Principles

- To determine World Air Games Champions
- To create cohesion between air sports and camaraderie among our athletes
- To showcase air sports and attract new participants
- To generate revenues for organisations and the FAI
- To promote FAI events to others
- To create an attractive platform for TV, media, sponsors and stakeholders

Improvements from 2009

- Integration of air sports, working with ASCs
- Optimisation of event schedule
- New and attractive disciplines
- Air show and demonstrations
- Media presentation of sports and athletes
- Cooperation process between LO and the FAI
- FAI management structure
Working with FAME

- Advice on the definition and format of the event
- Potential platform for testing new format events
- Coherent brand and marketing message across all FAI events
- World Air Games as a promotional tool for all sports
- Search for sponsors and media contacts

Bid Process

- 2015 Process open – invitation to NACs
- Bid documents on FAI website:
- Phase 1 expressions of interest
  - Deadline 30 November 2012
  - Already working with two interested parties

Timeline

<table>
<thead>
<tr>
<th>Date</th>
<th>Activity</th>
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<tbody>
<tr>
<td>Phase 1</td>
<td>Launch of bid process</td>
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<tr>
<td>October 2012</td>
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<tr>
<td>30 November 2012</td>
<td>Deadline for Phase 1 bid documents</td>
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<tr>
<td>31 December 2012</td>
<td>Shortlist, selection for Phase 2</td>
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<td>Phase 2</td>
<td>Deadline for Phase 2 bid book</td>
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<tr>
<td>30 April 2013</td>
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<td>May 2013</td>
<td>FAI evaluation, site visits</td>
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<td>10 June 2013</td>
<td>Report to FAI Selection Committee</td>
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<td>End of June 2013</td>
<td>Final presentations in Lausanne (SUI)</td>
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<td>Awarding of the World Air Games</td>
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<td>Signature of Organiser Agreement</td>
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Objectives

- Create the largest multi-air sport event in the world
- Unforgettable experience for FAI competitors
- Showcase air sports across television and media
- Encourage participation in air sports
- Create revenue for the FAI