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

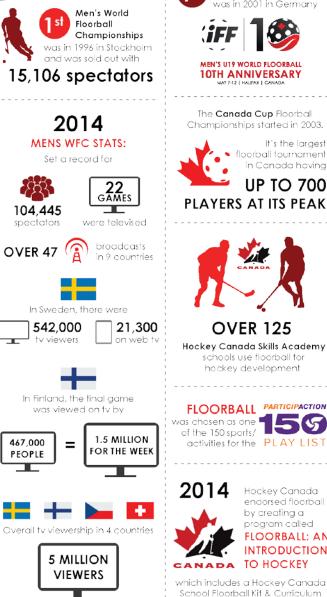






KEY FLOORBALL STATS







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





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THANK YOU

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