

Agenda Item # 8.4 :

## Proposition on FAI Sports Strategy



105th FAI General Conference

## FAI Championship Structure FAI Sports Strategy

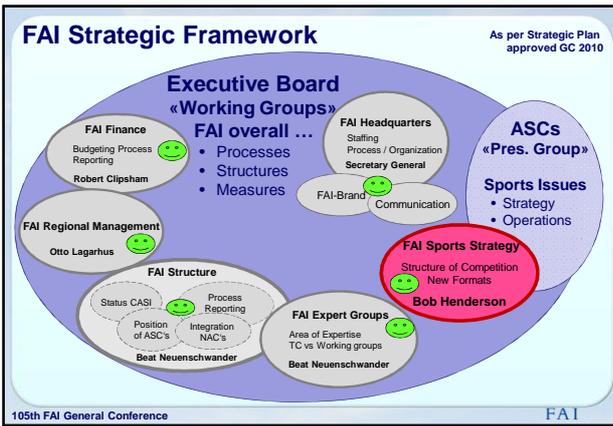


# FAI

The International Air Sports Federation



105th FAI General Conference



### FAI Sports Strategy for Competitions

**Issues:**

- FAI Branding – Provide an integrated brand for all ASCs
- Storytelling / Marketing Value / Profile of top competitors / Champions
- Visibility / Interest / Value of Cat 2 Events
- Support for organisers/ ASCs/ competitors

**Strategies:**

- Focus on opportunities (AISTS Report)
- Identify responsibilities and opportunities
- Create value with new competitions
- Increase participation and visibility



105th FAI General Conference

## TEAM PROJECT

Development of a Marketing Plan for FAI



Lausanne, July 2011




105th FAI General

## Who is AiSTS ?

### The International Academy of Sports Science and Technology

Founded in 2000 by:

- the International Olympic Committee (IOC),
- the Ecole Polytechnique Fédérale de Lausanne (EPFL),
- IMD Business School,
- the University of Lausanne,
- the University of Geneva,
- the Swiss Graduate School of Public Administration (IDHEAP),
- Ecole Hôtelière de Lausanne (EHL),
- the City of Lausanne, and
- the Canton of Vaud



## AiSTS Report

### Goal:

To provide recommendations on improving the quality, visibility and positioning of FAI events to provide revenues and enhance brand visibility.

### Method:

- ❖ Literature survey on sport and event marketing
- ❖ An online survey conducted among the Air Sport community
- ❖ Benchmarking with other sport organisations



## AiSTS Report – the Challenge

*or the Chicken and the Egg question*



## AiSTS Report - Recommendations

- Enhance FAI corporate identity and brand architecture
- Limited financial resources restrict the ability to promote the air sports, so :
  - ❖ Focus on the most promising discipline in terms of popularity and marketability
  - ❖ Subsequently develop other events as the market develops
- Create a dedicated market department responsible for all financial and marketing activities of FAI events and to promote "star athletes"



## FAI Sports Strategy for Competitions

AiSTS Recommendations fit the proposed 4-tier system

### WAG – IWGA / 4 Year

- World Air Games
- World Games

### World & Continental / 2 Year

- Normal Category 1 Event

### World Series / 1 Year

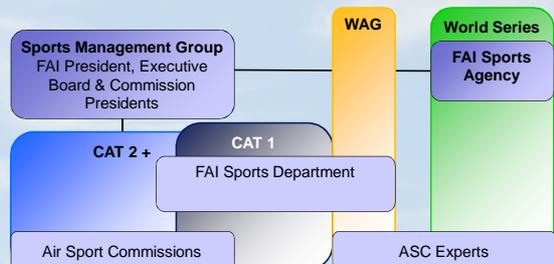
- IGC / CIVA / IPC and all ASCs

### CAT2 + / 1 Year

- FAI Label
- Used for Ranking System



## FAI Sports Management



## Potential Benefits

	FAI	NACs	ASCs	Air Sports Persons
Improve Visibility	✓	✓	✓	✓
Public / Media Awareness	✓	✓	✓	✓
Public / Media Interest	✓	✓	✓	✓
Support for Organisers	✓	✓	✓	
Branding / Marketing	✓	✓	✓	
Potential New Members	✓	✓		✓
Sporting Opportunities				✓
Sponsorship for Events		✓		✓
External Revenue	✓	✓	✓	✓

## FAI Sports Strategy – Next Stages

1. Distribute AiSTS Report to ASCs - *by 31 Oct 11*
2. Commission Presidents Group (including EB) to consider AiSTS recommendations and future actions  
- *draft proposals by 31 Jan 12; agenda item at next EB/ ASC Mtg*
3. EB to develop draft business plan for *FAI Sports Agency*  
- *by 30 Nov 11*
4. Sports Management structure to be reviewed and established  
- *draft proposals by 29 Feb 12; agenda item at next EB/ ASC Mtg*
5. Existing Organizer Agreement to be reviewed  
- *by 30 Jun 12*

## FAI Sports Strategy – Conference Resolution

*Conference is invited to instruct the Executive Board to proceed with the development of the FAI Sports Strategy*