



Best Practice Clubs - “What works well for IK Sävahof

Partner and community activities

Besides sports related activities it is important to attract sponsors and partners that has no natural connections to handball with other activities such as business networks and various CSR engagements.

Bollkänslan is Sävahofs business network with more than 100 participating partners. Networking events which is usually arranged as breakfast meetings hosted by one of the members. Other activities for the network is parter golf besides season tickets and access to the partner lounge.

For some partners representing larger corporations it is not unusual that they have a dedicated budget for CSR related activities. Some partners are regular media partners, other combine the business network or the CSR.

CSR projects are important to Sävahof. One of the core foundations for the entire club is to raise good citizens and provide an equal opportunity for girls and boys. Other initiatives include “Handball for all” - handball training for youths with various disabilities and other engagements in the community. Partille cup with 20 000 players from +50 countries is arranged annually by Sävahof and provides a platform to build relationships across the borders.

Handball - the “product”

It is important to create an positive experience for all spectators before, during and after the game. From this season we have skipped the paper based match program and are 100% digital through the Sävahof gameday app as part of the sustainability initiative.



Facebook and twitter are the primary channels to communicate with fans but Instagram, Youtube are also used besides the club web page.

When it comes to the gameday we split the event in three parts - before, during & after.

Before

The most obvious activity is the entry ceremony. We have combined the LEDs in the upper and lower section with the entry portal with smoke, flashes and player presentations. Along with We will rock you introduction and standing ovations for the home team a great atmosphere is created. To engage families with younger kids our mascot Bolliver is present during all games to interact with the younger ones.

During

To maintain the great atmosphere during team team-outs we have chosen to have the lights off during the entire time-out with only spotlights directed towards the teams. During most games there will be younger kids games played during the half time break which seems to attract mainly the kids parents and relatives.

After

All players will come to the fan corner within 10 minutes after the game has finished. Anyone can meet up with the players and have a chat or get a selfie with their favorite player.

The partner bar opens up one hour prior to the game and offers a buffé and also serves wine and beer.

During national play-offs and Champion league games a separate VIP section offers a chance for companies to bring their employees and business partners to the game with seats at the tables with good views of the entire court combined with good food.

