

**Swedish proposal/idea  
about the organisation of  
Floorball Champions Cup  
2015-2018**



## **General challenges/objectives 2015-2018**

- Keep the CC at the new level
- Keep the link to EFC
- Create an economic substantial CC (black figures)
- Increased visibility on all platforms (arena, digital etc)

## **Swedish proposals for achieving the objectives**

1. Change the competition system to a 'Final Four'-event
2. Invest in the CC to maximize the income
3. Cut some costs in relation to the period 2011-2014



## **Mission 1: Change the competition system**

Sweden propose the stakeholders to change the competition system to a 'Final Four'-event, due to this reasons;

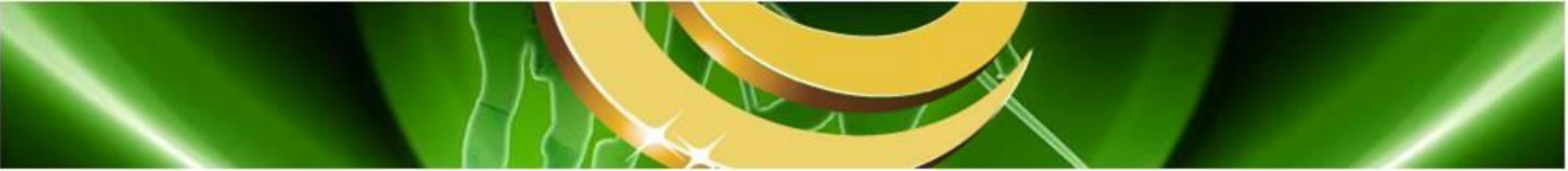
- The objective of Champions Cup is to create a top level tournament
- Only the Champions from the top four countries will be invited – not the winning team from EFC or the host city – this is to create the highest class of matches from a sporting and attractive perspective, and during the period 2015-2018 build an even stronger brand, lower the costs for the organisers and start to build commercial incomes



## **Mission 2a: Maximize the income**

Sweden propose the stakeholders to invest in an international Project leader for CC 2015-2018 with the following tasks:

- Build up the local organisation (together with the NF/LOC, creating manuals etc)
- Sales of title/main sponsors
- Presentation materials (Hosting City-package)
- International Marketing, Production and Activation during IFF Events (create a visibility-packages/tools)
- International media communication (write articles for external media, visit international news agencies etc)



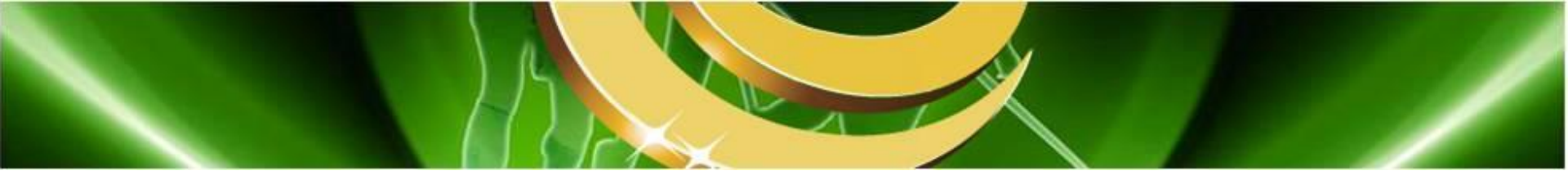
## **Finance of a Project leader (halftime – employed by IFF)**

10 000 EURO/year and stakeholder

### **Effects of a Project Leader**

The return of the investment have to be:

- Black figures for the stakeholders
- Find/sign One title sponsor
- More international TV-viewers
- More spectators (national/local responsibility)



## **Mission 2b: Maximize the income**

The NF who sells the local commercial rights shall keep 100 % of the incomes from partners.



### **Mission 3: Cut some cost (Costs for swedish federation/teams)**

Economical background (total investment 2011-2014: SEK 1 900 000)

2011	100 000 SEK/team and 500 000 SEK for event
2012	30 000 SEK/team and 700 000 for event
2013	30 000 SEK/team and 500 000 SEK for event

2014 (budget 2014/2015)

- SFF pays 12 500 EURO/team (invoice from the Swiss Federation)
- SFF pays 30 000 SEK to each team (for the participant fee to IFF)

New proposal (total investment 2015-2018: SEK 1 500 000)

2015-2018

- SFF pays 10 000 EURO/year to IFF (for project leader)
- SFF reserve SEK 200 000/year for the organise the event in Sweden in 2016
- SFF pays 30 000 SEK to each team (for the participant fee to IFF)