Coupe Aéronautique Gordon Bennett

"for the most courageous and experienced pilots of the world struggling for the Grand Prix of the Air" ... since 1906
Gordon Bennett is the juwel in air sports
A story full of adventure, skill, courage, survival and luck

• Lots of stories and adventures
• Easy rules
• Long history – since 1906

Launch for the Gordon Bennett race 2014

• Beautiful pictures
• Interesting characters
• Fascinating

Gordon Bennett launch in Zurich (1909)
Current status
Rely on organizers, Gordon Bennett TV as volunteer work

- Organizer handles all media
- Organizer is “urged” to provide funding for Gordon Bennett TV
- Gordon Bennett TV is all volunteer work
- Gordon Bennett TV values 5k-10k EUR based on current view/interaction numbers to ballooning/aviation interested audience.
- Media work non-consistent
- Confirmed by 2 companies: Content (raw material) is good enough for broad distribution.

August 2021
Gordon Bennett TV
Effort behind the scene

Budget less than 10k CHF and a lot of volunteer work
During inflation/take-off: 6-8 people
During the race: 4 people
Ballooning expertise/contacts needed for the production.
Regan Tetlow as moderator
>8h TV show (2021)
Reaches air sport enthusiasts
Problem
We need to improve the media work & cover

• Hard negotiations every year with organizers
• Current organizer asks CIA to fund the Gordon Bennett TV
• CIA cannot fund this from operations money every year

• Challenges
  • Every year new organizer, new location
  • Event happens only once per year
  • Mostly Amateur organizers
Proposal
Make Gordon Bennett media work self-funded

- FAI/CIA to work on building a **self-funded media work** for Gordon Bennett
- FAI/CIA to **short-term fund** increased media work in order to find sponsors.
- We had talks with sports media agencies confirming this approach.
- **Limit risk**: Milestones for FAI/CIA to exit engagement if not successful
- Organizer needs to provide presence (logos, ...) for FAI/CIA sponsors
- Maybe **increase sanction fee** as media coverage is part of the package (e.g. to 5k).
Proposal timeline
Within 3 years to self-funded media work

August 2021

2022

Work with a video marketing company to distribute globally.
Produce media report.
Increase team to produce more video & short clips for social media and distribution.
Cost: 15k CHF (10k for CIA, 5-10k for Organizer or Sponsor)

Approach sponsors
Continue volunteer work
Increase media coverage

Cost: 20k CHF (5-10k for CIA, rest Sponsor)

2023

Professionalize the team

Cost: 40k CHF (mostly covered by Sponsors)

2024
Offer to sponsors

- **Guaranteed** media cover
  - Sponsor featured
  - Guaranteed airing
  - Valued above 500k EUR (per ICARUS)
- **Presence at the event area** (back-drops, flags)
- Guaranteed **quality** by having a CIA representative on site

**Strength**

- Gas balloons are CO2 neutral!
- Adventures, nice pictures, good emotions, legendary
Long list of sponsors
To be developed

- Adventure related brands
  - Garmin, Suunto, ...
- Avionics
  - ICOM, ...
- Cars / Aviation
  - Car brands, ...
  - Aviation brands
  - Airlines
- Ballooning brands

Need help work on sponsor acquisition.
### FAI SPECIAL RESERVES (2013-2020) COMMISSIONS

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**Air Sport Commissions**

| 963'396 | 994'454 | 1'016'414 | 1'118'366 | 1'162'587 | 1'129'571 | 1'083'250 | 990'715 | -92'535 |

- **CIMP (Medico-psychological)**
  - -9'178 | -12'605 | -14'142 | -15'167 | -17'821 | -20'627 | -20'627 | -20'558 | 69 |
  - EnvC (Environment)
    - -795 | -795 | 0 |
  - Educ (Education)
    - -1'816 |

- **Technical Commissions**
  - -10'994 | -12'605 | -14'142 | -15'167 | -17'821 | -21'422 | -21'422 | -21'353 | 69 |

**All Commissions**

| 952'402 | 981'849 | 1'002'272 | 1'103'199 | 1'144'766 | 1'108'149 | 1'051'828 | 969'362 | -92'466 |
Start-up funding of a professional media work for the Gordon Bennett with the goal of having a self-funded media work within the next 3 years.

- Fund 25k CHF maximum over 3 years
- Re-evaluate every year at the CIA plenary

(Subject to FAI budget processes)

**Motion:**
Request from the AA/AM WG for 25,000 CHF to be added to the CIA budget. These funds will be used to develop a self-funded media coverage for the Gordon Bennett, 2022, 2023, and 2024.
APPENDIX
Summary of Services / Media Distribution Only

Gordon Bennett Event Report in OSS

1. Inclusion of highlights in TV Series "THE OUTDOOR SPORTS SHOW"
   - The event will get 5 min exposure in one episode of THE OUTDOOR SPORTS SHOW receiving guaranteed distribution to more than 60 countries worldwide

2. Distribution of episodes to Inflight Entertainment platforms
   - ICARUS Sports collaborates with various airlines providing them action sport content for their inflight entertainment platforms

3. Detailed Media Report
   - ICARUS Sports will prepare and send a detailed media report with broadcast times and dates and a summary of the event’s overall TV and digital exposure worldwide, to show your partners, sponsors, participating teams and athletes the event’s global media exposure footprint

* Distribution via THE OUTDOOR SPORTS SHOW is 100% guaranteed

€ 5,000 distribution only
Summary of Services / Media Distribution

Price List Individual Services

1. Highlights inclusion in monthly TV Show "THE OUTDOOR SPORTS SHOW"
   - The events will get exposure via ICARUS Sports TV Shows receiving guaranteed distribution to more than 80 countries worldwide
   - €1,000 / Minute of inclusion

2. Distribution of episodes to Inflight Entertainment platforms
   - ICARUS Sports collaborates with various airlines providing them action sport content for their inflight entertainment platforms
   - Cost included in Option 1

3. Detailed Media Report
   - ICARUS Sports will prepare and send a detailed media report with broadcast times and dates and a summary of the event’s overall TV and digital exposure worldwide, to show your partners, sponsors, participating teams and athletes the event’s global media exposure footprint
   - Cost included in any of the other options

4. Digital & Online Media Distribution
   - ICARUS Sports will distribute the Highlights Video(s) during the event to various online media and other digital channels with millions of followers on social media
   - €400 / Online media alert

5. TV News Distribution
   - ICARUS Sports will send Video News Releases to more than 200 TV contacts worldwide including sports news agencies such as “Eurovision Sport News Exchange”, ENEX, ABU, Reuters and SNTV among others.
   - €1,300 for the 1st VNR alert
   - €300 for any extra alert

Price excluding VAT where applicable

Distribution via ICARUS Sports TV Shows is 100% guaranteed
TV Series

THE OUTDOOR SPORTS SHOW

THE OUTDOOR SPORTS SHOW is the leading monthly TV Series produced by ICARUS Sports that showcases the diverse world of outdoor sports: from marathon races to climbing, skiing to surfing, hiking to triathlon, sailing to cycling - human meets nature on a thrilling journey of performance.

THE OUTDOOR SPORTS SHOW reaches a large TV audience worldwide and is currently dubbed or subtitled in 15 languages.

Media Value: 115kEUR/min
• Current value (170k Engagements): 6500 to 8500 EUR
• 5M reach with 1-2 good short clips for online news
• Out of Home / Info Screen in DACH: 15s reaching 130M
True Emotions
2 pilots, 1 basket, steered by winds only