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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

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### 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:

- **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

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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