

IFF MIC



- Aims for MIC
- Current situation for MIC
- Future for MIC

IFF MIC



- Aims for MIC
 - Secure our relations with existing sponsors
 - Find new sponsors and develop cooperation's
 - Find the best way for IFF to take care of our rights
 - Develop our information material (leaflets, Web-site etc.)

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- Current situation for MIC
 - Mr Wester has left his job as Marketing Director
 - No daytime hours to spend for the committee
 - Hard to maintain the level of sponsoring
 - Even harder to find new sponsors
 - To little in “The package” to sell
 - Competition with national federations

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- Future for MIC, 3 possible ways
 - Find an external partner to cooperate with
 - Find an “internal” solution with one of the member federations
 - We do nothing!

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- What do we have to sell?
 - Advertising on venues during IFF events (no guarantee for broadcasting today)
 - Space in the venues for marketing material/showcase etc.
 - Tickets
 - Logotype at IFF web-site, leaflets etc

IFF MIC



- What do we wish to sell?
 - Advertising on venues during IFF events **with guaranteed broadcasting at least at two finals/year**
 - Space in the venues for marketing material/showcase etc.
 - Tickets
 - Logotype at IFF web-site, leaflets etc.
 - Advertising possibilities in different member federations magazines
 - Possibility to sell the name of IFF events (Volvo Championships in Floorball etc.)