

FAI Sports Strategy



2013 Situation

- The FAI now has commercial revenues
- We need to ensure that we work together to make sure that our partners are happy
- This will give us the opportunity to maintain and grow these revenues
- Further investments will enable us to develop the FAI and air sports (including lobbying at international regulatory bodies)



Comparison to Other IFs

- Other IFs get their product right and then promote the product
- Example: World Archery
 - It used to be FITA with 50 bowmen in a line in a field, all firing arrows at the sound of a whistle
 - Now there is an elite league of some 24 competitors, travelling the world and performing head to head on stages in the most exotic locations
- Example: Volleyball
 - Originally 6-person teams in drab sports halls
 - Now 2-person teams in bikinis on a beach



Comparison to Other IFs

- Our sports are organised and structured around our classic World Championships
- We need to create public spectacles to showcase our sports
- And we have shown that we can – Canopy Piloting at the 2013 CALI World Games is a great example
- The challenge is to determine how to best fund development from our limited financial resource



Presentation of our Sports is a Team Effort

- Individuals with professional event experience who define the formats and what an audience would like to see
- ASCs who deliver the format, find the competitors, define the rules, find the sites, polish the product
- Competitors who understand they are in the entertainment industry and who work to the event schedule
- Organisers who understand they have to provide for media, sponsors, audiences. They need guidance and clear practical advice
- The whole FAI family, including NACs, volunteers, Commission delegates and the rest, who see that something different is needed



The Fit With Breitling

- The heritage of aviation, FAI and Breitling mutually recognising their unique positions in aviation history
 - The Youngster Award and Milestone Trophy
- Breitling is looking for are heroes, "real" pilots with stories, high performance, history and traditions
- We have such people amongst our international competitors and our record holders
- The FAI-Breitling contract also provides the possibility of developing special programmes in addition to the Breitling Awards



Commercial Revenues

