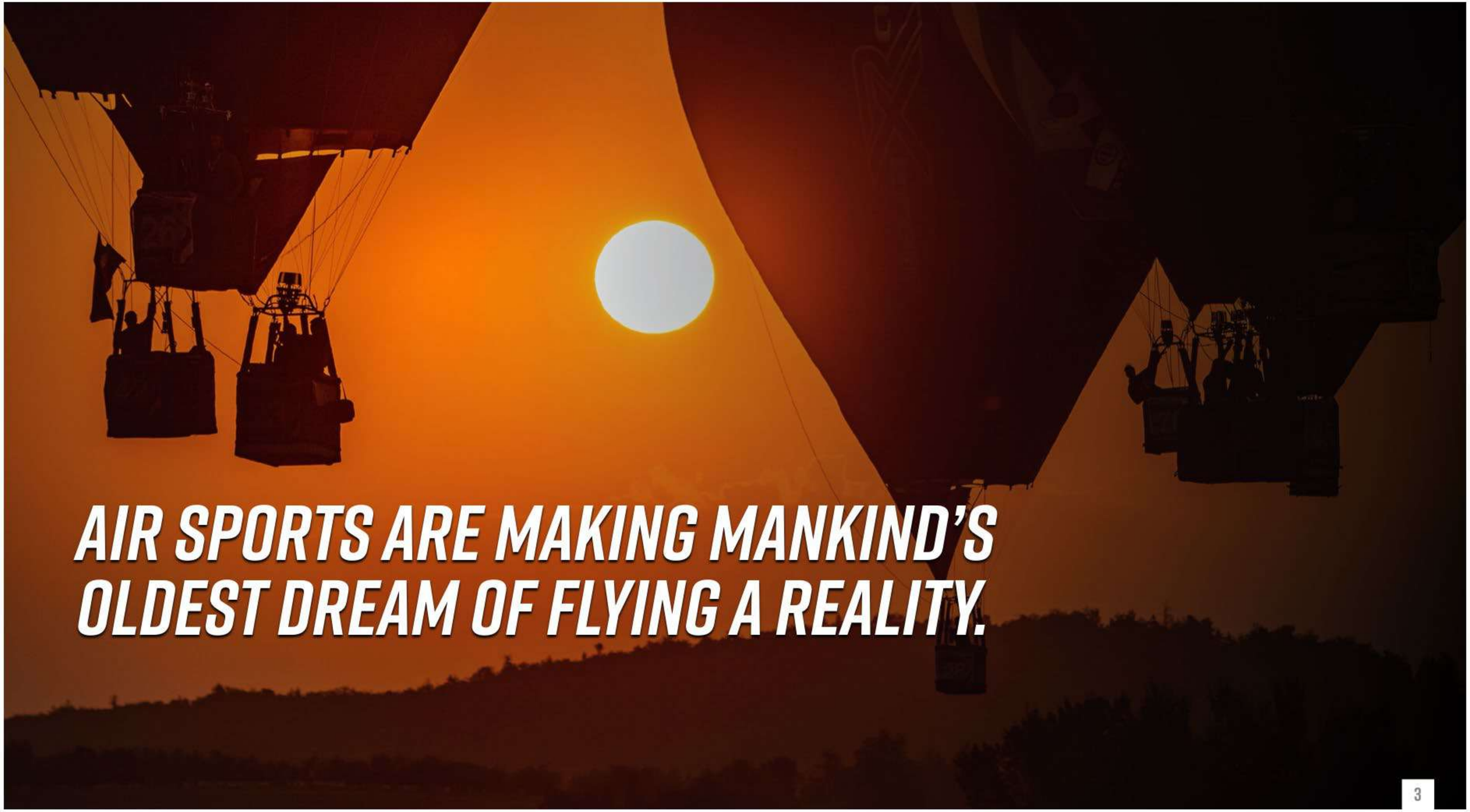
FAI
THE WORLD OF AIR SPORTS
A PREMIUM SELECTION OF AIR SPORTS
PARAGLIDING - GLIDING - SKYDIVING - BALLOONING - DRONE RACING
WORLD AIR SPORTS FEDERATION
quattromedia
THE SKY IS OUR STADIUM

Press the play button to watch the FAI World of Air Sports trailer.

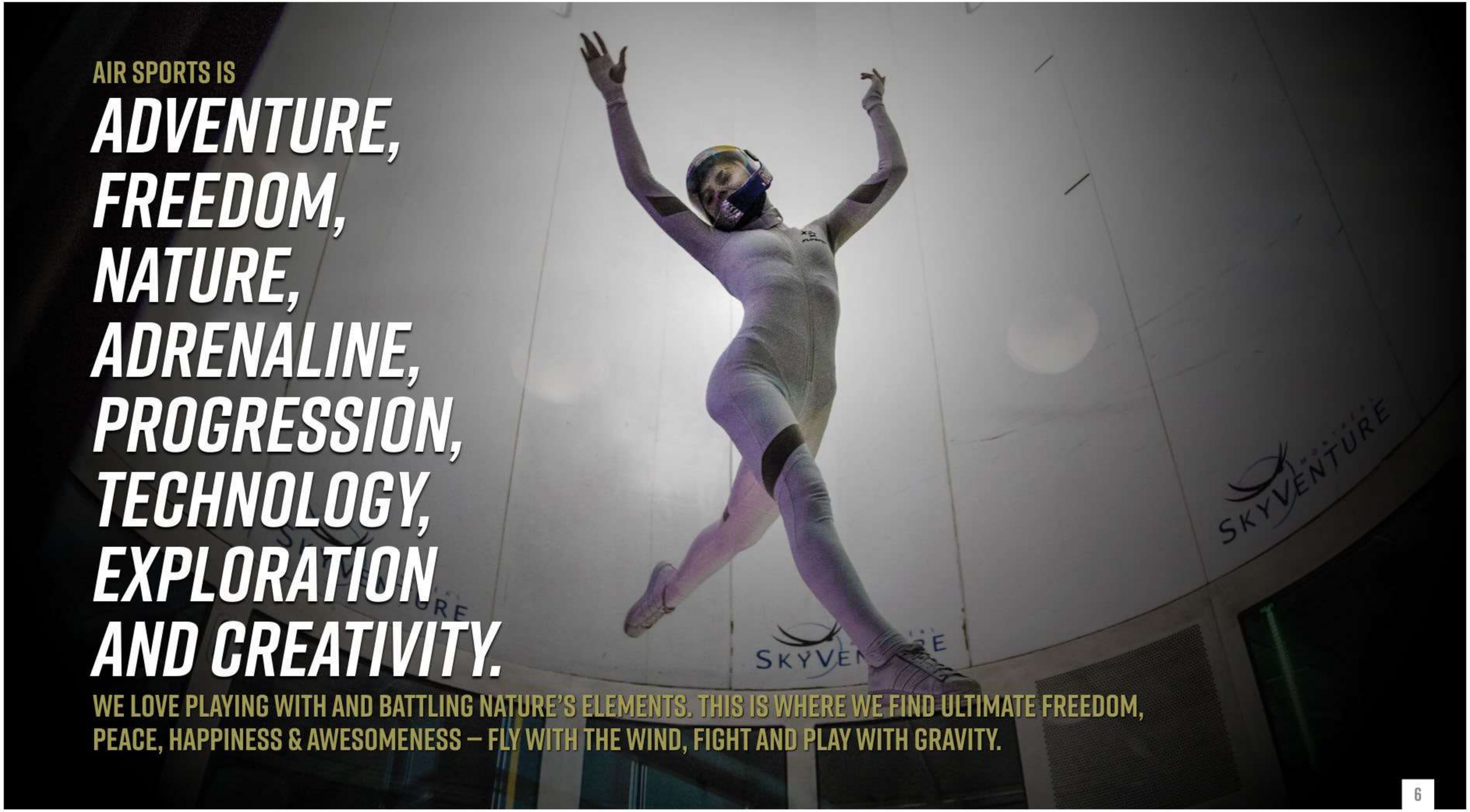
Link will open in your web browser.


AIR SPORTS ARE MAKING MANKIND'S
OLDEST DREAM OF FLYING A REALITY.

FLYING IS ONE OF THE MOST AWESOME ADVENTURE EXPERIENCES PROVIDING ULTIMATE FREEDOM.

AIR SPORTS PROVIDE AN UNIQUE PACKAGE OF ADVENTUROUS SPIRIT, TECHNOLOGY AND A POSITIVE, OPEN-MINDED LIFESTYLE.

ADVENTURE, OUTDOOR AND ACTION SPORTS ARE DIFFERENT AND OFFER AN INTERESTING MARKETING ALTERNATIVE AWAY FROM THE USUAL MAINSTREAM SPORTS. IT IS AFFORDABLE AND HIGH ON RETURN-ON-INVESTMENT. AIR SPORTS REACH VERY INTERESTING AUDIENCES AND PROVIDE VERY EMOTIONAL & ENGAGING MARKETING OPPORTUNITIES.



AIR SPORTS IS

ADVENTURE, FREEDOM, NATURE, ADRENALINE, PROGRESSION, TECHNOLOGY, EXPLORATION AND CREATIVITY.

WE LOVE PLAYING WITH AND BATTLING NATURE'S ELEMENTS. THIS IS WHERE WE FIND ULTIMATE FREEDOM, PEACE, HAPPINESS & AWESOMENESS – FLY WITH THE WIND, FIGHT AND PLAY WITH GRAVITY.

EXPLORING AMAZING LOCATIONS MAKES US EXPERIENCE THE WORLD AND DIFFERENT CULTURES.

THE AIR SPORTS EVENTS VISIT AMAZING LOCATIONS AROUND THE WORLD WHICH PROVIDE A REAL ADVENTURE FOR ATHLETES, MEDIA & PARTNERS.

LIFETIME, UNSTOPPABLE PASSIONS.

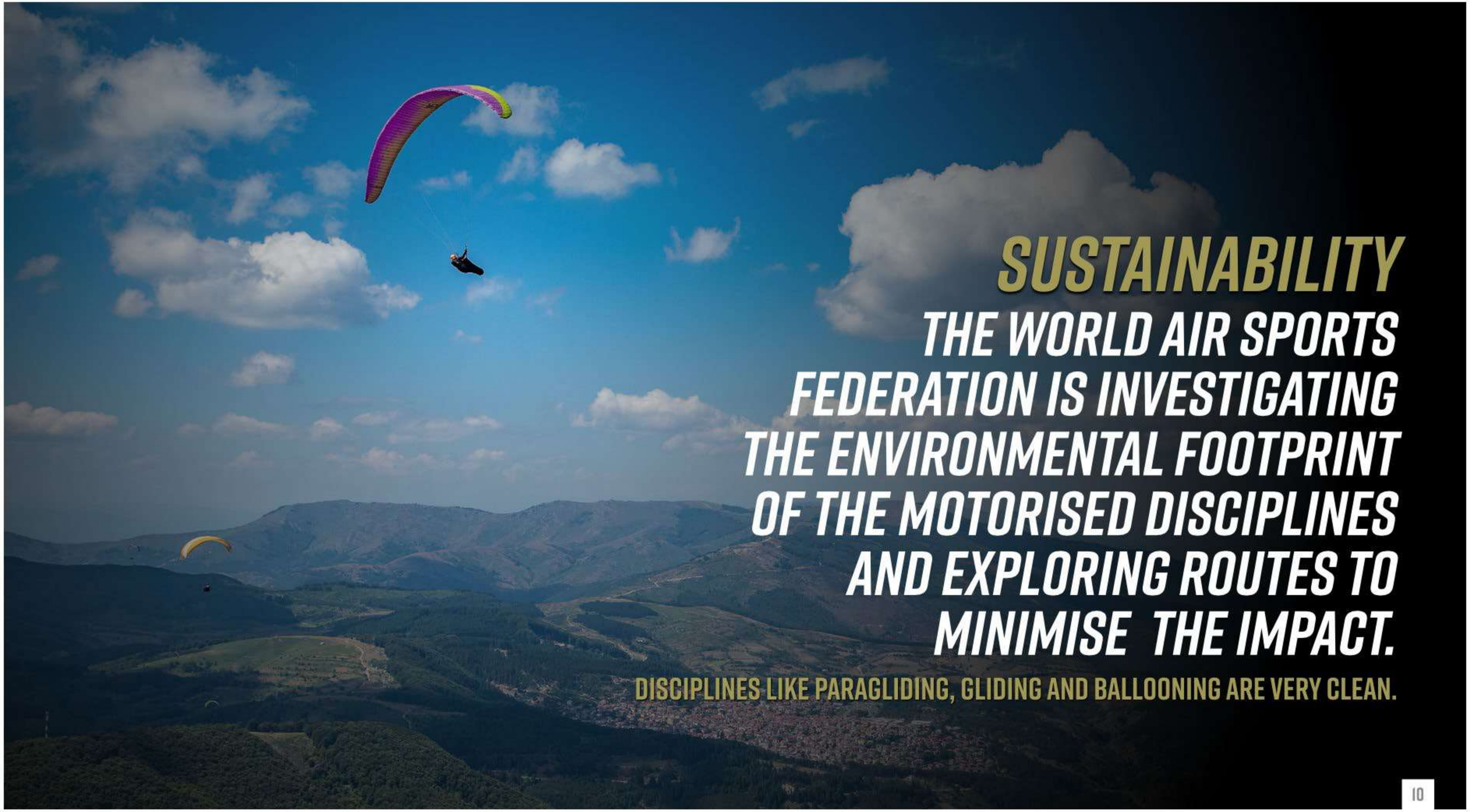
WE BELIEVE IN SPORT AS AN EXTREMELY POWERFUL TOOL TO REACH CONSUMERS AND PROMOTE BRANDS BY BUILDING EMOTIONAL RELATIONSHIPS, CREATING BRAND AWARENESS, CONTRIBUTING TO THE BRAND EXPERIENCE AND CONNECTING PEOPLE.

AIR SPORTS IS A UNIQUE OPPORTUNITY TO CONNECT YOUR BRAND TO EMOTION AND PASSION, ADVENTURE AND ACTION, HIGH TECH AND AUDACITY. IT'S AN UNIQUE LIFESTYLE.

POSITIVE

OUTDOOR SPORTS HAVE THE HIGHEST REGARD WHEN IT COMES TO A POSITIVE LIFESTYLE APPROACH AND THAT ADVENTURING IN THE NATURAL ENVIRONMENT IS THE MOST EFFECTIVE WAY OF ENSURING A HEALTHY WORK-LIFE BALANCE.

SOURCE: SAATCHI & SAATCHI STUDY USA



SUSTAINABILITY

THE WORLD AIR SPORTS FEDERATION IS INVESTIGATING THE ENVIRONMENTAL FOOTPRINT OF THE MOTORISED DISCIPLINES AND EXPLORING ROUTES TO MINIMISE THE IMPACT.

DISCIPLINES LIKE PARAGLIDING, GLIDING AND BALLOONING ARE VERY CLEAN.

SELECTED PREMIUM AIR SPORTS

WE HAVE CAREFULLY SELECTED THE MOST POPULAR AND EXCITING AIR SPORTS DISCIPLINES AND ARE BUNDLING THE WORLD CHAMPIONSHIPS IN THESE DISCIPLINES INTO A UNIQUE PACKAGE.

GLIDING - PARAGLIDING - SKYDIVING - BALLOONING - DRONE RACING

GLIDER AEROBATICS

AEROBATIC MANOEUVRES WERE FIRST INVENTED BY EARLY MILITARY PILOTS TO ESCAPE FROM THEIR ENEMIES DURING THE FIRST WORLD WAR BUT WERE FURTHER DEVELOPED BETWEEN THE WARS AS A FORM OF PUBLIC ENTERTAINMENT AND THEN, STARTING IN THE 1930'S, SERIOUS COMPETITION.

THE UNMOTORIZED GLIDER AEROBATICS COMPETITION IS A TEST OF THE PILOT'S ABILITY TO PERFORM A PREPLANNED PROGRAMME OF SPECTACULAR AEROBATIC MANOEUVRES WHILST MANAGING THE GLIDER'S ENERGY.

THESE SILENT AND GRACEFUL FIGURES ARE BLENDED TOGETHER IN A SEQUENCE THAT AIMS TO IMPRESS THE JUDGES WITH THE PILOT'S ACCURATE AND PRECISE AIRCRAFT HANDLING SKILLS. HIS ABILITY TO MANAGE THE GLIDER'S SPEED, ENERGY AND POSITION WITHIN THE 1 KM AIRSPACE CUBE THAT WE CALL THE "BOX" IS OF PARAMOUNT IMPORTANCE TO OBTAINING A WINNING SCORE.

THIS IS A RELATIVELY YOUNG EVENT; THE EARLIEST DEDICATED GLIDER AEROBATICS CONTESTS WERE HELD IN THE EARLY 1980'S.

POWERED AEROBATICS

AEROBATICS IS A PHYSICALLY DEMANDING SPORT WHERE PILOTS CAN EXPERIENCE BOTH POSITIVE AND NEGATIVE G-FORCES OF UP TO TEN TIMES THE GRAVITATIONAL PULL OF THE EARTH, AND THE AEROPLANES THEY FLY ARE SPECIFICALLY DESIGNED TO BE ABLE TO WITHSTAND THE EXTREME STRESSES THAT ARE INVOLVED.

THE NEED TO CONTROL THE AEROPLANES WITH EXTREME ACCURACY IN THREE DIMENSIONS REQUIRES A VERY HIGH LEVEL OF OF PILOT SKILLS.

AT THE WORLD AEROBATIC CHAMPIONSHIPS, THE BEST AEROBATIC PILOTS IN THE WORLD FLY EXCITING COMPULSORY, UNKNOWN, AND FREESTYLE PROGRAMMES.

LOOK UP IN WONDER AS THE WORLD'S BEST POWERED AEROBATIC PILOTS PUT THEIR PLANES THROUGH MANOEUVRES YOU WOULDN'T THINK POSSIBLE.

GLIDING

GLIDER PILOTS COMPETE OVER COURSES RANGING FROM 100 KM TO MORE THAN 1000 KM IN LENGTH, USING ATMOSPHERIC UPCURRENTS AS THEIR SOURCE OF ENERGY. IN GOOD WEATHER, COURSES ARE COMPLETED AT IMPRESSIVE SPEED – ALL WITHOUT USING AN ENGINE.

OFTEN COMPARED TO A THREE-DIMENSIONAL CHESS GAME, GLIDING IS ALL ABOUT STRATEGY. PILOTS TAKE INTO ACCOUNT ALL THE PARAMETERS IN THE ATMOSPHERE, IN ORDER TO USE THEM IN THE MOST EFFICIENT WAY. EXPERIENCE, QUICK THINKING AND THE ABILITY TO PLAN AHEAD ARE ALSO AMONG THE QUALITIES REQUIRED TO BE A COMPETITION PILOT, TOGETHER WITH TOTAL CONTROL OF THE AIRCRAFT.

THANKS TO THE DEVELOPMENT OF LIVE TRACKING, COMPETITIONS CAN BE FOLLOWED ONLINE BY THE PUBLIC, WHO CAN VIEW THE EXACT MOVEMENTS OF THE GLIDERS, TOGETHER WITH ALL THEIR FLIGHT PARAMETERS. FOR SPECTATORS AT THE AIRFIELD, THE HIGH-SPEED FINISH IS SPECTACULAR.

GLIDING DERIVES THE ENERGY FOR FLIGHT FROM THE ATMOSPHERE ITSELF, LEAVING NO TRACE OF ITS PASSAGE; IT CREATES NO NOISE, NO FUMES, AND NO MORE DISTRACTION THAN THE SIGHT OF A SOARING BIRD.

PARAGLIDING

PARAGLIDING IS A VERY POPULAR AND RAPIDLY GROWING SPORT WHICH IS PRACTISED ALL OVER THE WORLD. THE PILOT SITS IN A HARNESS ATTACHED TO A CANOPY WING, SIMILAR TO A PARACHUTE. THE WING IS DOUBLE LAYERED, CREATING CELLS BETWEEN THE LAYERS WHICH FILL WITH AIR. THIS GIVES THE WING AN AEROFOIL SHAPE, ENABLING THE PARAGLIDER TO FLY.

PILOTS USUALLY FLY WITH A RESERVE PARACHUTE IN CASE THEIR MAIN CANOPY SHOULD MALFUNCTION ALTHOUGH THIS IS RARE.

DESPITE NOT USING AN ENGINE, PARAGLIDER FLIGHTS CAN LAST MANY HOURS AND COVER MANY HUNDREDS OF KILOMETRES. SKILLFUL EXPLOITATION OF SOURCES OF LIFT, THE PILOT MAY GAIN HEIGHT, OFTEN CLIMBING TO ALTITUDES OF A FEW THOUSAND METRES.

ALTHOUGH A RELATIVELY NEW SPORT, PARAGLIDING DEMONSTRATES THE PURENESS AND SIMPLICITY OF FLIGHT AND HAS BECOME ONE OF THE MOST POPULAR RECREATIONAL AIR SPORTS.

IN AEROBATIC COMPETITIONS THE PILOTS PERFORM RADICAL AND SPECTACULAR MANOEUVRES. THIS FORM IS THE MOST SPECTACULAR TO WATCH.

IN CROSS COUNTRY PARAGLIDING COMPETITIONS, PILOTS RACE AROUND A COURSE OF UP TO 150 KM OVER SEVERAL HOURS, TAGGING TURNPOINTS AND PLAYING A GAME OF TACTICS AND SKILL.

INDOOR

SKYDIVING

WHEN PARACHUTISTS LEAVE THE SKY TO PRACTICE THEIR INCREDIBLE SKILLS INSIDE A WIND TUNNEL YOU HAVE AN EXCITING NEW SPORT: INDOOR SKYDIVING!

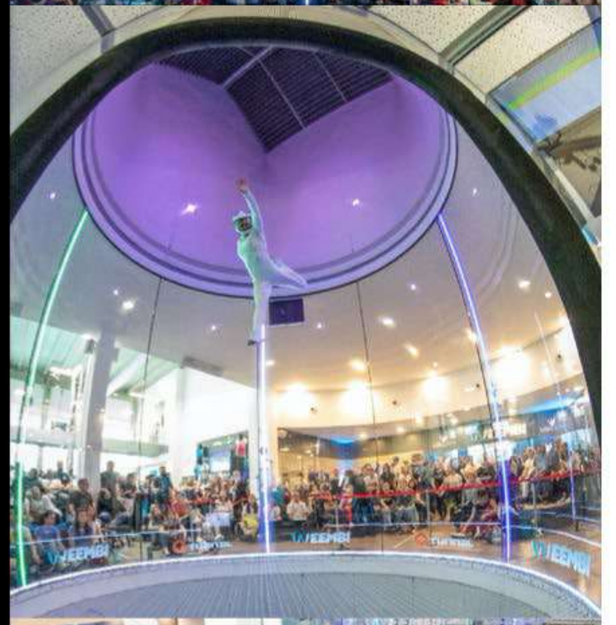
A VERTICAL WIND TUNNEL ENABLES HUMAN BEINGS TO EXPERIENCE THE SENSATION OF FLIGHT WITHOUT PLANES OR PARACHUTES, THROUGH THE FORCE OF WIND BEING GENERATED VERTICALLY.

AIR MOVES UPWARDS AT APPROXIMATELY 195 KM/H, THE TERMINAL VELOCITY OF A FALLING HUMAN BODY BELLY-DOWNWARDS.

FLYING YOUR BODY IN A COLUMN OF WIND IS ONE OF THE PUREST FORMS OF FLIGHT THERE IS AND IT'S ACCESSIBLE TO EVERYONE.

THE WORLD CUPS & WORLD CHAMPIONSHIPS COMPETITIONS CONSIST OF - LUST LIKE IN FREEFALL - INDOOR FORMATION SKYDIVING AND ARTISTIC EVENTS.

INDOOR SKYDIVING IS A GREAT WAY TO BRING AIR SPORTS INTO THE CITIES. THERE ARE MORE THAN 200 WIND TUNNELS AROUND THE GLOBE.



OUTDOOR

SKYDIVING

FAST AND INTENSE! JUST TWO OF THE KEYWORDS COMMONLY ASSOCIATED WITH SKYDIVING. ADD "FREE" AND "FUN" AND YOU HAVE THE BASIC INGREDIENTS OF A SPORT THAT REFLECTS THE WAY OF LIFE OF THOSE PRACTICING IT.

SKYDIVING IS A LIFESTYLE SPORT, BUT AT THE HIGHEST LEVEL OF INTERNATIONAL COMPETITION, TO THE FEW AIMING FOR TRUE EXCELLENCE, SKYDIVING IS AN ATHLETIC CHALLENGE.

BALLOONING

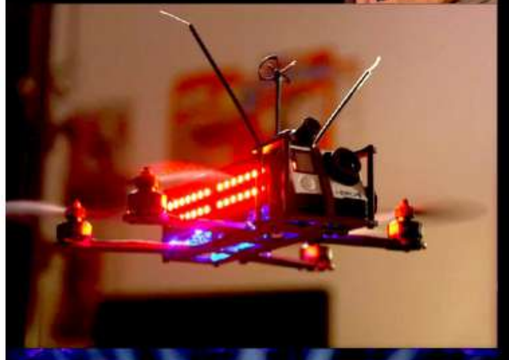
HOT AIR & GAS BALLOONS

HOT AIR BALLOONS, MODERN SUCCESSORS OF THE BALLOON FLOWN BY THE MONTGOLFIER BROTHERS IN 1783, DO NOT HAVE ANY MEANS OF PROPULSION. THEIR PILOTS ANALYZE WEATHER AND ESPECIALLY WIND CONDITIONS, OBSERVE NATURAL FEATURES AND MAKE BEST USE OF BURNING PROPANE GAS TO CONTROL THEIR ALTITUDE.

BALLOONING IS A SPECTACULAR AND EXCITING SPORT FOR SPECTATORS AND AT THE SAME TIME CHALLENGING FOR PILOTS, TESTING THEIR SKILL AND JUDGEMENT.

EACH BALLOON CARRIES A GPS FLIGHT RECORDER AND A TRACKER-UNIT THAT TRANSMITS THE BALLOON'S POSITION BACK TO THE STARTING AREA - ENABLING SPECTATORS TO FOLLOW THE COMPETITION.

THE GORDON BENNETT CUP, THE FAI WORLD LONG DISTANCE GAS BALLOON CHAMPIONSHIP, IS THE OLDEST AND MOST PRESTIGIOUS EVENT IN AVIATION AND THE ULTIMATE CHALLENGE FOR THE PILOTS. IT IS A STORY FULL OF ADVENTURE, SKILL, COURAGE, SURVIVAL AND LUCK. THE GOAL IS SIMPLE: TO FLY THE FURTHEST NON-STOP DISTANCE FROM THE LAUNCH SITE.



DRONE RACING

THE FASTEST GROWING AIR SPORT IN THE WORLD

DRONE RACING IS A NEW HIGH SPEED COMPETITIVE RACING SPORT. SKILLED PILOTS FLY REMOTE-CONTROLLED AND BATTERY-POWERED QUAD-COPTER DRONES THROUGH THREE-DIMENSIONAL COURSES AT SPEEDS UP TO 180 KM/H.

PILOTS STEER FROM THE POINT OF VIEW OF THE DRONE BY WEARING FIRST PERSON VIEW GOGGLES THAT DISPLAY A LIVE IMAGE TRANSMITTED BY AN ONBOARD CAMERA.

FLYING A DRONE COMPETITIVELY AT HIGH SPEED IN FIRST PERSON VIEW IS AN INTENSE, IMMERSIVE EXPERIENCE - FOR PILOTS AND FANS ALIKE.

THE COMPETITIONS ARE HELD AT DEDICATED FUTURISTIC DRONE-RACING TRACKS, BUILT ESPECIALLY FOR THE COMPETITION - ABOUT 600M LONG, 4M WIDE WITH MULTIPLE LAYERS, LOTS OF DIFFERENT KINDS OF OBSTACLES, FLAGS, BRIDGES AND TUNNELS.

DRONE RACING IS A YOUNG AIR SPORT, BUT ONE THAT IS GROWING INCREDIBLY FAST. THE FAI DRONE RACING WORLD CUP WAS FIRST LAUNCHED IN 2016, ATTRACTING MORE AND MORE PILOTS EVERY YEAR.

AND NOW, THE DRONE SPORTS COMMUNITY SPANS THE GLOBE, ATTRACTING A HUGE FOLLOWING AMONG E-SPORTS FANS WHO FOLLOW DRONE RACING ONLINE.

FAI IS THE EXCLUSIVE ORGANIZER OF THE OFFICIAL WORLD CUPS AND WORLD CHAMPIONSHIPS OF THIS EXCITING NEW SPORT.

OTHER AIR SPORTS DISCIPLINES & AREAS

FAI ACTIVITIES ALSO INCLUDE HELICOPTER FLIGHT, AEROMODELLING, HANG GLIDING, MICROLIGHT AND PARAMOTOR FLYING, AMATEUR BUILDING OF AIRCRAFT, MANPOWERED FLYING AND ALL OTHER AERONAUTIC AND ASTRONAUTIC SPORTING ACTIVITIES. THEY ARE ALL CONDUCTED UNDER THE FAI SPORTING CODE.

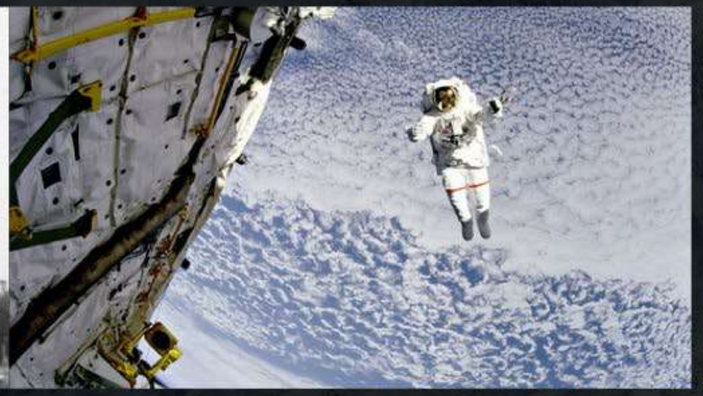
HANG GLIDING

MICROLIGHTS & PARAMOTORS

AERO MODELLING

ROTORCRAFT

GENERAL AVIATION



SPACE & GENERAL AVIATION

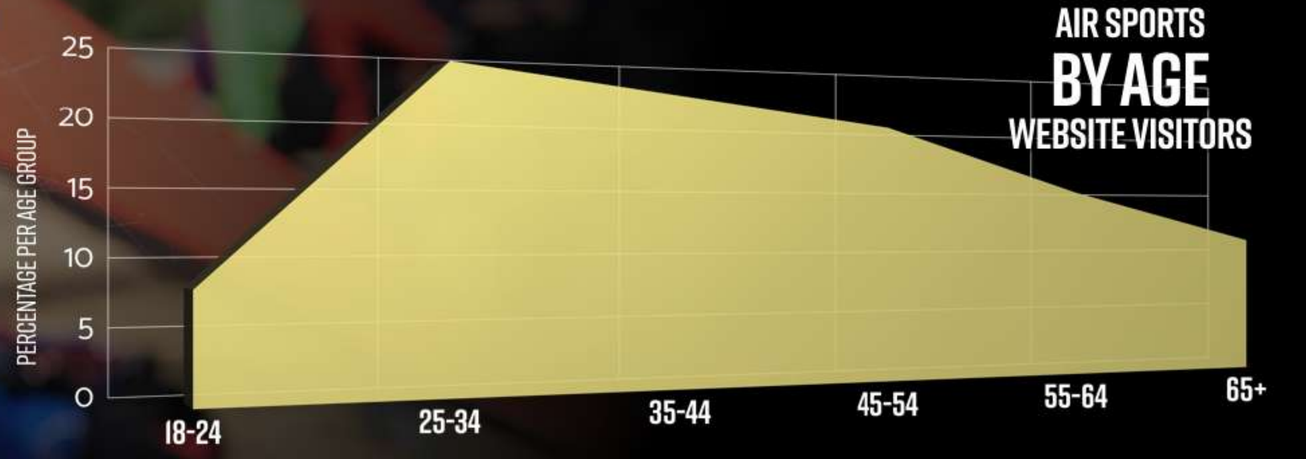
THE AIR SPORTS COMMUNITY IS DIVERSE, ADVENTUROUS, AUDACIOUS, COURAGEOUS, OPEN-MINDED, INCLUSIVE AND TECHNOLOGICAL.

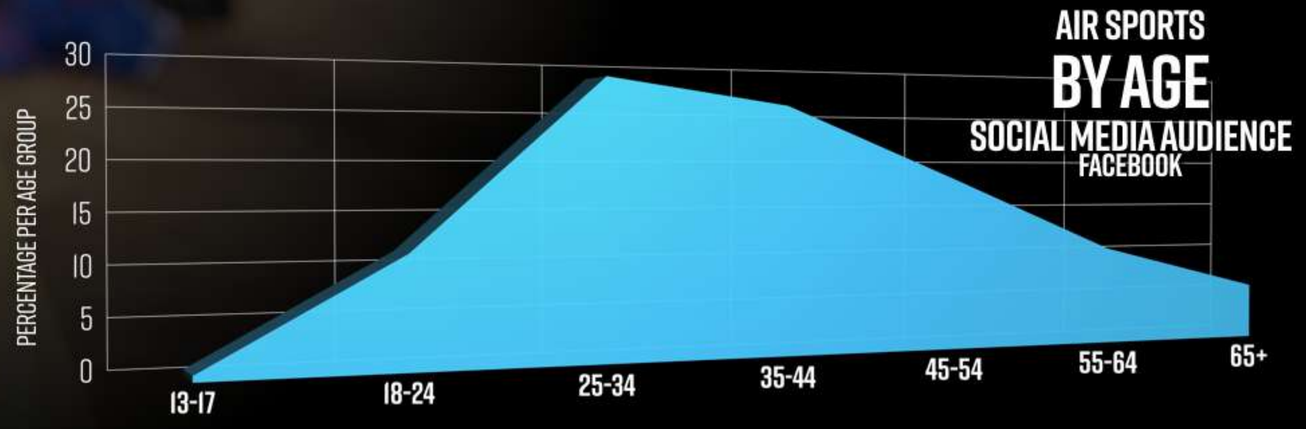
AUDIENCE

AIR SPORTS HAVE A VERY DIVERSE, BUT GENERALLY AFFLUENT AUDIENCE.

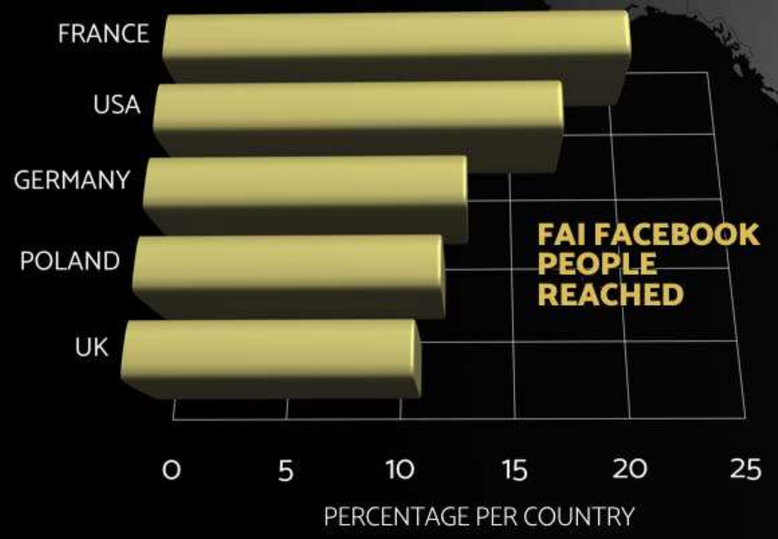
DESPITE THE IMAGE OF AN EXPENSIVE SPORT FOR ONLY THE RICH, IT'S THE ADVENTUROUS ATTITUDE THAT UNITES ALL AIR SPORTS PARTICIPANTS.

AGE & EMPLOYMENT STATUS VARY PER DISCIPLINE. PARAGLIDER ARE GENERALLY YOUNGER, BALLOON PILOTS MOSTLY OLDER WITH ALLL OTHER DISCIPLINES IN BETWEEN.





AIR SPORTS FANS
BY COUNTRY



MAIN MARKETS

EUROPE
FRANCE, GERMANY, UK, RUSSIA, POLAND, ITALY

NORTH AMERICA
USA

APAC
AUSTRALIA

IT'S THE FAI'S MISSION TO DEVELOP THE SPORT ON A GLOBAL LEVEL AND IN ALL TERRITORIES AND BRING EVENTS TO ALL CORNERS OF THE WORLD.

GOVERNANCE

THE FÉDÉRATION AÉRONAUTIQUE INTERNATIONALE, FAI - THE WORLD AIR SPORTS FEDERATION, WAS FOUNDED IN 1905.

IT IS A NON-GOVERNMENTAL AND NON-PROFIT MAKING INTERNATIONAL ORGANISATION WITH THE BASIC AIM OF FURTHERING AERONAUTICAL AND ASTRONAUTICAL ACTIVITIES WORLDWIDE, RATIFYING WORLD AND CONTINENTAL RECORDS AND COORDINATING THE ORGANISATION OF INTERNATIONAL COMPETITIONS (WORLD CUPS, CONTINENTAL AND WORLD CHAMPIONSHIPS).

IT IS RECOGNISED BY THE INTERNATIONAL OLYMPIC COMMITTEE.

AFTER A CENTURY OF STEADY GROWTH, FAI IS NOW AN ORGANISATION OF MORE THAN 100 MEMBER COUNTRIES, FORMING A STRONG NETWORK LINKING ALL THOSE WHO PARTICIPATE IN AIR SPORTS WORLDWIDE.

AT THIS POINT, THE PORTFOLIO OF FAI INCLUDES 13 DIFFERENT AIR SPORTS. EUROPEAN AND WORLD CHAMPIONSHIPS ALTERNATE PARTLY IN A 2-YEAR-RHYTHM.

FAI - THE GLOBAL ORGANISATION FOR THE PROMOTION OF AIR SPORTS AND RECREATIONAL FLYING CREATES A WORLD WHERE SAFE PARTICIPATION IN AIR SPORTS AND RECREATIONAL FLYING IS AVAILABLE TO EVERYONE AT REASONABLE COST.

THE SKY IS OUR STADIUM.

WE STAGE THE WORLD'S LEADING AIR SPORTS EVENTS

ORGANISER OF THE ANNUAL GLOBAL AIR SPORTS EVENTS IN MANY AMAZING LOCATIONS AROUND THE GLOBE

TOP ATHLETES FROM ACROSS THE WORLD REPRESENTING THEIR COUNTRIES

MALE & FEMALE

WE SELECTED SEVEN DISCIPLINES AND THEIR WORLD CHAMPIONSHIPS

PARAGLIDING, GLIDER AEROBATICS & RACING, INDOOR & OUTDOOR SKYDIVING, BALLOONING, POWER AEROBATICS, DRONE RACING

CONSTANT PROGRESSION & INNOVATION - AND CHASING THE ULTIMATE HONOR OF THE WORLD CHAMPION TITLES

FAI CHAMPIONSHIPS OVERVIEW

PREMIUM AIR SPORTS PACKAGE
2020 - 2022

	2020	2021	2022
GLIDER AEROBATICS	WORLD GLIDER AEROBATIC CHAMPIONSHIPS POLAND	WORLD GLIDER AEROBATIC CHAMPIONSHIPS FRANCE	WORLD GLIDER AEROBATIC CHAMPIONSHIPS LITHUANIA
POWER AEROBATICS	EUROPEAN POWER AEROBATIC CHAMPIONSHIPS CZECH REPUBLIC	NO EVENT	TBC
GLIDING	WORLD GLIDING CHAMPIONSHIPS GERMANY	WORLD GLIDING CHAMPIONSHIPS HUNGARY	TBC
PARAGLIDING	WORLD PARAGLIDING AEROBATIC CHAMPIONSHIPS ITALY	WORLD PARAGLIDING CROSS-COUNTRY CHAMPIONSHIPS FRANCE	TBC
SKYDIVING	WORLD PARACHUTING CHAMPIONSHIPS RUSSIA WORLD CUP & EUROPEAN CHAMPIONSHIPS INDOOR SKYDIVING BELGIUM	WORLD INDOOR SKYDIVING CHAMPIONSHIPS SLOVAKIA	TBC
BALLOONING	WORLD HOT AIR BALLOON CHAMPIONSHIPS SLOVAKIA	GORDON BENNETT CUP TBC	WORLD HOT AIR BALLOON CHAMPIONSHIPS TURKEY
DRONE RACING	WORLD DRONE RACING WORLD CUPS & WORLD CHAMPIONSHIPS CHINA	WORLD DRONE RACING WORLD CUPS & WORLD CHAMPIONSHIPS TBC	WORLD DRONE RACING WORLD CUPS & WORLD CHAMPIONSHIPS CHINA

OUR ATHLETES

WE HAVE, UNQUESTIONABLY, THE BEST PILOTS IN THE WORLD COMPETING AT OUR EVENTS, PROVIDING STAR POWER AND LEADERSHIP POSITIONING TO OUR PARTNERS.

OUR ATHLETES FROM MANY COUNTRIES PROPEL THE ADVENTUROUS AND EXCITING LIFESTYLE THAT IS A DREAM FOR MANY.

OUR ATHLETES - MEN & WOMEN - ARE OUR AMBASSADORS AND HAVE A HUGE AND GROWING FAN BASE.

OUR ATHLETES ARE

HIGHLY ENGAGED & INVOLVED WITH FAI

SUITABLE & WILLING BRAND AMBASSADORS

SYMBOLS OF A FREE SPIRIT & ADVENTURE

MARKETING STRATEGY

OUR STRATEGY IS TO OWN THE NEWS AND NOT THE AD BREAK.

THE FEDERATION HAS INVESTED HEAVILY IN MEDIA EXPOSURE TO GENERATE RELEVANT INTERNATIONAL MEDIA VALUE FOR PARTNERS. WITH ADDITIONAL FUNDING, THIS WILL BE TAKEN TO THE NEXT LEVEL.

WE DON'T SELL SPONSORSHIPS; WE ARE BUILDING GLOBAL MARKETING COOPERATIONS THAT CREATE TRUE VALUES AND CONTRIBUTE TO THE BRAND & CUSTOMER EXPERIENCE. OUR STRATEGY IS TO OWN THE NEWS AND NOT THE AD BREAK. OUR MEDIA DISTRIBUTION STRUCTURE GUARANTEES WORLDWIDE EDITORIAL MEDIA EXPOSURE.

AS OUR SPORTS ARE LESS REGULATED AND MORE FLEXIBLE THAN THE BIG MAINSTREAM SPORTS, WE CAN OFFER ACCESS TO VERY COOPERATIVE AND INTERESTING ATHLETES, INTEGRATION OF YOUR MARKETING OBJECTIVES, TIME AND REGIONAL PREFERENCES - AND OF COURSE YOU CAN ALWAYS USE ALL OUR FOOTAGE FOR YOUR OWN PURPOSES.

WE CREATE ACTIVATION PROGRAMS FOR BRANDS TO SUPPORT THE SPONSORSHIP. WE WILL FOCUS ON CONTENT & EXPERIENTIAL MARKETING AS THESE ARE THE MOST CREDIBLE AND IMPACTFUL FORMS TO BUILD CREDIBLE AND LASTING RELATIONSHIPS WITH CUSTOMERS AND STAKEHOLDERS.

OUR GOALS ARE TO RETAIN THE CORE COMMUNITY AND AT THE SAME TIME, ATTRACT A NEW & BROADER AUDIENCE.

CONTENT MARKETING

CONTENT MARKETING REMAINS A RELIABLE, POWERFUL WAY TO ATTRACT NEW CUSTOMERS AND BUILD RELATIONSHIPS WITH THEM IN REAL, QUANTIFIABLE WAYS THAT DELIVER LONG-TERM VALUE FOR YOUR BUSINESS.

FOR US, SPONSORSHIP AND CONTENT MARKETING ARE ALWAYS INTERWEAVED. SPONSORSHIP IS A GREAT REASON TO PRODUCE DIFFERENTIATING CONTENT TO MAKE YOUR BRAND STAND OUT AND DRIVE PROFITABLE CUSTOMER ACTION.

SPONSORSHIP & THE RIGHT CONTENT PRODUCTION AND DISTRIBUTION HELPS THROUGHOUT THE WHOLE COSTUMER JOURNEY.

AWARENESS & INTEREST	CONNECT WITH PROSPECTS	VIEWER/VISITOR
	INFORM	FOLLOWER
CONSIDERATION & EVALUATION	EDUCATE ENTERTAIN	FAN
		CONTENT READER
	DIFFERENTIATE	SUBSCRIBER
DECISION & ACTION	CONVERT	PROSPECT
		CUSTOMER
	FOLLOW-UP	REPEAT CUSTOMER
LOYALTY	FEEDBACK	
	RELATIONSHIP	BRAND ADVOCATE

OUR VISION

FAI AS THE LEADING GLOBAL AIR SPORTS MEDIA OUTLET

WE BRING YOU AIR SPORTS EVENTS, THE LATEST NEWS, VIDEOS, ATHLETE RANKINGS, WORLD RECORDS, PHOTO GALLERIES AND MORE FROM THE WORLD'S BEST SPORTS PILOTS AND MUCH MORE FROM THE FASCINATING WORLD OF AIR SPORTS.

WE OFFER A YEAR-ROUND CONTENT PROGRAM WHERE WE WORK WITH THE MOST INTERESTING AND INSPIRING PERSONALITIES OF THE SPORTS.

WE STRIVE TO BE THE NUMBER ONE PLATFORM FOR ALL THINGS AIR SPORTS.

WEBSITE
FAI.ORG

SOCIAL MEDIA

quattromedia

INTERNATIONAL MEDIA DISTRIBUTION
ONLINE/TV/SOCIAL/OTT/OUT OF HOME

EMAIL NEWSLETTER
PRESS/CONSUMERS/BUSINESS

DIGITAL MEDIA

THE FEDERATION HAS INVESTED IN CREATING A BEST-IN-CLASS EXPERIENCE FOR AIR SPORTS FANS WHETHER THEY ARE WATCHING ON-DEMAND, ON A TV SET OR MOBILE, OR JUST FOLLOWING ON THEIR FAVOURITE SOCIAL MEDIA CHANNEL.

A CONSTANT FLOW OF QUALITY CONTENT

INVEST IN STORYTELLING. MORE THAN JUST ACTION & RESULTS

OUR OMNICHANNEL STRATEGY CONNECTS WITH THE AUDIENCE ON MORE TOUCHPOINTS.

CONTENT IS KING, DISTRIBUTION IS QUEEN.

WE ARE COLLABORATING WITH ATHLETES, MEDIA & OTHER STRATEGIC WIDE-REACHING ALLIANCES.

MOBILE FIRST. VIDEO FIRST.

WITH ADDITIONAL FUNDING, WE WILL FURTHER INVEST IN THIS AREA.

PROVIDING HIGHLY ACCESSIBLE COVERAGE TO FANS ACROSS THE WORLD

THE WORLD CHAMPIONSHIPS EVENTS IN THIS PACKAGE ARE BROADCASTED TO FANS THROUGHOUT THE WORLD.

WE PRIORITISE ACCESSIBILITY OF OUR CONTENT.

WE PROVIDE TV NEWS FEEDS AND HIGHLIGHT SHOWS TO ALL MAJOR ONLINE & TV NEWS NETWORKS AND TO MANY NEWS EDITORS DIRECTLY.

MEDIA EXPOSURE

THE FEDERATION HAS INVESTED HEAVILY IN MEDIA EXPOSURE OF THE ELITE LEVEL EVENTS TO GENERATE RELEVANT INTERNATIONAL MEDIA VALUE FOR PARTNERS.
THE INITIAL OBJECTIVE WAS TO GENERATE GLOBAL TV EXPOSURE (SINCE 2015), FOLLOWED BY SOCIAL MEDIA WORK SINCE THE SEASON 2017/18.

2018 MEDIA RESULTS TV - MONITORING

88.62 MILLION
CUMULATIVE TV AUDIENCE

Of the five analysed events. Germany as the top market accounts for 17 M viewers.

4,840 BROADCASTS

Almost 5.000 single broadcasts were achieved, most of them in the USA (950), Italy (734) and Spain (507).

TOP 5 MARKETS BY TOTAL TV AUDIENCE

	Market	Total Audience
1	**Germany**	16.510.000
2	**Italy**	12.290.000
3	**Poland**	9.460.000
4	**Spain**	7.280.000
5	**Turkey**	5.040.000

194 M EVENT IMPRESSIONS

Led by World Drone Racing Championships, followed by Aerobatics World Tour Finals

TV COVERAGE IN 101 MARKETS

On five continents. Europe is the region with the highest broadcast time (68%) and the cumulated audience (81%)

703 TV CHANNELS REPORTED ON THE EVENTS

TOTAL TV BROADCAST TIME 277 HOURS

From a market perspective, France ranks top with 42 h of coverage, followed by Italy (33 h) and USA (24 h).

BROADCAST TIME BY REGION

	Market	Hh:mm:ss
1	**Europe**	188:56:59
2	**Asia/Pacific**	30:44:05
3	**Africa/Middle East**	25:41:44
4	**North America**	24:43:03
5	**C/South America**	5:59:39

Data Source: *Nielsen Sports, FAI Analysis 2018*

WORLDWIDE
OMNI-PLATFORM
EXPOSURE

MEDIA EXPOSURE RESULTS 2019

INDOOR SKYDIVING
WORLD CHAMPIONSHIPS 2019

TELEVISION
195 COUNTRIES
392 TV CHANNELS
5.100 BROADCASTS
103 HRS BROADCAST TIME

ONLINE
66 NEWS & SPORTS PUBLICATIONS
15 MAJOR NEWS PLATFORMS
17 MAJOR TV CHANNELS ONLINE

NEWS FEEDS & SHORT REPORTS PROGRAM ONLY

PARAGLIDING
WORLD CHAMPIONSHIPS 2019

TELEVISION
195 COUNTRIES
167 TV CHANNELS
4.160 BROADCASTS
122 HRS BROADCAST TIME

ONLINE
10 INTERNATIONAL PLATFORMS
24 NATIONAL PLATFORMS IN 15 COUNTRIES

NEWS FEEDS & SHORT REPORTS PROGRAM ONLY

POWERED ACROBATICS
WORLD CHAMPIONSHIPS 2019

TELEVISION
195 COUNTRIES
129 TV CHANNELS
5.217 BROADCASTS
113 HRS BROADCAST TIME

ONLINE
41 ONLINE PUBLICATIONS IN TOTAL
18 NEWS & SPORTS PUBLICATIONS

NEWS FEEDS & SHORT REPORTS PROGRAM ONLY

***Data Source**: quattro media internal analysis. Our method is based on and constantly compared with current media evaluations of Nielsen Sports & Kantar Media. We always take a conservative approach for evaluating the upmost reliable numbers.*

MEDIA EXPOSURE HIGHLIGHTS 2019

WORLD CHAMPIONSHIPS INDOOR SKYDIVING + PARAGLIDING + POWERED AEROBATICS

WORLDWIDE OMNI-PLATFORM EXPOSURE

TV HIGHLIGHTS 2019

NEWS FEEDS & SHORT REPORTS PROGRAM

GERMANY ARD	GERMANY ZDF	GERMANY RTL	GERMANY NDR	GERMANY N-TV	GERMANY SKY SPORTS NEWS	UK BBC I	UK BBC 2	UK BBC NEWS	FRANCE FRANCE 2	FRANCE FRANCE 3	SWITZERLAND SRF 2
SPAIN TVE	SPAIN TV3	ITALY RAI 2	ITALY RAI NEWS 24	ITALY SKY SPORTS	BELGIUM KETNET	NETHERLANDS NPO 3	NORWAY TV2 NEWS	POLAND TVP I	AUSTRIA ORF	AUSTRIA ORF SPORT+	UAE DUBAI SPORTS
CHINA CCTV	AUSTRALIA CHANNEL 7	AUSTRALIA CHANNEL 9	NEW ZEALAND TVNZ	PAN-AFRICA SUPERSPORT 2	WORLD TV5 MONDE	WORLD TVE	WORLD DEUTSCHE WELLE	EUROPE EUROSPORT	EUROPE EURONEWS	MIDDLE-EAST ABU DHABI SPORT	MIDDDLE-EAST BBC ARABIC

ONLINE HIGHLIGHTS 2019

UK BBC.CO.UK	GERMANY ZDF.DE	EUROPE EURONEWS.COM	USA AOL.COM	AUSTRALIA SBS.COM.AU	AUSTRALIA DAILTELEGRAPH	GERMANY TAGESSPIEGEL.DE	GERMANY SPORTSCHAU.DE	WORLD CNN.COM	SWITZERLAND SFR.CH	GERMANY RTL.DE	UK/WORLD SKY.COM

MEDIA EXPOSURE

MEDIA DISTRIBUTION

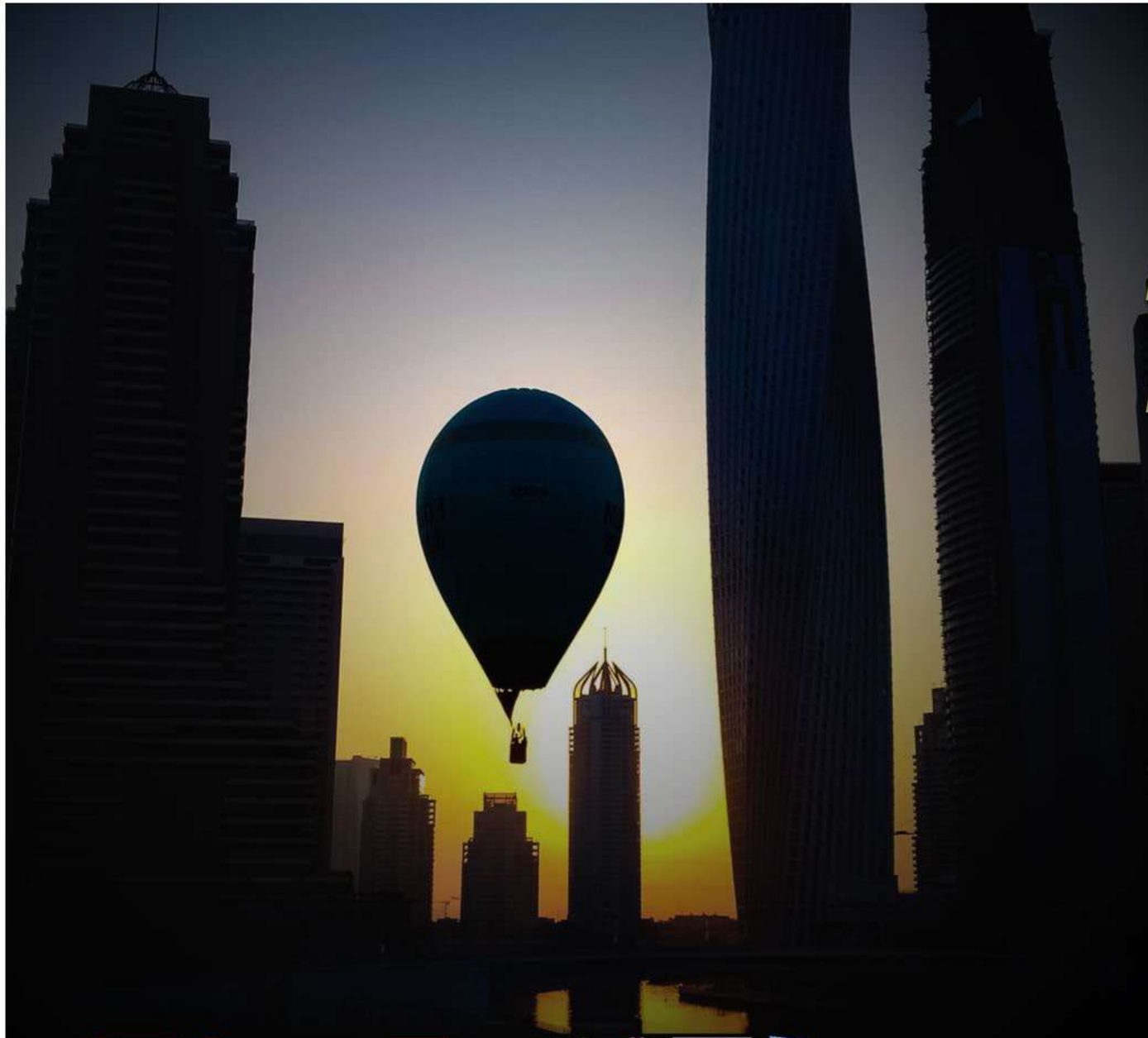
SPECTACULAR ACTION, SPECIAL LOCATIONS AND INTERESTING PERSONALITIES MAKE FOR AWESOME IMAGERY AND STORIES. AIR SPORTS HAVE VERY HIGH NEWS VALUE.

WE DISTRIBUTE OUR CONTENT TO HUNDREDS OF SPECIAL INTEREST AND MAINSTREAM MEDIA PUBLICATIONS AROUND THE WORLD- DIRECTLY AND THROUGH OUR DISTRIBUTION COMPANY QUATTRO MEDIA, BUT ALSO THROUGH OUR NETWORK OF LOCAL ORGANIZERS, AFFILIATED BRANDS AND OTHER PARTNERS.

- WE FOCUS ON VIDEO - BUT ALSO PROVIDE HIGH QUALITY PHOTOGRAPHY AND SHORT & LONG FORM PRESS RELEASES AND ARTICLES
- WE ARE TARGETING VERTICAL MEDIA AND MAINSTREAM TRAVEL & OUTDOOR PUBLICATIONS
- THIS IS A KEY AREA FOR INVESTMENT OF ADDITIONAL FUNDING.

SPECIAL INTEREST MAGAZINES
EDITORIAL COVERAGE IN MANY INTERNATIONAL AIR SPORTS MAGAZINES

MORE THAN 70 CORE & MAINSTREAM ONLINE PUBLISHERS REPORTED ABOUT THE EVENTS IN 2019 WITH 835 ONLINE ARTICLES.



VIDEO/TV

MEDIA DISTRIBUTION

quattromedia

FAI HAS BEEN WORKING WITH QUATTRO MEDIA TO DISTRIBUTE OUR CONTENT TO THEIR WORLDWIDE NETWORK OF DIGITAL AND TRADITIONAL NEWS DESKS, SPORTS PROGRAMS, OTT PLATFORMS, GENERAL AND SPECIAL INTEREST PUBLISHERS AND OUT-OF-HOME VIDEO PLATFORMS.

QUATTRO MEDIA DISTRIBUTES NEWS FEEDS, HIGHLIGHT VIDEOS, LONG FORMAT PROGRAMS, WEB CLIPS AND LIVE-STREAMING.

WWW.4MSPORTS.COM

MEDIA EXPOSURE

WEBSITE

THE FAI WEBSITE IS THE CENTRAL & EXCLUSIVE HUB FOR AIR SPORTS FOR ATHLETES, MEDIA AND FANS, PROVIDING THE INFORMATION ABOUT THE SPORT, THE EVENTS, THE ATHLETES & RECORDS.

OUR WEBSITE IS VERY MOBILE FRIENDLY.
(48% OF OUR USERS ACCESS IT ON MOBILE DEVICES)

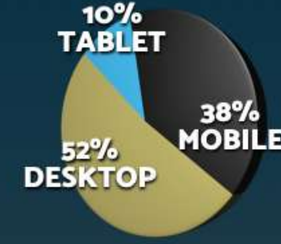
WITH ADDITIONAL FUNDING, WE WILL INVEST IN A TRANS-PLATFORM PROGRESSIVE WEB APP

Sessions	Users	Average session duration
1.065.000	915.000	00:56
Page views	**Pages per session**	**% New Sessions**
1.581.000	1,5	85,5%

GENDER

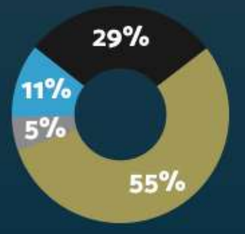
WEBSITE USERS TOP 5 COUNTRIES

1	USA	14%
2	GERMANY	6%
3	UK	5%
4	RUSSIA	5%
5	FRANCE	4%

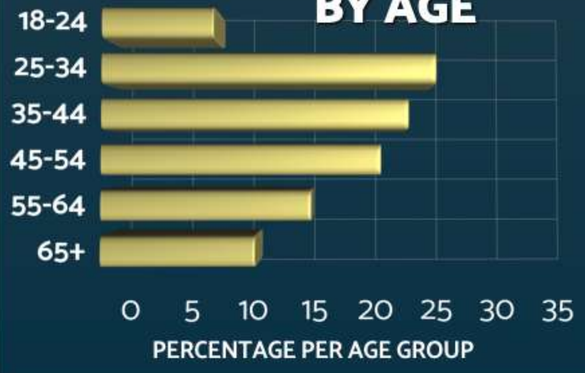


DEVICE CATEGORY

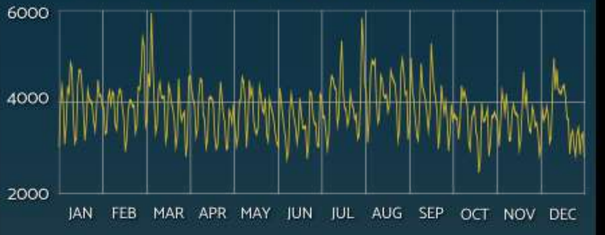
ACQUISITION



WEBSITE USERS BY AGE



SESSIONS/TIME 2019



YEAR 2019 STATISTICS

A SPECIAL OPPORTUNITY FOR BRANDS

BRAND THE SKY - IT CAN BE YOUR GLOBAL STADIUM AS WELL.

1. **WE ARE THE GATEWAY TO ONE OF THE MOST EXCITNG AND ADVENTUROUS LIFESTYLES ON THE PLANET.** ALIGN WITH FLYING'S UNIQUE & POWERFUL VALUES AT A GLOBAL LEVEL.

2. **CONNECT WITH AN ADVENTUROUS, TECHNOLOGICAL, OPEN-MINDED, BUT ALSO AFFLUENT AUDIENCE.** COMMUNICATE WITH THEM IN A BOTH AUTHENTIC AND HIGHLY ASPIRATIONAL VOICE**.**

3. **YOU CAN BE AN INTEGRAL PART OF GLOBAL EVENTS.** WITH ACTIVITIES, EVENTS AND BROADCAST PLATFORMS WE CAN TAILOR A PROGRAM TO THE GEOGRAPHY THAT SUITS YOUR BRAND NEEDS.

4. **YOU CAN MAKE A DIFFERENCE IN THE DEVELOPMENT OF A VERY SPECIAL SPORT.**

5. **WE ARE CREATORS EACH AND EVERY DAY.** WE PRODUCE AND CONTROL ALL OF OUR CONTENT TO BUILD COMPELLING STORIES WITH/FOR OUR PARTNERS.

6. **YOU CAN OWN THE ENTIRE SPORT OF AIR SPORTS.** OCCUPY AN UNBRANDED AND UNOCCUPIED SPACE. AND IT'S EVEN AFFORDABLE!

OUR PARTNERSHIP APPROACH

WE SEEK A GENUINE PARTNERSHIP,
NOT JUST A SPONSORSHIP.

OUR OBJECTIVE IS TO COLLABORATE AND CREATE MUTUALLY BENEFICIAL PARTNERSHIPS THAT:

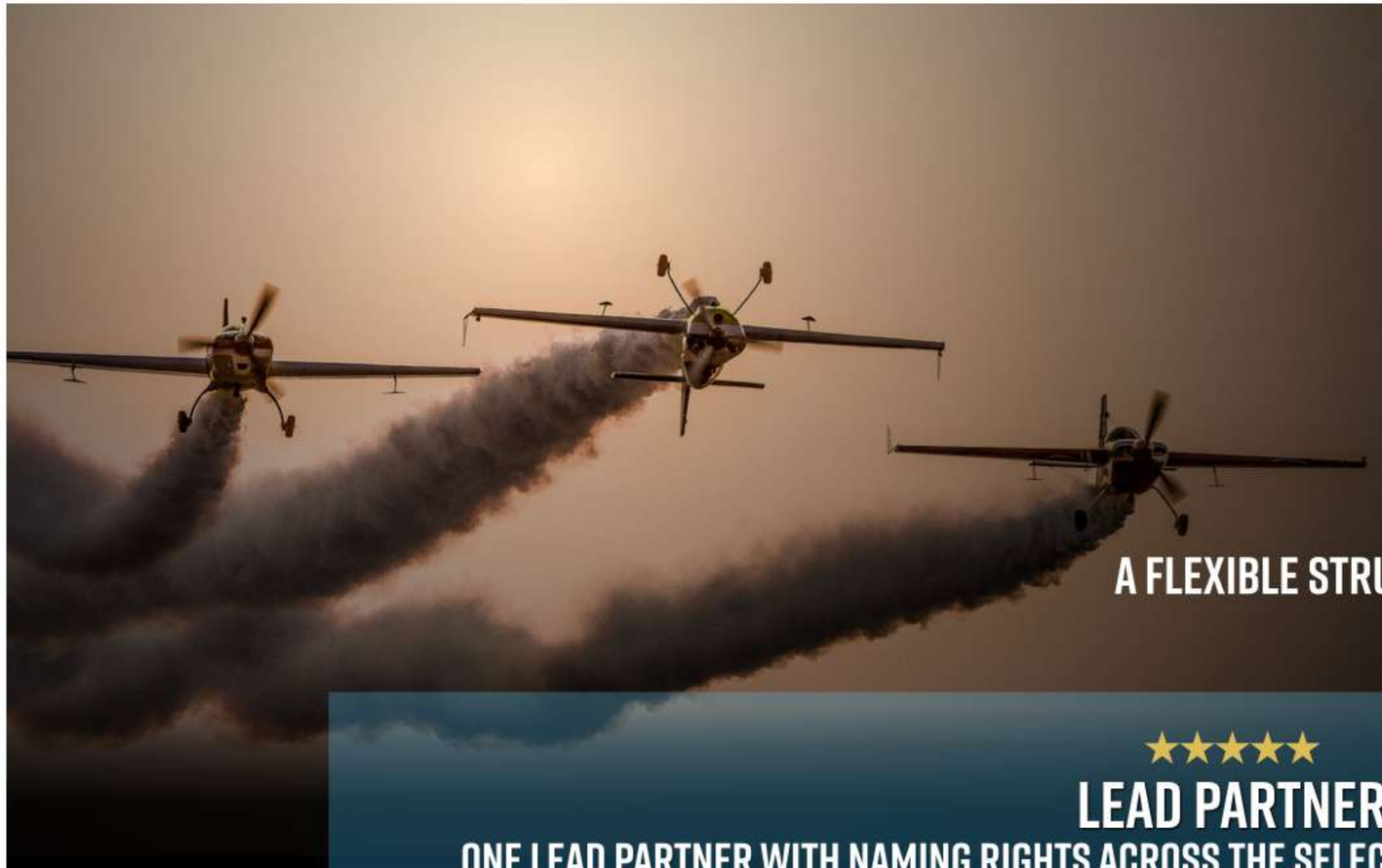
WE WILL NOT JUST SELL BANNER SPACE; WE WILL FULLY INTEGRATE OUR PARTNERS IN ALL ASPECTS OF THE SPORT.

DELIVER AGAINST SPECIFIC BRAND AND BUSINESS CHALLENGES

PROVIDE A FLEXIBLE YEAR-ROUND MARKETING PLATFORM

ENSURE OUR PARTNERS HAVE A CLEAR ROLE AND UNIQUE AREA OF OWNERSHIP

HELP US DEVELOP AND GROW THE SPORT



PARTNERSHIP STRUCTURE

A FLEXIBLE STRUCTURE THAT INCORPORATES OPPORTUNITIES AT BOTH LEAD AND OFFICIAL PARTNER LEVEL

★★★★★

LEAD PARTNER

ONE LEAD PARTNER WITH NAMING RIGHTS ACROSS THE SELECTED FAI WORLD CHAMPIONSHIPS EVENTS

FULL AND MOST PROMINENT SUITE OF SUPPLEMENTARY ASSETS BUILT AROUND OBJECTIVES.

★★★★

OFFICIAL PARTNER

A LIMITED NUMBER OF OFFICIAL PARTNERS WITH RIGHTS ACROSS THE SELECTED FAI WORLD CHAMPIONSHIPS EVENTS

FULL SUITE OF SUPPLEMENTARY ASSETS BUILT AROUND OBJECTIVES.

AREAS OF OWNERSHIP

WE AIM TO BUILD CLEAR AREAS OF OWNERSHIP FOR EACH OF OUR PARTNERS WHICH CAN BE BUILT AROUND SPECIFIC BRAND OR BUSINESS CHALLENGES.

EXAMPLES OF POTENTIAL AREAS OF PARTNER OWNERSHIP ARE AS FOLLOWS :

RANKING & AWARDS

OFFICIAL WORLD RECORDS AWARDS

PILOT OF THE MONTH

ANNUAL WORLD AIR SPORTS AWARDS

CONSUMER PARTICIPATION

CONSUMER PARTICIPATION PROGRAMMES TO ENGAGE NEW PARTICIPANTS AND PROMOTE ADVENTUROUS LIFESTYLE

PRODUCT INTEGRATION

INTEGRATION OF PRODUCTS/ SERVICES INTO FAI EVENTS AND OPERATIONS

SAFETY

PLAY A LEADING ROLE IN ENHANCING AND PROMOTING SAFETY IN AIR SPORTS

CUSTOMER EXPERIENCE

BRAND ACTIVATION PROJECTS

DUE TO THE UNIQUE LOCATIONS, THE FAI WORLD CHAMPIONSHIP EVENTS ARE GREAT BACKDROPS FOR BRAND ACTIVATION PROJECTS.

PRODUCT LAUNCH EVENTS SALES MEETINGS

HOST A PRODUCT LAUNCH EVENT OR SALES MEETING DURING ONE OF OUR EVENTS AND INVITE KEY CLIENTS, DISTRIBUTORS AND MEDIA.

WE CAN HELP TO MAKE IT AN UNFORGETTABLE ONE-OF-A-KIND EXPERIENCE WITH THE KITESURFING COMMUNITY.

INCENTIVE PROGRAMS PRESS/VIP TRIPS

INVITE CONSUMER, CLIENTS, STAFF AND MEDIA TO BUILD RELATIONSHIPS AND GENERATE EXPOSURE.

WE CAN ORGANISE CLINICS WITH THE WORLD'S BEST RIDERS, MAKE YOUR GUESTS EXPERIENCE THE ACTION FROM CLOSE-BY AND ORGANISE CULTURAL EVENTS IN THESE REMARKABLE LOCATIONS.

WE OFFER UNIQUE ACCESS TO THE EXCITING WORLD OF AIR SPORTS.

quattromedia

ABOUT US

quattro media is a unique sports company. Centrally based just outside Munich, Germany, we work with many international sports organizations to develop new and exciting but also traditional sports to push the boundaries in performance and entertainment.

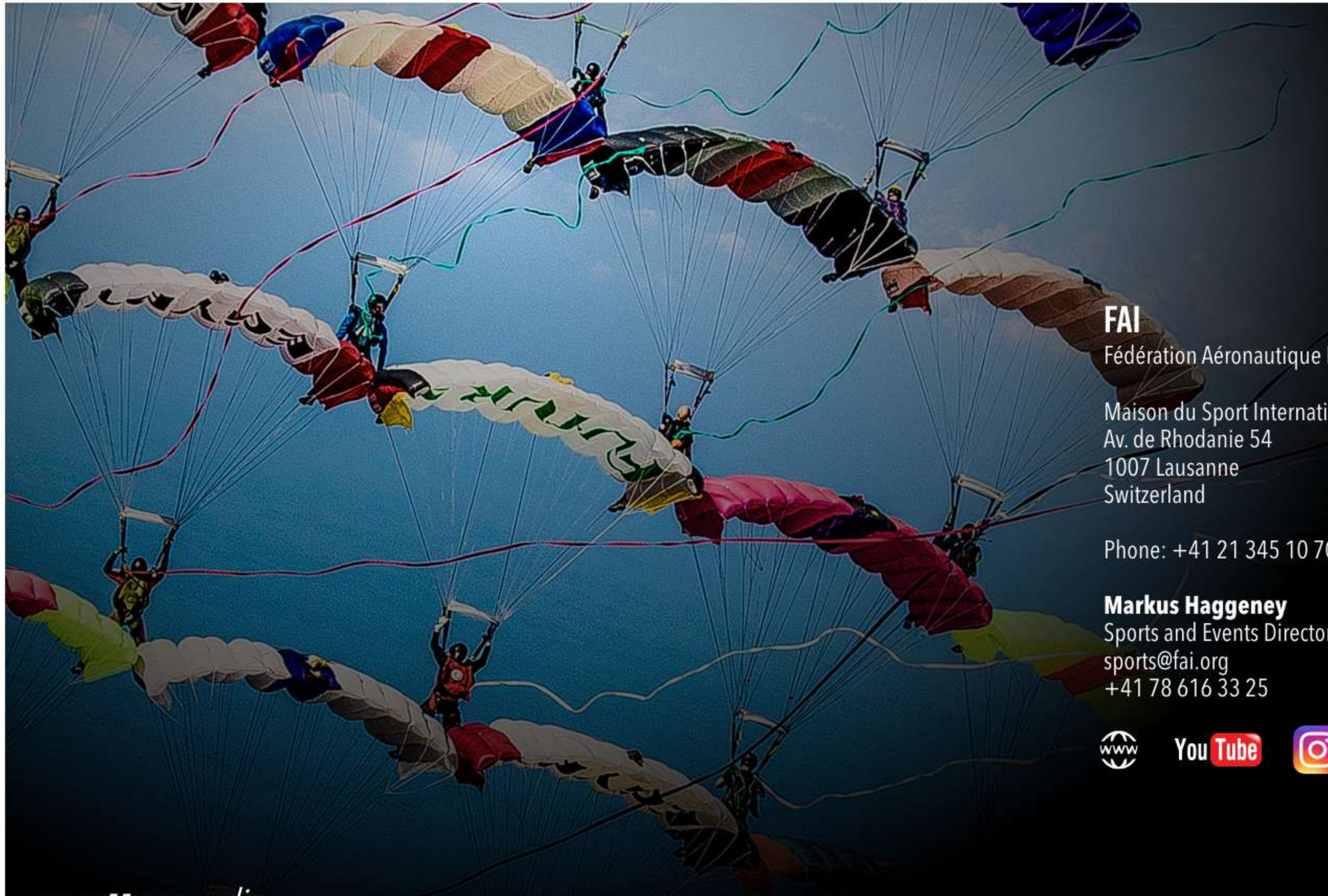
We love the outdoors and many of the sports we're involved with share our passion for nature, mountains, water, air and land. From skiing to mountainbiking, from snowboarding to paragliding, but we also translate our creative and innovative approach to more classic sports like rowing and triathlon - and the international federations love it!

With our long experience and deep knowledge of outdoor, adventure and action sports, we inspire the worldwide sports audience and media by creating unforgettable and innovative sports experiences, producing and distributing high-end compelling programming and reaching a large worldwide audience across all channels to inspire current and future sports generations.

Being down to earth, honest and transparent, we aim to build long-term partnerships with sports organizations and brands to create real value and establish lasting impact.

We work with and for global federations, global brands, international sports events and sports destinations.

IT HAS BEEN A LONG AND FUN RIDE. LONG MAY IT CONTINUE.



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