

Solna 31 augusti 2010

To:

Mr. Tomas Eriksson, IFF President
Mr. John Liljelund, IFF Secretary general
Mr. Matti Ahde, SSBL President
Mr. Filip Suman, CFbU President
Mr. Edwin Wiedmer, SUHV President

CHAMPIONS CUP

Dear floorball friends,

The SIBF Central Board has discussed the process of finding new ideas on how to develop and secure the future of a major club event on European level.

The meetings between IFF, the four associations and their club representatives during the last months have been interesting and new perspective have emerged.

Our ambition must be development of a successful commercial structure for the IFF Champions Cup to benefit all stakeholders.

- IFF
- NF's (in particular - CFbU, SIBF, SSBL and SUHV)
- Clubs

Our goal must be a substantial increase of the value of the event

- Participation and winning the event
- Commercial value (spectators, TV, other media, sponsors) = increased income
- Profitable (including reduced total costs/number of teams)

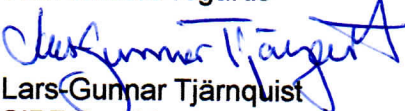
Our Vision has been to develop the most prestigious event to be won by a floorball club - together with an important international meeting place for European floorball fans and clubs.

The SIBF central board has carried out an analyse regarding the different aspects of the new Champions Cup based on local Swedish parameters – level of costs, different scenarios of local organizer, financial expectations and support from the clubs, experience from EFC in Varberg, WFC 2006, WFC 2009, ...

The Central Board has found the cost/risk to be high and that there still are parts of the proposal that needs to be clarified before we can confirm that we will be able to host the Champions Cup 2012 and also to guarantee the significant and necessary participation of Swedish teams 2011-2014.

Still committed to find creative solutions for the future Champions Cup – hopefully already in 2011!

With sincere regards



Lars-Gunnar Tjärnquist
SIBF President