



# New FAI Air Games Series

Shortened version of presentation made to GC  
2 November 2016

# Our Need – An engine to drive engagement and revenues



# Our Need – Objectives for the New Air Games Series

**Showcase excitement  
and diversity**

**Generate income**

**Build competitors profiles  
and bring community  
together**

**Promote NAC athletes  
and generate national  
funds**

# Key Success Drivers and Constraints

WAG can work, but more compact easier to stage.

Major City locations.

Appealing core disciplines plus flexibility.

National pride, will generate profile and revenues nationally.

Outstanding branding, presentation and execution.

Music and side shows.

Incentivise competitors.

Sports organisation funded

Strong sponsorship revenues.

Build each year.

Expert team.

Existing air competitions.

Not possible to do all disciplines everywhere.

Costs, resource and cash.

Iconic locations

Big Sponsors

Most exciting disciplines

Greatest competitors

# Air Games Tour

*Who is the Greatest Flying Nation on Earth?*

Major Cities in Big Markets

Non-stop staged show

Powerfully promoted with worldwide media distribution

# Why Air Games Tour?

Multi-event, year-round programmes to engage fans, media, hosts, NACs, sponsors – every 4 years is NOT enough.

Events closer to home lower costs for competitors and officials.

Staging of an event every year by a Host steadily raises quality and lowers costs for both host and FAI.

Can be regional with an Asia, Europe, Middle East and Americas event, if there was interest in each continent.

The scale and cost can be adjusted to meet Host budget limitations and appetite.

Consistent staging with strong sports presentation plus education/science/business elements.

# Air Games Tour- Disciplines



PARACHUTING  
Speed Skydiving,  
Accuracy, Canopy  
Piloting...



BALLOONING  
And Airships



PARAMOTORS



AEROMODELLING  
(Spectator friendly  
disciplines)



PARAGLIDING  
Accuracy & Aerobatics



DRONES



ROTORCRAFT



GLIDING



AEROBATICS



HANG GLIDING



GENERAL  
AVIATION



MICROLIGHTS



AMATEUR-BUILT  
& EXPERIMENTAL  
AIRCRAFT

Series – All Events

?

Local Option or Demonstration

# Air Games Tour – Potential Locations



Empuriabrava, Spain



Wuhan, China



Putrajaya, Malaysia



Rio, Brazil

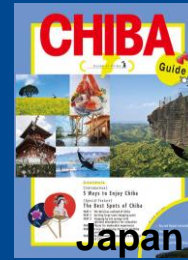


Dubai, UAE



DURBAN  
GATEWAY TO THE ZULU KINGDOM

South Africa



CHIBA  
Guide

Japan



San Diego, USA



Wanaka, New Zealand



Perth, Australia



Albuquerque, USA



Guadalajara, Mexico



# Air Games Tour – Staging elements



Technology  
/Engineering  
/Education  
programmes



Aeronautics  
business events



Iconic locations



Ecology and  
sustainability



Fan activities



Entertainment

# Commercial - Rights and obligations\*

## Host

## FAI/Agency

### Rights

National/Event Sponsorship deals  
Tickets and VIP packages  
Concessions, On-site Merchandise and retail  
Education, Ecology, Tourism activities

All media and content  
Title Sponsor of Series  
Destination Sponsor – “Road To”  
Series Sponsors  
Licensing of Marks and IP

### Obligations

ALL non-sport event costs  
FAI & competitors hotels and other costs  
Sports organisation costs incl. infrastructure  
Entertainment programme  
National promotional programme  
Hosting fee to FAI

Sports programme management  
Sports officials  
International promotion, TV/video production  
International media distribution  
Technology  
IP registration and management

\*RBAR model and similar for most IF hosted events e.g. World Championships

# Commercial - FAI Potential Annual Revenues

	Net revenues (CHF)	Notes
Hosting Fees		
Series Title Sponsor		
Other Sponsors and Suppliers		
Media		
Other		
TOTAL per year		

# Commercial - FAI Potential Annual Costs\*

Major item	Costs (CHF)	Notes
Staffing: 1 x Commercial Head 1 x Event Manager 1 x Marketing and Digital Media Manager		
Travel		
Promotion, digital media management		
Media production		
Officials		
Other		
TOTAL per year		

\*Initial estimate for minimum team to sell, promote and manage 4 events per year based on IF benchmarking – can be outsourced

# Questions still to answer...

How many events, how many competitors, which disciplines for sport and fans?

Flexibility for Hosts and NACs

NACs team selection

Minimum proficiency level

IT platform for event and result management and signal for result presentation.

Officials

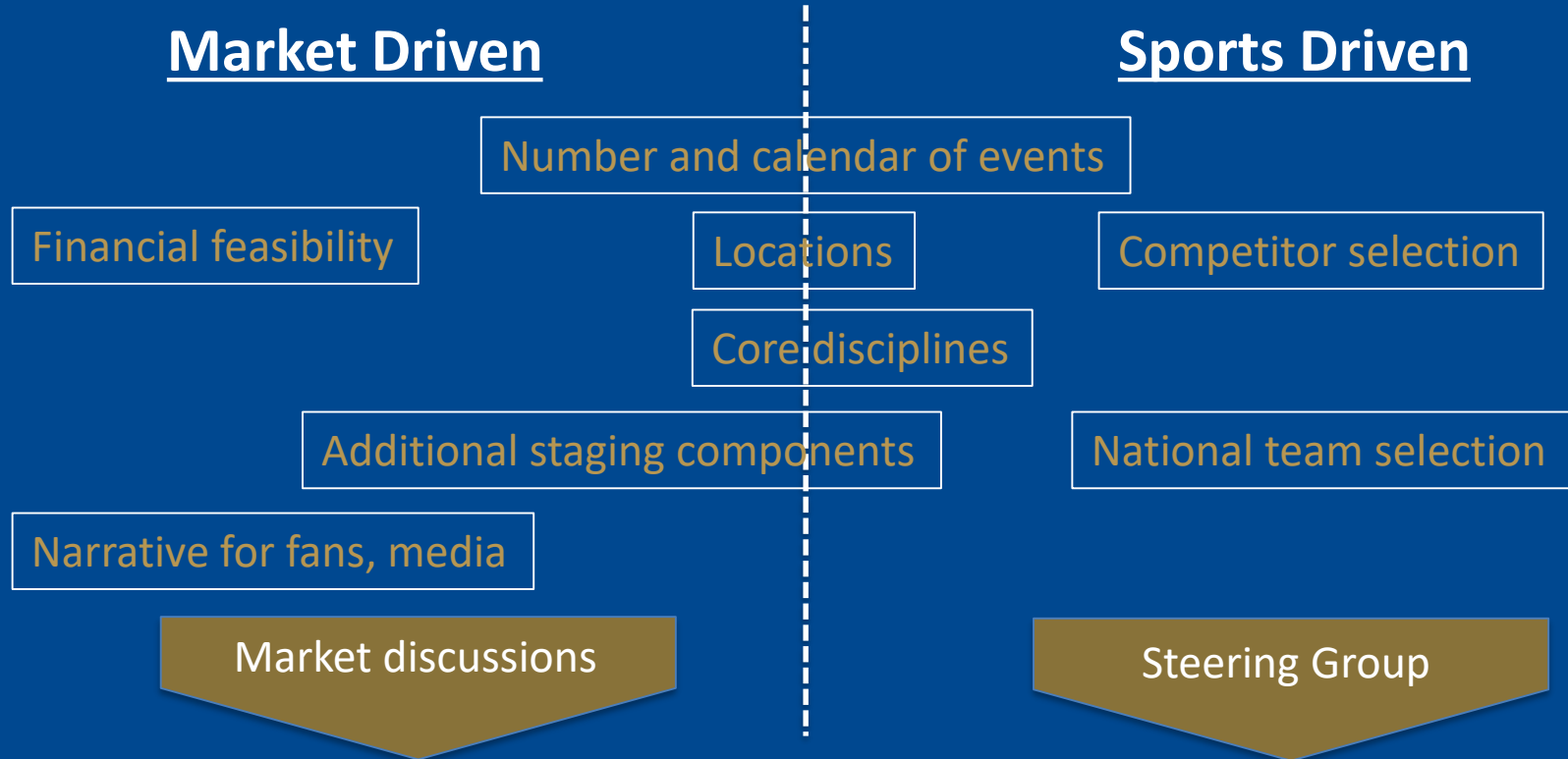
Local presentation system (big screens, organisation of output to internet).

Core event team

FAI Commissions

Entry fees and costs

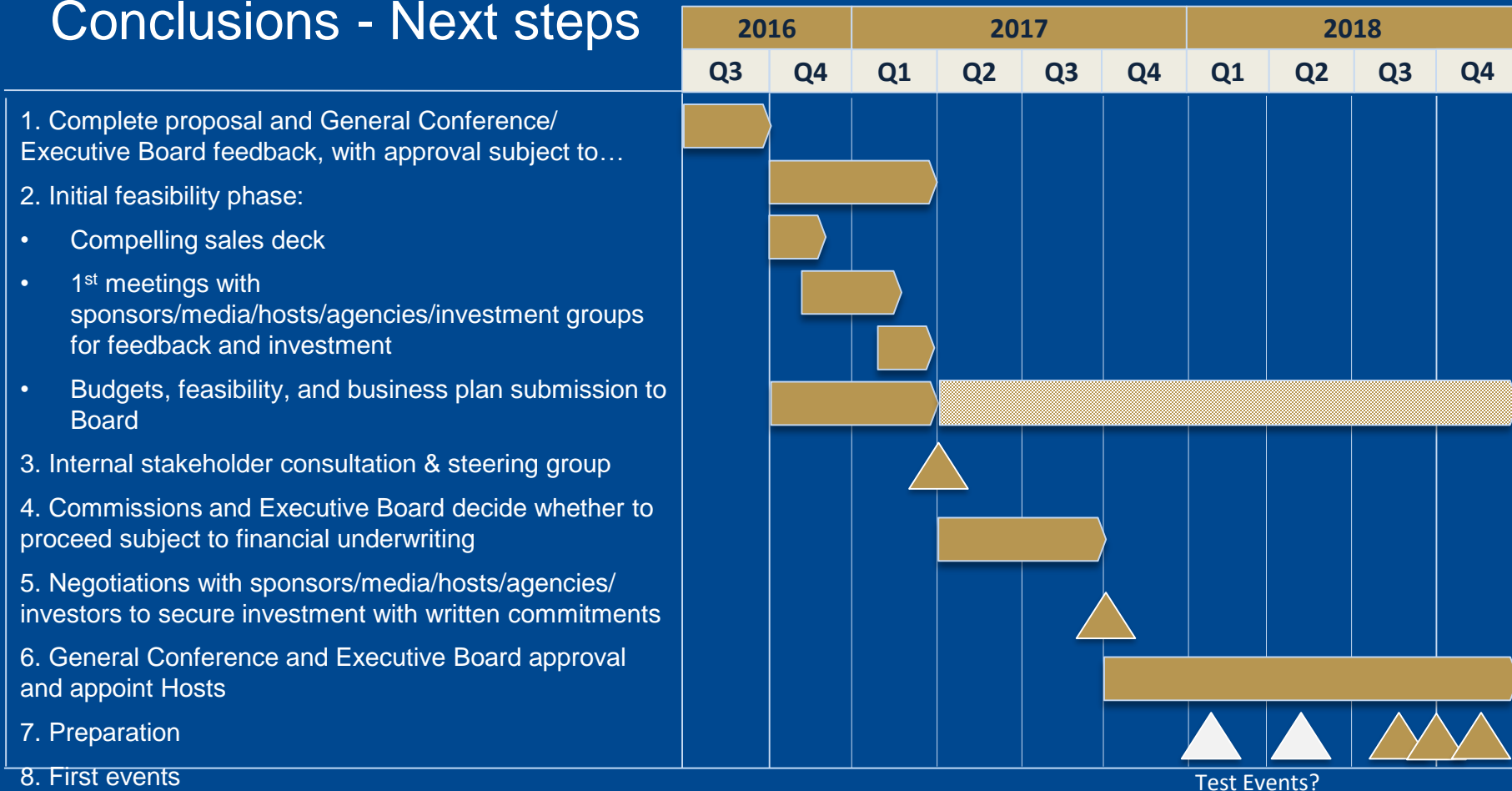
# Air Games Tour – Getting the optimum formula



# Conclusions - Summary

1. WAG is an attractive format for hosts, media, public and competitors.
2. An annual Air Games Tour of connected “mini-WAGs” with much lower costs will enable public, media, sponsors, and hosts to engage regularly with air sports and become fans.
3. National pride will boost interest through medals, rankings, top country status etc.
4. More than just the competitions – entertainment, science, education, ecology and business dimensions.
5. Start with just 3 or 4 events per year and build.
6. Flexible format to meet needs and budgets of hosts, and could be used by NACs for national versions.
7. Attractive property to secure significant sponsorship, and demand hosting fees.
8. May outsource funding, commercial management and risk.
9. Can generate net revenues.
10. Before we commit to any investments or assign any events, we will thoroughly explore the market through discussions with Hosts, Sponsors, Agencies and Investors and then prepare and submit a business plan for approval.

## Conclusions - Next steps







**Daily side activities** Media mixed zone, B2B, VIP lounge, behind the scene briefings, display / demo flights, at least one press-conference

**Thursday - Official Arrival Day / Familiarisation / Training**

**Friday - Official Training / Competition Day 01**

**Saturday - Competition Day 02**

### Sunday - Competition Day 03 Finals

**All days**

**All athletes stand-by / on site for demo activities "Promote air sports" VIP/ Media Flights**

**Monday - DEPARTURE DAY**

official departure day for all