution of the MP and the sales of it
- 4 - 8 persons to sell the MP during the event

NEEDED EQUIPMENT

- Content plan
- Media information for the MP
- Distribution plan
- Sales plan to sponsors, sales presentation
- Technical specifications

TIMELINE

	Task	Deadline	Responsibility	Done
1 to 3 months	Define the size, quantity and type of MP Ask for printing house offers Define content and usage Inform about technical specifications Set timetable Ask for contributions Agree with IFF upon team information input			
3 weeks	Set publishing deadline Finalise layout & make final content check Decide on the sales price Plan distribution and sales			
Before start	Delivery of MP to arenas Distribution & arrangement for sales			

NOTES:

4. Finance & Marketing