



LAUSANNE 2017
111th FAI
GENERAL CONFERENCE

Agenda # 16/22

FAI Air Games Event Series concept – FAI Sports and Branding Strategy Update on Budget



AIR GAMES DEVELOPMENT ACTIVITIES 2016/17 (PAGE 1 / X)



Reference:

*Fédération
Aéronautique
Internationale*

FAI Air Games Event series

Proposal

Document to FAI General Conference 2015



AIR GAMES DEVELOPMENT ACTIVITIES 2016/17

(PAGE 1 / X)

Reference:

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.



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.

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3



AIR GAMES DEVELOPMENT ACTIVITIES 2016/17

Main items, reflected in the budget draft expenditures:

- Workforce/Consultancy/Quality control of events
- Further agency services
- Marketing/Brand development
- Communication
 - Audio-visual Strategy (analysis, concept)
 - IT
 - Media production

The following slides give an overview over the budget relevant items and achievements.

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4



AIR GAMES DEVELOPMENT ACTIVITIES 2016/17

(PAGE 1 / 7)



ACTION	AGT – direct related	AGT – indirectly related
Consultancy		
- Review FAI events in regard to their marketing potential		✓
- Service FAI partnerships		✓
- Negotiate commercial aspects of new partnership agreements, including prospect of AGT and WAG 2020		✓
- Specify AGT concept, specifically with view on hosts and commercial partners	✓	
- Discussion FAI HO/EB and presentation of AGT to FAI GC 2016	✓	
- Contact potential hosts, present AGT concept, follow up conversations (around 40 in total)	✓	
- Taking part in selected host meetings/conversations (e.g. Rio, Lausanne, Melbourne)	✓	

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5



AIR GAMES DEVELOPMENT ACTIVITIES 2016/17

(PAGE 2 / 7)



ACTION	AGT – direct related	AGT – indirectly related
Consultancy		
- Concept FAI with core products WAG, AGT and Drones directed to sports marketing agencies in order to secure partnership to benefit FAI with sports marketing expertise (sales and marketing on above mentioned FAI events)	✓	
- Contact range of sports marketing agencies, present FAI and concept, further conversations	✓	
- Take part in conversations of FAI with focus sports marketing agencies (current focus: Drones, with prospect to expand to WAG and AGT)	✓	✓

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6



AIR GAMES DEVELOPMENT ACTIVITIES 2016/17

(PAGE 3 / 7)



ACTION	AGT – direct related	AGT – indirectly related
Quality control of events		
- Workshop in Wroclaw with ASCs concerned in World Games 2017 – cooperation across disciplines, processes, IT platform		✓
Other agency services		
- Concept, moderation and report WAG 2015 evaluation workshop 2016	✓	
- Media value analysis for TV/media production, especially on FAI brand visibility		✓
- Specific sponsorship proposals for FAI global partnerships		✓
- Registration of trademarks – FAI (World) Air Games, FAI, FAI Indoor Skydiving, FAI Drone Racing	✓	✓

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7



AIR GAMES DEVELOPMENT ACTIVITIES 2016/17

(PAGE 4 / 7)



ACTION	AGT – direct related	AGT – indirectly related
Communication materials		
- Concept of branding, implementation costs for FAI branding at FAI events		✓
- Printing costs for WAG Dubai photobook (promotion of the event concept to potential partners)	✓	
- Printing Costs WAG bid documents (including descriptions of all disciplines)	✓	
- Printing costs promotion brochures for AGT concept and WAG impact study (for distribution to hosts and NACs concerned)	✓	

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8



AIR GAMES DEVELOPMENT ACTIVITIES 2016/17

(PAGE 5 / 7)



ACTION	AGT – direct related	AGT – indirectly related
Communication (IT, electronic channels)		
- Promotion of FAI events via Facebook advertising, grow fanbase		✓
- Editors/Photographers for selected FAI events (sponsor presence, public/media interest) (fees, travel costs)		✓
- IT workshop with all ASCs for common event platform in cooperation with Noosphere – review of different systems used, compatibility	✓	

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9



AIR GAMES DEVELOPMENT ACTIVITIES 2016/17

(PAGE 6 / 7)



ACTION	AGT – direct related	AGT – indirectly related
Media Production		
- Audiovisual strategy – review of all disciplines, description both of the competition concept and technical environment needed for media production (cameras, positions etc.) – FAI Media Manual		✓
- TV production and international distribution at selected events (sponsorship presence, public/media interest), tracking of output (hours/number of transmissions)	✓ (WAG distribution in 2016)	✓
- Presence at Sportel (world's largest broadcasting rights fair) – presentation of FAI events, including AGT concept and WAG	✓	

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10



AIR GAMES DEVELOPMENT ACTIVITIES 2016/17

(PAGE 7 /7)



ACTION	AGT – direct related	AGT – indirectly related
FAI internal		
- Report about AGT concept at FAI GC 2016, ASC Plenary meetings, Commission Presidents’ meeting with the FAI Executive Board, Active Members’ President meeting	✓	
- WAG bidding process	✓	
- Concept Air Games – draft document, discussion FAI internally, provided to FAI GC	✓	

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11



PLANNED AIR GAMES DEVELOPMENT ACTIVITIES 2018



ACTION	AGT – direct related	AGT – indirectly related
Consultancy/Workforce/Event quality control		
- Costs related to WAG/AGT host acquisition (bring together potential first hosts, briefings, event concept presentation, travel costs etc)	✓	
Other agency services		
- Concept, moderation and report WAG 2015 evaluation workshop 2016	✓	
- Media value analysis for TV/media production, especially on FAI brand visibility		✓
- Specific sponsorship proposals for FAI global partnerships (referring also to AGT prospect and WAG 2020)		✓

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12



PLANNED AIR GAMES DEVELOPMENT ACTIVITIES 2018

ACTION	AGT – direct related	AGT – indirectly related
Communication materials		
- Concept of branding, implementation costs for FAI branding at FAI events		✓
- Printing costs (help materials for NACs, Hosts)	✓	
Communication (IT, electronic channels)		
- Promotion of FAI events via Facebook advertising, grow fanbase		✓
- Editors/Photographers for selected FAI events (sponsor presence, public/media interest) (fees, travel costs)		✓
- IT workshop with all ASCs for common event platform in cooperation with Noosphere – review of different systems used, compatibility	✓	

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13



PLANNED AIR GAMES DEVELOPMENT ACTIVITIES 2018

ACTION	AGT – direct related	AGT – indirectly related
Media Production		
- Audiovisual strategy – review of all disciplines, description both of the competition concept and technical environment needed for media production (cameras, positions etc.) – FAI Media Manual		✓
- TV production and international distribution at selected events (sponsorship presence, public/media interest), tracking of output (hours/number of transmissions)		✓
- Presence at Sportel (world's largest broadcasting rights fair) – presentation of FAI events, including WAG, negotiation of broadcast fees (from 2018 on)	✓	
FAI Internal		
- ref. Air Games report item 16 agenda	✓	

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14



PLANNED AIR GAMES DEVELOPMENT ACTIVITIES 2018

Main changes to 2015 concept:

- Focus on Drones because the market is there.
- Strong belief in Air Games concept – a multi discipline air sport event
- Expenditures as planned in 2015 for 2017 and 2018 actually reduced significantly.
- Marketing resources should be permanent in FAI HO (as proposed in HO budget)

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15



PLANNED AIR GAMES DEVELOPMENT ACTIVITIES 2018

Important:

- AGT concept needs NAC and ASC support.

Ref. 2015 Concept to GC:

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.

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16