



LAUSANNE 2017
111th FAI
 GENERAL CONFERENCE

Agenda Item # 15 Environment for “FAI Air Sports Marketing” S.A. (formerly FAME S.A.)



AMBITIONS

*FAI should seek to secure or create an entity to successfully manage **FAI events and products** alongside the intended commercialization of these properties in order to guarantee deliver of commercial rights and secure the contracted revenues.*

(concept paper dating back to 2009)

BACKGROUND



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BACKGROUND

STATUS

With the rise of Drone Racing, FAI has secured its role as world governing body and secured the 1st FAI World Drone Racing Championships to be held end of 2018.

Drone Sports and Drone Racing are products developed in a more commercially viable way and ready to be executed, even though further development will follow. For the time being, in close cooperation with the Drone Racing experts from CIAM and in connection with the Drone community globally, the FAI Executive Board keeps the governing role on the development of this still new air sport, so that current and future developments can be controlled effectively.

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BACKGROUND

ROLE OF FAI MARKETING ENTITY

(together with commercial partners)

- Co-develop (if need be) and execute air sports competitions and events in a professional way for top level products. Primary focus: Drone Racing/Drone Sports, Air Games event series, World Air Games, and other commercially viable air sport events.
- Secure broadcasting rights, sponsorships, licensing, content management
- Grow the air sport fan base through IT tools
- Evaluation and research

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BACKGROUND

ROLE OF FAI MARKETING ENTITY

- Carry on any financial, commercial, industrial activity directly or indirectly relating to its purpose
- Senior management team to include air sports, event management and marketing expertise
- To separate the rule-making and sporting powers management of FAI from the requirements of the commercial operation

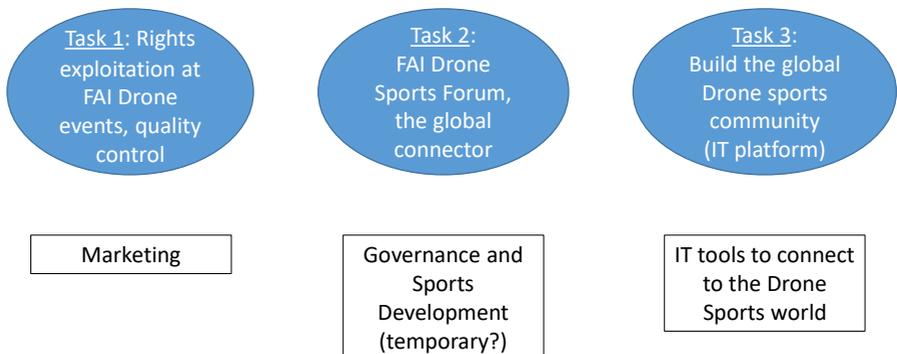
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TASKS FOR FAI AIR SPORTS MARKETING S.A.

WHAT



Annex 15 Environment for "FAI Air Sports Marketing" S.A. (formerly FAME S.A.)

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ROLE OF FAI

- Owner of the company
- Provide Commercial Rights, Expertise, Authority and Credibility
- Represented on Board
- Manages all stakeholder relationships for sport and governance

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PROSPECT

- Activities can only start after investment is secured
- Company could potentially extend activities to Air Games event series, World Air Games, etc.

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