

# Marketing and Communication, this is a message

# Increased focus on

- Talking about FAI activities
- **Sharing** the joy of our great sport
- Connecting Members, Stakeholders, Partners
- Selling these to the "world"
- Raising our profile
- **Keeping** interest and public awareness
- Becoming attractive partners (business, media, spectators)

A continuous loop. A process. A task for all of us.

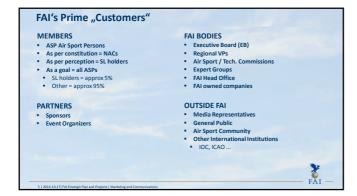


E | 2014-10-17 | FAI Strategic Plan and Projects | Marketing and Communications



# FAI Essentials Basic aim of furthering aeronautical and astronautical activities worldwide – Promote Air Sports Ratifying world and continental records Coordinating the organisation of international competitions Any action must first focus on these essentials.

\* | 2014-10-17| FRE Strategic Plan and Projects | Marketing and Communications































# 2014 "Breitling" events 4 selected competitions Breitling watch(es)

- > Financial Support (requesting BREITLING visual presence)
- Promotional Material, Merchandise (lanyards, caps, banners)

# **FAI Category I events**

- Financial Support (watch-/jewelrey exclusivity, no visual presence)
- Continental / World Championships in all Air Sport Commissions

### **General Support of Air Sport Management / Development**

- Sponsorship Coordinator
- Costs / Overheads in FAI Head Office





