

A close-up photograph of a yellow handball jersey. The jersey features the 'CRAFT' brand logo in black on the left chest, a large blue 'S' logo in the center, and the Swedish Handball Federation crest on the right chest. The crest includes a handball and the letters 'SOF'. The jersey is worn by a person whose arm in a dark blue sleeve is visible on the right. The background is a light blue wall.

**CRAFT**

# SVENSKA HANDBOLLSLANDSLAGET

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# BEST PRACTICE

HOW TO CREATE A **SUCCESSFUL** EVENT?

**SVENSKA**  
HANDBOLLS-  
LANDSLAGET



Combine a national team match and a youth tournament!



# BACKGROUND



ANNUAL YOUTH TOURNAMENT IN THE BEGINING OF JANUARY WITH 4,500 PARTICIPATING YOUTH PLAYERS



# THE CONCEPT

- ❖ BRING ALL OF SWEDISH HANDBALL TOGETHER
- ❖ COMBINE A MATCH AND A YOUTH TOURNAMENT (TICKETS INCLUDED FOR ALL PARTICIPANTS)
- ❖ FILL THE STANDS
- ❖ CREATE A WIN-WIN SITUATION



# COOPERATION

- ❖ SWEDISH FEDERATION
- ❖ HOST CITY JÖNKÖPING
- ❖ LOCAL HOCKEY CLUB (ARENA OWNER)
- ❖ REGIONAL HANDBALL FEDERATION
- ❖ YOUTH TOURNAMENT/HALLBY IF



# RESULTS AND DEVELOPMENT



- ❖ SOLD OUT FIVE YEARS IN A ROW – AND COUNTING!
- ❖ SOLD OUT TOURNAMENT AT AN EARLY STAGE
- ❖ WIN-WIN-WIN-WIN-WIN
- ❖ WOMENS HANDBALL →
- ❖ MORE THAN JUST A GAME

“Adding a national team game was the best thing that ever happened to Hallbybollen”

Develop the concept: spread it to other cities, tournaments and the women's

# THANKS



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