



FSR MARKETING REPORT

DELEGATES ASSEMBLY
Saturday, June 24th, 2017

Nicolas Stepowski



2. ACTION PLAN 2017/2018

- a) SPONSORING
- b) EVENTS
- c) MERCHANDISING

a) SPONSORING

→ Follow up of the potential partners in contact

→ Find a new commercial agency

Partner in the sponsors search

→ Provide even new commercial opportunities:

Project sponsorship : sport / development objective

LIVESTREAMING partnership

→ Emailing campaign

New commercial brochure + promotional video (currently being finalized)

→ Search by the CCIFS

Business Forum of the CCIFS in September (several planned business meetings with entrepreneurs) + other CCI events

→ Reminder – SWISS CLUBS OFFER

Each club that helps the FSR to find a new sponsor will receive a 50% commission

b) EVENTS

→ Development

Various versions of the statement of work national / International events
Attract more and more application from clubs

→ Further income increases

Ticketing: find new distribution channels / sales network
Hospitality: still develop networking during the FSR events

→ Media coverage

Investment in a set of video equipment for the live stream of the Swiss championship's matches
Search for a TV Media Partner: Production / Broadcast of rugby matches in Switzerland

c) MERCHANDISING

→ Organization and Logistics

Pursue cost optimization

→ Range of products

New products (order in progress) : Official game shirt, Official Tracksuit, shirt fan's accessories and goodies

→ Sales

Internet traffic: still sponsorize Facebook post

New business actions: destocking, special discount “start / end of the season”



END OF PART 2

**THANK YOU FOR YOUR
ATTENTION!**



Contact

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