

**MEN'S U19  
WORLD FLOORBALL  
CHAMPIONSHIPS**

**HALIFAX  
MAY, 2019**

[www.Floorball2019.com](http://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 schools- easy to learn and play



# GLOBAL GROWTH



70 countries in IFF



Floorball Canada



Hockey Canada endorsement



NHL community programs



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



# MEN'S U19 WORLD FLOORBALL CHAMPIONSHIPS 2019

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# KEY FLOORBALL STATS



The IFF was founded in **1986**

**40**

full member countries



provisional member countries in IFF

**23**

Floorball became part of



**IN 2012**



In 2014, the International Olympic Committee recognized the IFF and floorball as viable sport for the Olympics.

Floorball was played in the World Games in



**2017**

THE WORLD GAMES  
WROCLAW 2017

THERE ARE

**3.5 million**

registered floorball players worldwide



**4,489**

floorball clubs worldwide



**1st**

Men's World Floorball Championships was in 1996 in Stockholm and was sold out with

**15,106 spectators**

**2014**

**MENS WFC STATS:**

Set a record for



**104,445**  
spectators



**22**  
GAMES

were televised

**OVER 47**



broadcasts in 9 countries



In Sweden, there were



**542,000**  
tv viewers



**21,300**  
on web tv



In Finland, the final game was viewed on tv by



**467,000**  
PEOPLE

=



**1.5 MILLION**  
FOR THE WEEK



Overall tv viewership in 4 countries



**5 MILLION**  
VIEWERS

**1st**

Men's U19 World Floorball Championships was in 2001 in Germany



**MEN'S U19 WORLD FLOORBALL 10TH ANNIVERSARY**  
MAY 7-12 | HALIFAX | CANADA

The **Canada Cup** Floorball Championships started in 2003.



It's the largest floorball tournament in Canada having

**UP TO 700**  
**PLAYERS AT ITS PEAK**



**OVER 125**

Hockey Canada Skills Academy schools use floorball for hockey development

**FLOORBALL PARTICIPATION**  
was chosen as one of the 150 sports/activities for the **150 PLAY LIST**

**2014**



Hockey Canada endorsed floorball by creating a program called **FLOORBALL: AN INTRODUCTION TO HOCKEY**

which includes a Hockey Canada School Floorball Kit & Curriculum



Sweden has **400,607** recreational floorball players



more than registered minor hockey players

THE FLOORBALL LEAGUE OF CANADA HAS



**5 CITIES**

Hamilton, Toronto, Cambridge, Ottawa, Montreal

These teams compete to become the **Canadian Floorball Champion** each year

**2001**



JOINED



**4**



**TEAMS**

have incorporated floorball into their community outreach programs



INFOGRAPHIC CREATED BY:

**BRESPONSIVE**  
MEDIA



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# VIDEOS

[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  
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- 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



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# FLOORBALL NIGHTS

## FAMILY FLOORBALL NIGHT

Wednesday, May 8th

7 PM

## COMMUNITY CHAMPIONS NIGHT

Thursday, May 9th

7 PM

## YOUTH NIGHT (Sports & Clubs)

Friday, May 10th

7 PM

### JOIN US EACH NIGHT:

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



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### Tickets\*

Individual \$10

Family 4 Pak \$30

\*Ticket Prices do not include HST.

For Individual, Family or Group Tickets visit

[Floorball2019.com](http://Floorball2019.com)

# 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
  - [Premier Floorball](#) & 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 **credibility** & 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**

PHONE 902.209.2130

EMAIL [info@floorball2019.com](mailto:info@floorball2019.com)