

**IGC SAILPLANE GRAND PRIX  
ACTION PLAN  
January 2010**

**Vision (Mission)**

To use the Sailplane Grand Prix concept to combine the spectacle of gliding and glider racing with a short, sharp and understandable format to attract the media and the public to the sport of gliding.

**Goals of the SGP**

The IGC Bureau has defined three goals for the SGP:

1. To **educate** the general public about the sport of gliding including the challenges of glider racing, the performance of modern gliders and the excitement of the GP race through the use of television as the primary medium
2. To **engage** glider pilots with the GP race format using the internet as the primary medium
3. To **entertain** the public and glider pilots through television and the internet
4. To **create sponsorship** opportunities to benefit all aspects of the sport of gliding

**Strategic Actions**

**Goal no. 1 - Educate** by using visual imagery combined with professional commentary. Outputs may be TV programmes, DVD products, Internet (YouTube)

**Goal no. 2 - Engage** by providing internet based tools and commentary to enable glider pilots to follow the races and selected pilots. Outputs may be tracking; interactive tracking; interactive commentary; delayed coverage; replayed coverage

**Goal no. 3 - Entertain** by creating stories about gliding and “heroes” amongst the competing glider pilots. Outputs may be visual imagery products (as per Goal no. 1) and internet based (as per Goal no 2)

**Goal no. 4 - Create sponsorship** by providing an entertaining television and internet product that creates value for potential sponsors by increasing their opportunities for public exposure. Outputs will be visual imagery products and internet based

## **Tactics/ Solutions to Achieve the Goals**

Ensure high quality consistent and safe events through:

- IGC appointed “Director of the GP” to provide overall management of the product, races, and coordination with local organisers and media providers
- Race management by IGC selected personnel including Contest Director and Scorer
- Constant review of the product and achievement of the goals during and at the end of each GP Round

Provision of high quality internet and visual imagery products through:

- Creation of partnership through FAI with potential technical providers
- Creation of partnerships through FAI with skilled media producers
- Development of protocols for internet support to tracking and live streaming products
- Developments of protocols for live filming on the ground and in the air of the GP race and the pilots

Creation of a story and “heroes” by:

- Following pilots progressing through the QGPs to the Final
- Ensuring the pilots are clearly identifiable as individuals and nationally through branding (uniforms; logos on gliders etc)
- Modifying the “race” as necessary to enable the telling of a story and the creation of “drama” to hold public interest

Providing competent GP events by:

- Identifying the role for the Local Organiser and their relationship with the FAI/IGC Officials and with the media providers
- Seeking hosts who can provide the infrastructure necessary to support the media technical requirements
- Ensuring the Local Organiser has experience in running gliding competitions, has a pool of volunteers to assist and has accommodation and catering facilities on or adjacent to the airfield