# MEN'S U19 WORLD FLOORBALL CHAMPIONSHIPS

HALIFAX MAY, 2019

www.Floorball2019.com



# WHAT IS FLOORBALL?

- A fast, exciting and inexpensive sport that resembles indoor hockey
- Specialized sticks
- Light weight Wiffle ball
- Complimentary sport for schoolseasy to learn and play





# GLOBAL GROWTH



70 countries in IFF



Floorball Canada



Hockey Canada endorsement



NHL community programs

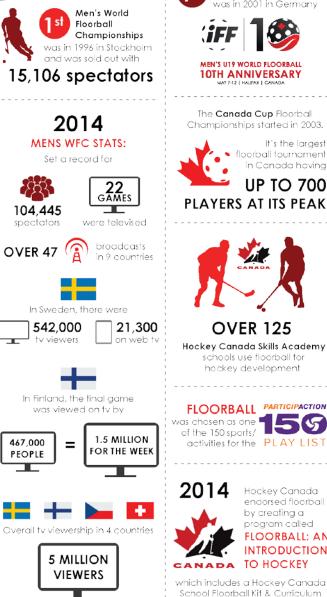






#### KEY FLOORBALL STATS







BERESPONSIVE MEDIA





#### The International Floorball Federation's Story

NHL Players Comment on Floorball

NHL Teuvo Terravainen and Floorball

2019 Mens U19 World Floorball Championships in Halifax

### KEY TOURNAMENT STATS



MEN'S U19 WORLD FLOORBALL CHAMPIONSHIPS 2019 MAY 7-12 | HALIFAX | CANADA



- First time in North America
- 16 countries
- 320 athletes
- 16 IFF officials
- 300+ international visitors
- Expecting 16K spectators
- Team Canada has players from Nova Scotia- first ever

### FLOORBALL NIGHTS



MEN'S U19 WORLD FLOORBALL CHAMPIONSHIPS 2019

MAY 7-12 | HALIFAX | CANADA

#### FAMILY FLOORBALL NIGHT Wednesday, May 8th

COMMUNITY CHAMPIONS NIGHT 7 PM Thursday, May 9th

#### YOUTH NIGHT (Sports & Clubs) Friday, May 10th

7 PM

7 PM

#### JOIN US EACH NIGHT:

- Cheer on Team Canada
- Try floorball
- Win prizes
- Experience the fastest growing sport in the world

Tickets\* Individual \$10 Family 4 Pak \$30

\*Ticket Prices do not include HST.

For Individual, Family or Group Tickets visit <u>Floorball2019.com</u>

# FUTURE GROWTH IN SPORT



### LOCAL

- Event will serve to create a legacy for the sport in Halifax
- ✓ Focus on youth
- ✓ Expand provincially
  - schools & communities

## GLOBAL

- ✓ Expand across Canada
  - <u>Premier Floorball</u> & Floorball Canada partnership
- Expand into USA
  - Credibility with USA Floorball

# STATE OF FLOORBALL GLOBALLY

### CURRENT

✓ 70 countries

- ✓ Four World Championships (WU19, MU19, M, W)
- ✓ Divisional Championships
  - Euro Cup
  - Champions Cup
  - Asia Pacific Floorball Championships
  - SEA Games
  - World University Games
  - Canada Cup & USA Cup

## **GROWTH & VISION**

- ✓ International Olympic Committee
  - 2017 World Games (Wroclaw, Poland)
  - 2021 World Games (Alabama, USA)
  - 2028 Olympics (Los Angeles, USA)
- ✓ North America & China Demand



# **VISION FOR FLOORBALL**

# HALIFAX, NS

### TODAY

- ✓ Host a successful MU19 WFC in Halifax, NS
- ✓ Build creditability & trust with IFF
- ✓ Affirm partnerships with Floorball Canada & USA Floorball
- Establish that Halifax is ideal for floorball

## TOMMORROW

- ✓ Host another IFF world Floorball Championships (MU19 or WU19)
- ✓ Premier Floorball expansion into 300 markets in Canada & USA ("pier21 affect")
  - Training Centre of Excellence for Floorball
- ✓ Premier Cup
- ✓America Cup Championships
- ✓ Halifax, NS known as the "Mecca of Floorball" in North America





#### MEN'S U19 WORLD FLOORBALL CHAMPIONSHIPS 2019 MAY 7-12 | HALIFAX | CANADA

## THANK YOU

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