



*Fédération  
Aéronautique  
Internationale*

---

# FAI Air Games Event series

Proposal

Document to FAI General Conference 2015

v 1.0

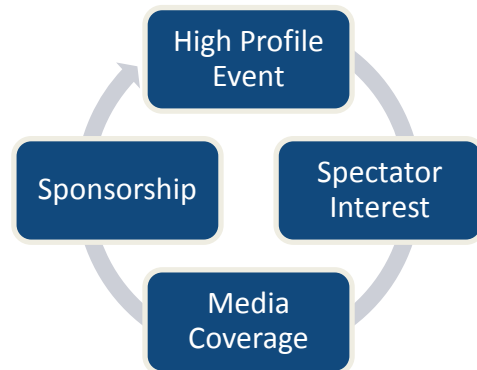
*Maison du Sport International  
Av. de Rhodanie 54  
CH-1007 Lausanne  
Switzerland  
Tél. +41 (0)21 345 10 70  
Fax +41 (0)21 345 10 77  
E-mail: [info@fai.org](mailto:info@fai.org)  
Web: [www.fai.org](http://www.fai.org)*

## FAI Air Games Event Series

### 1. GENERAL DIRECTION

With our air sports events we must ensure spectator visibility, media and sponsor interest. It must be a clearly defined product in regard to placing, pricing and promotion.

We believe in multi-discipline air sports events that combine air sports with a logical fit.



### 2. SIZE OF EVENTS

Multi-discipline air sport events can be of different size.

- "Sailplane Grand Prix" suitable for a typical "B2B" high-end, exclusive, VIP-type event.
- Mega-events like "Albuquerque Balloon Fiesta" with major Paramotor, Canopy Piloting...etc. allow presence during the available time slots.

Regional, Continental Event formats possible like:

- New Zealand Air Games,
- "Jugend Air Games"

⇒ From 3 to 7 days, or more.

⇒ ASC interest and input essential.

### 3. SPONSORSHIP

The event strategy and concept must fit to targeted sponsors/companies and to their product range which combines financial support and in-kind activities.

Sponsorship/marketing/event branding concept to be designed and STRICTLY implemented.

### 4. INTERNAL DEVELOPMENT PATH

ASCs and NACs must be convinced about the usefulness of this transformation. The ultimate goal is to ensure financial sustainability of the FAI so that they can benefit financially as well.

FAME with a re-built core team could be the vehicle to be used, or such a core team could be a new part of the FAI Head Office.

The usual services of the FAI HO to ASCs and NACs will continue.

The introduction of a World Air Sports Conference (around the FAI General Conference) could be part of this transformation.

## 5. ROAD TO 2020

<b>2015</b>	<ul style="list-style-type: none"> <li>• Define product as a basic concept</li> <li>• Arrive at a saleable concept (to meet today's already existing sponsorship interest)</li> <li>• Approval of concept in FAI General Conference 2015</li> </ul>
<b>2016</b>	<ul style="list-style-type: none"> <li>• Continue Research phase</li> <li>• Product definition fine-tuning with the support of professional advice</li> <li>• Development of Marketing and Communication Plan</li> <li>• Adapt product range to new sponsors, "shape their individual sponsorship opportunity"</li> <li>• Small test-event (maybe along the test-event for The World Games 2017 which is planned for Q3 in Wroclaw POL)</li> <li>• Start offering high-profile events (premier Cat1-events and new events starting in 2017) as a proposition to our partners</li> <li>• High Investments</li> <li>• Regular Updates at Commission Presidents' Group, ASCs, General Conference</li> </ul>
<b>2017</b>	<ul style="list-style-type: none"> <li>• Concept of FAI Air Games Series beginning (3 continental test-events?)</li> <li>• Use TWG2017 as a full-size-proof-of-concept for FAI (even though this is not our event)</li> <li>• Full potential roll-out of new event concepts for sponsors / partners in place</li> <li>• High investments which are partially offset by sponsor revenue. Expenses lower than in 2016 because of this net-effect</li> </ul>
<b>2018</b>	<ul style="list-style-type: none"> <li>• World Air Games Event Series in full swing (5 events, maybe more)</li> <li>• First World Air Sports Conference</li> <li>• Investments into the sport / the product are fully compensated by additional sponsor-/partner revenue. First Refunds to NACs/ASCs if possible.</li> </ul>
<b>2019</b>	<ul style="list-style-type: none"> <li>• FAI World Air Games = World Air Sport Games</li> <li>• Investments into the sport / the product are fully compensated by additional sponsor-/partner revenue.</li> <li>• Refunds to NACs/ASCs if possible. Rebuild the FAI reserves.</li> </ul>
<b>2020</b>	<ul style="list-style-type: none"> <li>• Established business model resulting into surplus</li> <li>• Regular redistribution of funds to NACs / ASCs</li> <li>• During these years, any high-profile multi-sport events that includes air sport disciplines (Asian Beach Games, Urban Games, Asian Games) could be included in the World Air Sports series. "FAI multi-air-sport-events" within a much bigger event.</li> </ul>