



Luxembourg, a small country looking for new ways to increase the activities of handball

2012 EHF Top Club Management Seminar in Cologne (24 – 26 may)



Presentation of FLH

- Founded on march 1946
- Founding Member of the International Handball Federation since 1946
- Founding Member of the European Handball Federation since 1991
- **17 clubs**
- **3.000 members / 1.700 young people**
- 2008 collaboration with Opt...IN sports marketing



The start of a new area



The big international events (2008):

- The Olympic and world champion in Luxembourg (France):
More than 5000 spectators in the Coque
A good promotion for handball with an interesting result
A very good atmosphere (Luxembourg is a multinational country)
- 1600 spectators for the game Luxembourg – Portugal



The national high lights

- The Loterie Nationale cup final:
We try to have a financial partner for each major event
1800 spectators / new record
- Play-off season 2008-2009 : Beginning of discussions with some potential league sponsors.
- Interesting games with the number of spectators rising from week to week.

Hand Ball is progressing in one of the smallest countries.



Our goals for the next 5 years

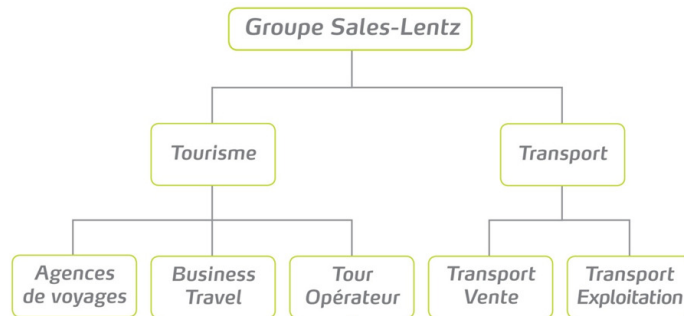
- Rise :
 - the awareness level of HB in Luxembourg
 - the presence in the medias
 - the number of spectators
 - the number of licenses
- Progress in sports (on national and international level)
- Develop our HB schools
- Have a partnership with a company for the league

We found a partner for our league



Sales-Lentz
moving people

Some words about our partner



His Brands



SALES-LENTZ PREMIUM



The image and notoriety before our partnership

- In general a good notoriety but too much related to busses
- Not reaching enough the young people and the foreigners (more as 200 nat.)
- Not innovating enough... a somehow oldfashioned image
- No emotions (passion, ladies...)
- Difference between the internal an external image

New corporate ID



Consequences of the New CI

- Not only a New Logo and Design

BUT

Changing of the communication

Sponsorship? If



Sportsponsoring



Titlesponsoring

Why handball?

Positive image factors of the Handball

- fair play, dynamism, speed, endurance, athletic
- technics and perfection
- Attracts young people
- tradition
- no doping problems



Studie: Faszination Handball

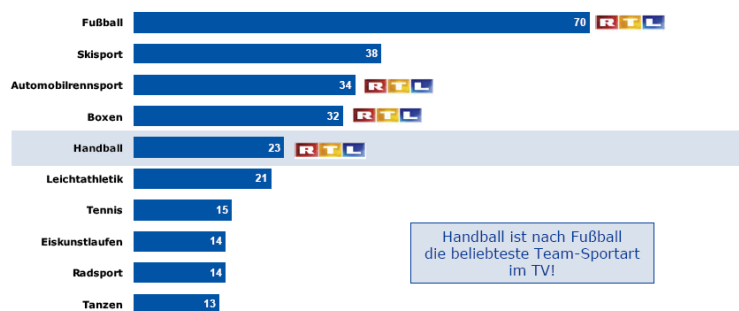
Juli 2008



Handball: Platz 5 nach etablierten TV-Sportarten

Beliebteste TV-Sportarten, 2008

Angaben in %



Handball ist nach Fußball
die beliebteste Team-Sportart
im TV!

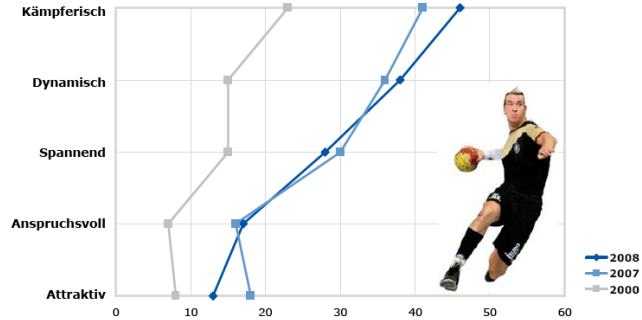
Quelle: Sport + Markt, Sportsponsoring 3/2008, Basis n=1.022 sportinteressierte Zuschauer
Frage: „Welche Sportarten sehen Sie am liebsten im Fernsehen?“ (ungestützt genannt)



Handball-Image besser als je zuvor

Image-Faktoren des Handball-Sports - Entwicklung

Angaben in %



Quelle: Sport + Markt, Sportsponsoring 3/2008, Basis n=1.022 in 2008
Frage: „Welche dieser Eigenschaften würden Sie jeweils den Sportarten spontan zuordnen, die ich Ihnen jetzt nenne? Nennen Sie mir bitte die jeweilige Zahl, die vor den für Sie zutreffenden Eigenschaften steht.“



Oktober 08, Präsentationstitel, Seite 8



Fazit

- **Handball erobert TV:** Handball ist nach Fußball die beliebteste Mannschaftssportart im TV und zählt insgesamt zu den Top 5 der beliebtesten TV-Sportarten. Während 2006 lediglich 14 % der sportinteressierten Deutschen sagten, dass sie Handball gerne in TV sehen, ist es 2008 rund jeder Vierte.
- **Handball-Boom hält an:** Auch das Interesse an Handball und die Begeisterung für die Handball-Nationalmannschaft sind von 2006 auf 2007 um ca. 60 Prozent angestiegen und bleiben auf diesem hohen Niveau auch in 2008 stabil.
- **Positives Handball-Image:** Handball hat zudem sein Image stark verbessert und an Involvement-Potenzial dazugewonnen: Der Sport wird in 2007 und 2008 als kämpferischer, dynamischer und spannender erlebt als noch im Jahr 2000.



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All these reasons were at the beginning of our partnership

Keeping it open for new Ideas

Permanent exchange between the Partner, FLH and
OPT...IN

Identity of this new partnership

SALES LENTZHANDBALL LEAGUE



&



Sales-Lentz
moving people

=





Partenariat FLH / Sales-Lentz

La League: Former National Division goes

SALES-LENTZ HANDBALL LEAGUE (LADIES & MEN)

FIRST YEAR: Investing in media presence:

Radio : RTL Radio Lëtzebuerg / creating “7 meter den Sales-Lentz Handball Magazine”

DNR / creating Sales-Lentz Handball Magazine

Press : Logo Sales-Lentz League associated to all Handball contact

Internet : Presence & links on FLH.LU et Sales-Lentz.LU



Terms of 1st contract

- Step 1
- 3 years
- Start: season 2009 / 2010
- End : season 2012
- Option : renewing the contract in 2012

Step 2: a very important year

2011/2012

The success helped us to find an agreement with RTL Télé Lëtzebuerg so we have our monthly magazine on TV

Both contracts were set up until 2014





Some Actions between 2008 and 2012

Communication:

New partners

New Website (updated results)

Streaming each weekend at least 1 game

up to 2000 people in the streaming/average 500

More presence in the medias

Our own magazines on radios and TV and Web

e- Newsletter once a month

Action team on the important games (music live or DJ, Dancers
pro Animation.....)

Presence in the partners' magazines, website, App....



Back Side of the Busses of our partner

HB Dudelange



Loterie Nationale Coupe de Luxembourg
Finals



Benelux Liga



Mini Handball



Emotions



Sports & Culture



Some Actions between 2008 and 2012

Sports

- developing the handball schools
- setting up the mini handball
- better results national and international
- several players playing out of Luxembourg

Result

- more people at the games (national, international)
- new** people in the gyms
- a better awareness level through the medias
- Handball is a fashion sport and creates emotions
-



Some Actions between 2008 and 2012

But there are still a lot of things to do on all levels

We believe that having more discussions between all the countries is necessary.

We also have to develop solutions for the small countries...see our project BENELUX LIGA since 2 years

The Bigger clubs will always need the small countries, as well as the small countries can all profit from the professional structures



FLH et Sales-Lentz,

**A challenge to develop the Handball in
Luxembourg**