

**AXA Floorball Tournament – a collaboration  
between Envikens IF, Falu SK and  
Idrottsarrangören Mats Andreasson**

**AXA**

# floorball cup

## falun



**One of the world's largest floorball tournaments**



## **Welcome to Falun!**

This is where 6500 Swedish and European players will encounter in one of the world's biggest floorball tournaments

**May 14-17  
2015**

[www.axa-floorballcup.com](http://www.axa-floorballcup.com)

**The tournament will be inaugurated by some famous artists on May 14, 2015**



## **AXA Floorball Cup - some facts**

- AFC has always been organized in Falun and since 2008 also in Borlänge.
- The 19th edition will run between May 14 and 17, 2015
- AFC welcomes both junior and senior players
- AFC is played on 6 fields (40x20 m) at the same location at Lugnet Sports Arena and also at different locations in Falun and Borlänge
- Around 50 foreign teams will attend the tournament. **39 of these foreign teams are from the Czech Republic so around 850 Czech players will attend this tournament.**
- All results will be published on the website within 5 minutes after the game has finished
- AFC attracts both young players and professionals
- AFC is a fun way to end the floorball-season
- AFC is the biggest team sport tournament that ever has been organized in Falun and Dalarna
- AFC is the third largest floorball tournament
- AFC has a turnover of ca 3 million SEK.
- AFC generates 15000 accommodation nights during these three days of the tournament
- More than 6000 people travel to Falun due to this tournament
- Participants spend approximately 12-15 million SEK on various activities in Falun during these days
- During the first 18 years, the sport clubs in Falun has earned ca 11 million SEK due to this tournament
- During the first 15 years, companies in Falun has earned ca 62 million SEK due to this tournament.
- At Lugnet, the Sports and recreation area in Falun, 60 out of 70 sports, ratified by the Swedish Sports Confederation, can be practiced and this is unic in Sweden.

**AFC will be broadcasted live on the radio in Falun and Borlänge at 88.8 MHz and also online.**

# AXA Floorball Cup

AXA Floorball Cup, former Viking Cup, one of the world's largest floorball tournaments, has become a concept in Falun, Dalarna - this thanks to Idrottsarrangören Mats Andreason AB.

Every year thousands of young and senior practitioners gather at the Sports Area Lugnet in Falun for an enjoyable season finale.

- The tournament has become an established event in Dalarna sports life since the Floorball tournament is the largest floorball tournament organized in Sweden, says Mats Andreason.

AXA Floorball Cup is not just Sports, it brings revenues to the Municipality and traders in the city center also.

## Main sponsor

The company is the main sponsor of the tournament.

Advertising as agreed.

Price 200.000 SEK.

## Sponsor package 1

The company will sponsor a class and will provide prices.

Price 40000 SEK.

The company will have the company name as the name of the class and also advertisement in the hall as agreed. The company will be able to promote the company in the hall, on the website and in flyers and other activities during the entire tournament as agreed.

## Sponsor package 2

"Annual Package AFC 19" means that the company will sponsor each team with 19 sek.

Advertisement on the website, by the speaker and during the inauguration ceremony are included in this package and the company logo will be published in the flyer sent out to 35000 households in Falun and Borlänge and handed out to all participants.

## Arena Sponsorship

Each arena will be named after the sponsoring company.

Price 20 000 SEK.

## Website

The company logo will be on the website during a whole year. Further details as agreed.

Price 12 000 SEK.

## Advertisement in the AFC-flyer

A couple of days before the tournament, the flyer will be sent out to 35000 households in Falun and Borlänge and to all participants of the tournament.

Price:

- Full page: 17500 sek
- Half page 10.000 sek
- A quarter of a page: 7.500 sek
- One-eighth page 5.000 sek
- A sixteenth page 3 000 sek

Excl VAT



Mats  
Andreason

## Idrottsarrangören Mats Andreason and Falu SK in cooperation!

Idrottsarrangören Mats Andreason AB is the company behind AXA Floorball Cup, former Viking Line Cup. Mats Andreason established this floorball tournament, and Mats Andreason is also actively involved in sponsorship sales and several other sports events, for example Sportnik Cup, Maxi Cup and AXA Summer Games. AXA Floorball tournament is organised in collaboration with Envikens IF and Falu SK.



IDROTTSARRANGÖREN

# IMA

MATS ANDREASON AB

[www.idrottsarrangoren.com](http://www.idrottsarrangoren.com)

Lugnetvägen 5 • 791 31 Falun  
070-243 00 40

[www.idrottsarrangoren.com](http://www.idrottsarrangoren.com)  
[mats@idrottsarrangoren.com](mailto:mats@idrottsarrangoren.com)