

FAI FINANCES – Review 2016 – Head Office operations

UPDATE 2016

INCOME

- Slight raise in Partner-/Sponsorship Income due to re-negotiation of existing and new contracts.

EXPENDITURE

- Provision of 50,000 CHF for case Hayhurst/USPA ./ FAI/NAA at Court of Arbitration for Sports (CAS) added as per EB decision for legal costs (lawyer, procedure).
- Less for World Air Games 2015 post-event costs due to earlier release of workforce.
- The Air Games event series development budget of 475,000 CHF remains in the same total amount as budgeted. The major items are:
 - Workforce: has been secured through a Marketing consultant from June 2016 on. Main tasks a.o.: Provide guidance on how to secure best marketing output related to the Sports and Branding strategy of the FAI. Accompany the discussion, development and organisation of multi-air sport events in regard to its marketing and develop a selling proposition that may then be offered to potential commercial partners. Develop a selling proposition that is based on a number of single air sport events of the FAI.
 - Brand development: World Air Games 2015 - a thorough evaluation workshop took place in April 2016, and reports provided in regard to the impact of the event and the media output, used for promotion of the WAG and multi air sport events. Air Games concept – delivered to GC for approval. Further topics – media value analyses, brand development for specific sponsorship cases, registration of trademarks.
 - Communication/Media Production: Promotion of selected Premier Cat 1 events through dedicated media teams, branding, social media promotion and tv production and distribution. Audio-visual strategy development through advisor (presentability of events and disciplines, market interest, technology requirements). Production of print materials for the bidding process for the next World Air Games (2019/20) that was opened in January 2016.

Source of Funds		Expenditure	
Provision Sports Development	50,000 CHF	Workforce	80,000 CHF
DIF	300,000 CHF	Quality Control of Events	35'000 CHF
WAG Reserve	60,000 CHF	Marketing/Brand development	113,500 CHF
Other Provisions	65,000 CHF	Communication	52,000 CHF
		Communication materials	36,500 CHF
		Media Production and Evaluation	158,000 CHF
TOTAL	475,000 CHF		475,000 CHF

The FiAG will provide a report about their monitoring of the FAI Sports and Branding Strategy/Air Games event series concept which will include an analysis of the deviations in individual items in the budget 2015 to actual as per summer 2016.

USE OF FUNDS

- Use of operating funds has to be increased, due to CAS provision.
- Use of World Air Games reserve adjusted according to less expenses for staff transition and actual amount of the reserve as per end of 2015.
- Total use of funds anticipated as of end of September 2016 to be around the same as budgeted (740,000 CHF).