

WORLD FLOORBALL
CHAMPIONSHIP

2014

- A NEW LEVEL

WORLD FLOORBALL CHAMPIONSHIP 2014

- IN THE HEART OF THE CITY



MORE THAN 6,000 HOTEL ROOMS WITHIN 20 MIN WALK

2,300 HOTEL ROOMS WITHIN 5 MIN WALK

THE CHAMPIONSHIP VENUES

Kajskjul 105
Frihamns-
piren

Central
station

E6/E20
Stockholm,
Oslo

Casino
Cosmopol

Packhuskajen

The Göre

Nordstan

Drottning-
torget

Gustav
Adolfs
Torg

Kungspor-
tplatsen

Trädgård-
sföreningen

Ullevi

Domkyrkan

Kungstor-
get

Storån

Bältespän-
narparken

Heden

Stenaline
Danmarkster-
minal

Festekörka

Oskar Fred-
riks
Kyrka

Haga

Hagakyrkan

Vasagatan

Avenyn

2,300 HOTEL ROOMS WITHIN 5 MIN WALK

THE CHAMPIONSHIP VENUES

Scandinavium

The Swedish Exhibition
& Congress Centre

Liseberg

Universeum

Linnégatan

Skansen
Kronan

Vasakyrkan

Götaplatsen

Södra vägen

Garda



Photo: Dick Gillberg

WELCOME TO THE WORLD'S MOST ENTERTAINING CHAMPIONSHIP

Floorball has an obvious place in the landscape of Swedish sports. In schools, in workplaces and in clubs all over the country, hundreds of thousands people of all ages meet weekly — to exercise, practice techniques and have fun with a stick and a ball.

In western Sweden and in Gothenburg as the county town, a floorball cluster has emerged — ranging from development and manufacturing to top level clubs. In the five regional floorball associations of western Sweden, there are almost 30 000 licensed players in over 200 clubs.

The Spirit of Gothenburg

Gothenburg has extensive experience of organising major events and meetings. The City Council, the local business community and universities have a unique interplay and a strong mutual commitment and well-developed cooperation to support major events. The number of large events hosted in Gothenburg is unique for a city of this size. This spirit of cooperation is widely known as “the spirit of Gothenburg”. You can always rest assured that the whole city listens to, and acts on, what you have to say.

Göteborg & Co is a company owned half by the Municipality of Gothenburg, the Gothenburg Region and the local trade and industry. The task is to develop Gothenburg as a tourist, meeting and event destination. Göteborg & Co a close cooperation, since many years, with both the Gothenburg Floorball Association and the Swedish Floorball Federation. We would like to peak this cooperation by jointly arrange the World Floorball Championship 2014 in Gothenburg at a new level.

Lars-Gunnar Tjärnquist
Chairman of the Swedish Floorball Federation

Svante Hjertén
Manager Events, Göteborg & Co



WORLD FLOORBALL CHAMPIONSHIP 2014 – TO A NEW LEVEL

The Sports Level

Swedish Floorball has a long tradition in producing an astonishing event at a Floorball game. It all started at the first World Championships in 1996 and has developed over the years. By combining the best from the TV-productions and the event at the arena, we bring the audience closer to the game. You will feel the spirit of the game, the intensity and the speed. By using the digital media and the festival area the players will be more available for the fans and the audience than ever before.

We bring floorball sports to a new level.

In western Sweden there are several floorball partners situated as:

SP Technical Research Institute of Sweden, Borås
Renew Group (Unihoc/Zone), Mölnlycke
Libro Gruppen (Salming/X3M), Askim
Habo Plast (Jolly), Habo
FIT Publishing (Innebandymagazinet), Gothenburg

Six teams on the elite level are also from West Sweden:

Pixbo Wallenstam IBK, Mölnlycke
Warberg IC, Varberg
IBK Lockerud Mariestad, Mariestad
Karlstad IBF, Karlstad
Hide-a-lite Mullsjö AIS, Mullsjö





Photo: Svenska Innebandyförbundet

The victory goal, in the World Championships 2006

The Research & Development Level

In close cooperation with the academic world an international research symposium will take place during the championship week. Relevant and topical subjects such as young people's mental and physical health together with the relationship between physical performance and adolescent development will be discussed. Floorball shows and reinforces its position as the open and socially responsible sport in Sweden and the world.

We bring the benefit of floorball to a new level.

The Tourism Level

By using Gothenburg as the arena and Göteborg & Co as a partner, all the right conditions are settled for a new level of tourism at the World Floorball Championship 2014. Gothenburg is a lively and vibrant city full of attractive events and during the championship week. The unique Christmas festival "Julstaden Göteborg" is taking place all over town. Together with Göteborg & Co, we will create attractive tourism packages for a broader audience.

We bring the floorball tourism to a new level.

The Entertainment Level

Next to the arena there's a festival filled with new products, exciting food and a lot of things to experience. It's a unique opportunity for partners and suppliers to show their products and a fun way to experience floorball for the visitors. Try the latest equipment, chill out in the Gaming Zone and enjoy the game in the Fan Zone — where you can meet the players for autographs and like-minded people to analyze the games and get pumped up for the next one.

We bring floorball entertainment to a new level.

The Organizational Level

Floorball is a relatively young sport with a great potential to grow. A championship puts focus on the sport and the stars. We want to take advantage of this to create long-term conditions, to recruit more active players and a higher interest for the game. The development center are looking for the positive effects a championship gives and prepare suggestions how it can be integrated into the continuous activities — both in Sweden and internationally.

We bring floorball organization to a new level.



Photo: Dick Gillberg

GOTHENBURG — EVENT CITY EXTRAORDINAIRE

Gothenburg — strategically located in a beautiful region

Gothenburg, Sweden's second largest city, is situated in the heart of Scandinavia, between the Swedish, Danish and Norwegian capitals. Gothenburg is a buzzing city hosting major international championships, events, meetings and concerts. The city offers first-class facilities, a large selection of hotels, Michelin star restaurants, a wealth of entertainment and attractive shops. Gothenburg has everything that a large city needs, all within convenient walking distance. The pleasant atmosphere and the broad variety make Gothenburg one of Europe's leading event cities.

Infrastructure just cut out for events

An event in Gothenburg enjoys high visibility. Since the city centre is compact and the arenas are located close by hotels, restaurants and shops, the majority of the participants stay within a relatively small area of the city. This also means that the event is extended to the city in a pleasant way and the participants meet spontaneously and naturally in the streets at restaurants and cafés.



Photo: Lisa Barryd

Gothenburg is also well-known for ensuring that events are seen and noticed all over the entire cityscape. Magnificent decorations with strategically located flags, banners and information boards help strengthen the setting of an event and its sponsors, and make a strong impact in the city. The enthusiasm of both authorities and the people of Gothenburg is perhaps the one thing that makes events here so unique and successful. Hosting great sporting events is about so much more than sports. The compact vibrant city and the enthusiasm of our inhabitants make participants leave the events with great memories and positive feelings.

A selection of past and upcoming major sporting events in Gothenburg:

- 2002** European Championships in Handball / World Championships in Ice-hockey / Volvo Ocean Race
- 2003** World Championships in Speed Skating
- 2004** The UEFA Cup Final
- 2005** European Championships in Chess
- 2006** European Championships in Athletics / Volvo Ocean Race / European Championships in Handball
- 2008** World Figure Skating Championships / FEI World Cup Jumping Final
- 2009** UEFA European Under 21 Championships
- 2011** World Championship Handball
- 2013** European indoor Championship Athletics
- 2014** World Floorball Championship?



Photo: Kjell Holmner

JUST AROUND THE CORNER

Dressed for success

Gothenburg takes great pride in having the wonderful experience of hosting many international events. The successes have been due to many things, like enthusiastic audiences, top-performing teams and athletes and experienced organising committees.

But also, the convenience of having all the arenas within close walking distance in the city centre is an ideal concept.

The Scandinavium arena has been selected as a championship arena about sixty times since the opening in 1971, hosting World Championships and European Championships within many different sports. Scandinavium has a capacity of 12 000 spectators for sport events, three public restaurants and bars as well as a daily open McDonald's restaurant. All other required facilities such as press centre, offices and more are all located in the same building.

The Scandinavium arena, the large Hotel Gothia Towers and the Swedish Exhibition Centre are all under one roof. You can easily walk between the hotel rooms, the arena and the congress facilities. And in the adjacent building you find the Valhalla Sport Centre, consisting of three sport halls and one outdoor stadium.

The venues mentioned above are all located in the heart of the city centre with walking distance to about 6 000 hotel rooms, all categories.

Thus all venues destined to be used during the World Floorball Championship 2014 are all within 5 minutes walking distance, located in the city centre with excellent public transportation system.



Photo: Jorma Valkonen

REQUIREMENTS FOR CREATING A SUCCESS

The Swedish Floorball Federation has over the last ten years hosted a number of international events. These have provided us with valuable experience. Based on this experience and knowledge from the city of Gothenburg, we look forward to host the World Floorball Championship 2014.

In order to optimize the implementation of our new levels, thus creating “the world’s most entertaining championship” and maximize the marketing opportunities in the city of Gothenburg, we offer the following:

- LOC guarantees a Host Broadcaster and web-TV production from all the matches during the tournament. This provided the LOC disposes of the sales rights. Pricing will be decided in consultation with the IFF.
- LOC handles the commercial rights, both within and outside the arenas, for the World Floorball Championship 2014, and is responsible for the sale of these, from the agreement is signed to the tournament has been completed. The sponsors/suppliers of the IFF, in the branches specified in the contract the day its signs, will have some exposure in the arenas.
- LOC desires to use the opportunity of visibility on the player’s outfit during the World Floorball Championship 2014, according to the IFF National Team Competition Regulations, § 6.2.
- LOC stands for costs (travel, accommodation and meals) for IFF representatives (management, juries, referees and observers) during the tournament.

The Swedish Floorball Federation, together with the city of Gothenburg, are looking forward to a dialogue with IFF about this concept during the coming autumn, before the decision on where the World Floorball Championship 2014 will be arranged is taken.



Photo: Kjell Holmer

WHAT'S THE NEXT STEP TO THE NEW LEVEL?

Before the decision is taken, on where the World Floorball Championship 2014 will be arranged, we are looking forward to a dialogue with IFF in the near future. Thus, we would like to invite you to Gothenburg in order to tell you more and show you our concept and discuss our thoughts on the requirements.

Welcome to a new level. Welcome to Gothenburg.



go:teborg



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