New FAI Air Games Series

Shortened version of presentation made to GC
2 November 2016
Our Need – An engine to drive engagement and revenues

- High profile event
- Spectator interest
- Sponsorship
- Media Coverage
Our Need – Objectives for the New Air Games Series

- Showcase excitement and diversity
- Build competitors profiles and bring community together
- Generate income
- Promote NAC athletes and generate national funds
Key Success Drivers and Constraints

WAG can work, but more compact easier to stage.
Major City locations.
Appealing core disciplines plus flexibility.
National pride, will generate profile and revenues nationally.
Outstanding branding, presentation and execution.
Music and side shows.
Incentivise competitors.
Sports organisation funded
Strong sponsorship revenues.
Build each year.
Expert team.
Existing air competitions.
Not possible to do all disciplines everywhere.
Costs, resource and cash.
Air Games Tour

*Who is the Greatest Flying Nation on Earth?*

- Iconic locations
- Most exciting disciplines
- Big Sponsors
- Greatest competitors
- Major Cities in Big Markets
- Non-stop staged show
- Powerfully promoted with worldwide media distribution
Why Air Games Tour?

Multi-event, year-round programmes to engage fans, media, hosts, NACs, sponsors – every 4 years is NOT enough.

Events closer to home lower costs for competitors and officials.

Staging of an event every year by a Host steadily raises quality and lowers costs for both host and FAI.

Can be regional with an Asia, Europe, Middle East and Americas event, if there was interest in each continent.

The scale and cost can be adjusted to meet Host budget limitations and appetite.

Consistent staging with strong sports presentation plus education/science/business elements.
Air Games Tour - Disciplines

Series – All Events

PARACHUTING
Speed Skydiving, Accuracy, Canopy Piloting...

BALLOONING
And Airships

PARAMOTORS

AEROMODELLING
(Spectator friendly disciplines)

PARAGLIDING
Accuracy & Aerobatics

DRONES

HANG GLIDING

GENERAL AVIATION

GLIDING

AEROBATICS

MICROLIGHTS

AMATEUR-BUILT & EXPERIMENTAL AIRCRAFT

Series – All Events

Local Option or Demonstration

ROTORCRAFT

?
Air Games Tour – Potential Locations

Empuriabrava, Spain

Wuhan, China

Putrajaya, Malaysia

Rio, Brazil

Dubai, UAE

South Africa

Japan

San Diego, USA

Wanaka, New Zealand

Perth, Australia

Albuquerque, USA

Guadalajara, Mexico
Air Games Tour – Staging elements

Technology/Engineering/Education programmes

Iconic locations

Fan activities

Aeronautics business events

Ecology and sustainability

Entertainment
Commercial - Rights and obligations*

**Rights**
- National/Event Sponsorship deals
- Tickets and VIP packages
- Concessions, On-site Merchandise and retail
- Education, Ecology, Tourism activities
- ALL non-sport event costs
- FAI & competitors hotels and other costs
- Sports organisation costs incl. infrastructure
- Entertainment programme
- National promotional programme
- Hosting fee to FAI

**Obligations**

**Host**
- All media and content
- Title Sponsor of Series
- Destination Sponsor – “Road To”
- Series Sponsors
- Licensing of Marks and IP

**FAI/Agency**
- Sports programme management
- Sports officials
- International promotion, TV/video production
- International media distribution
- Technology
- IP registration and management

*RBAR model and similar for most IF hosted events e.g. World Championships*
## Commercial - FAI Potential Annual Revenues

<table>
<thead>
<tr>
<th></th>
<th>Net revenues (CHF)</th>
<th>Notes</th>
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</thead>
<tbody>
<tr>
<td>Hosting Fees</td>
<td></td>
<td></td>
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<tr>
<td>Series Title Sponsor</td>
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<tr>
<td>Other Sponsors and Suppliers</td>
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<tr>
<td>Media</td>
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<tr>
<td>Other</td>
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<tr>
<td>TOTAL per year</td>
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</tbody>
</table>
## Commercial - FAI Potential Annual Costs*

<table>
<thead>
<tr>
<th>Major item</th>
<th>Costs (CHF)</th>
<th>Notes</th>
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</thead>
<tbody>
<tr>
<td><strong>Staffing:</strong></td>
<td></td>
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<tr>
<td>1 x Commercial Head</td>
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<td>1 x Event Manager</td>
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<tr>
<td>1 x Marketing and Digital Media Manager</td>
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<tr>
<td><strong>Travel</strong></td>
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<tr>
<td><strong>Promotion, digital media management</strong></td>
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<tr>
<td><strong>Media production</strong></td>
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<tr>
<td><strong>Officials</strong></td>
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<tr>
<td><strong>Other</strong></td>
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<tr>
<td><strong>TOTAL per year</strong></td>
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*Initial estimate for minimum team to sell, promote and manage 4 events per year based on IF benchmarking – can be outsourced
Questions still to answer…

How many events, how many competitors, which disciplines for sport and fans?

Flexibility for Hosts and NACs

NACs team selection

Minimum proficiency level

IT platform for event and result management and signal for result presentation.

Officials

Local presentation system (big screens, organisation of output to internet).

Core event team

FAI Commissions

Entry fees and costs
Air Games Tour – Getting the optimum formula

**Market Driven**
- Financial feasibility
- Number and calendar of events
- Locations
- Core disciplines
- Additional staging components
- Narrative for fans, media

**Sports Driven**
- Competitor selection
- National team selection

**Steering Group**
- Market discussions
Conclusions - Summary

1. WAG is an attractive format for hosts, media, public and competitors.
2. An annual Air Games Tour of connected “mini-WAGs” with much lower costs will enable public, media, sponsors, and hosts to engage regularly with air sports and become fans.
3. National pride will boost interest through medals, rankings, top country status etc.
4. More than just the competitions – entertainment, science, education, ecology and business dimensions.
5. Start with just 3 or 4 events per year and build.
6. Flexible format to meet needs and budgets of hosts, and could be used by NACs for national versions.
7. Attractive property to secure significant sponsorship, and demand hosting fees.
8. May outsource funding, commercial management and risk.
10. Before we commit to any investments or assign any events, we will thoroughly explore the market through discussions with Hosts, Sponsors, Agencies and Investors and then prepare and submit a business plan for approval.
Conclusions - Next steps

1. Complete proposal and General Conference/Executive Board feedback, with approval subject to...

2. Initial feasibility phase:
   - Compelling sales deck
   - 1st meetings with sponsors/media/hosts/agencies/investment groups for feedback and investment
   - Budgets, feasibility, and business plan submission to Board

3. Internal stakeholder consultation & steering group

4. Commissions and Executive Board decide whether to proceed subject to financial underwriting

5. Negotiations with sponsors/media/hosts/agencies/investors to secure investment with written commitments

6. General Conference and Executive Board approval and appoint Hosts

7. Preparation

8. First events

<table>
<thead>
<tr>
<th>2016</th>
<th>2017</th>
<th>2018</th>
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<tbody>
<tr>
<td>Q3</td>
<td>Q4</td>
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<tr>
<td>Q4</td>
<td>Q1</td>
<td>Q2</td>
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Test Events?
Air Games Series - Example programme

Daily side activities

Media mixed zone, B2B, VIP lounge, behind the scene briefings, display / demo flights, at least one press-conference

Thursday - Official Arrival Day / Familiarisation / Training

<table>
<thead>
<tr>
<th>Time</th>
<th>Activity</th>
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<tbody>
<tr>
<td>05</td>
<td>Official Training</td>
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<tr>
<td>06</td>
<td>Official Training</td>
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<tr>
<td>07</td>
<td>Official Training</td>
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<td>08</td>
<td>Official Training</td>
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<td>19</td>
<td>Official Training</td>
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<tr>
<td>20</td>
<td>Official Training</td>
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</tbody>
</table>

.get together all Athletes / Officials.

Friday - Official Training / Competition Day 01

<table>
<thead>
<tr>
<th>Time</th>
<th>Activity</th>
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</thead>
<tbody>
<tr>
<td>07.00h</td>
<td>Official briefing</td>
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<tr>
<td>08</td>
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<td>09</td>
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<tr>
<td>10</td>
<td>Flight 3</td>
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<tr>
<td>11</td>
<td>Flight 4</td>
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</table>

Opening Ceremony

Saturday - Competition Day 02

<table>
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<tr>
<th>Time</th>
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<tr>
<td>07.00h</td>
<td>Official daily briefing</td>
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<tr>
<td>08</td>
<td>Round 1</td>
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<td>15</td>
<td>Round 8</td>
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<tr>
<td>16</td>
<td>Round 9</td>
</tr>
</tbody>
</table>

All days

All athletes stand-by / on site for demo activities "Promote air sports" VIP/ Media flights

Monday - DEPARTURE DAY

official departure day for all