



107th FAI General Conference

October 2013
Kuala Lumpur
Malaysia

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1) CORPORATE ELEMENTS

Mission

-> FAME mission is to **assist** the Aeronautics Community in the development and promotion of Air Sports.

Objectives

- > Provide marketing and **commercial support** to the Aeronautics community
- > Secure Partnerships for the Aeronautics community and generate revenues
- > **Centralise the expertise** and know-how for Event Management and Marketing



2) SERVICES

A) Sponsors' **Servicing & Account Management**

-> Breitling Activation support

B) **Business Development & Sponsorship Sales**

-> Search of new FAI Partners

C) **Development of Level 3 Events**

-> Product design & marketing support



3) REPORT 2012-2013

- **September 2012 –January 2013: «Starting up and Testing» phase**
 - Start of FAME Activities (September 2012)
 - Breitling's sponsorship **activation** initiated, test was made on 2 Events in 2012 and 2 events in January 2013.
 - FAME concept and activities presented to various ASCs
 - Launch of **FAME brand's** development
 - Launch of **Market Research** into sponsorship and city opportunities:



3) REPORT 2012-2013

- **February –May 2013: «Speeding-up» phase**
 - 3 **MoUs** signed with IGC, CIVL and CIAM
 - 2 **products** completed, including **promotional material** (SGP and WPAM (CIVL))
 - **Website** finalised



3) REPORT 2012-2013

- June – October 2013: «Sponsorship Activation » phase
 - Activate Breitling Sponsorship on 7 CAT 1 Events.
 - Work on an Activation Guide for Event Organisers



4) NEXT STEPS

As of January 2014, : «Full Speed and Actions» phase -> The «MORE» phase

- Breitling Servicing and Account Management mainly by:
 - Improving Breitling presence at Events
 - Educating the FAI communication and improving our communication with ASCs, NACs and Organisers.
- Developing Level 3 Events:
 - Re-initiating discussion with potential host cities
 - Launching a market research in the Air Sport community.



THANK YOU

