



Fédération Aéronautique Internationale

106th FAI Annual General Conference

Antalya, Turkey
19 and 20 October 2012

Agenda Item # 22

World Air Games 2015



106th FAI General Conference

Agenda # 22 – FAI World Air Games

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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 organisers and the FAI
- To promote FAI events to others
- To create an attractive platform for TV, media, sponsors and stakeholders

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Agenda # 22 – FAI World Air Games

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

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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:
 - <http://www.fai.org/world-air-games/wag-2015>
- Phase 1 expressions of interest
 - Deadline 30 November 2012
 - Already working with two interested parties



Timeline



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



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

