

Coupe Aéronautique Gordon Bennett

"for the most courageous and experienced pilots
of the world struggling for the Grand Prix of the
Air" ... since 1906

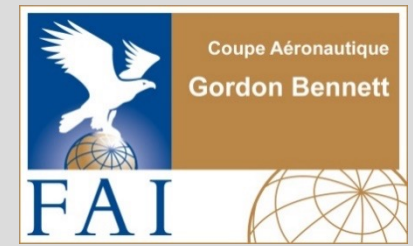


International Federation
recognised by the

INTERNATIONAL
OLYMPIC
COMMITTEE

Gordon Bennett is **the** jewel in air sports

A story full of adventure, skill, courage, survival and luck



- Lots of stories and adventures
- Easy rules
- Long history – since 1906



Launch for the Gordon Bennett race 2014



Gordon Bennett launch in Zurich (1909)

- Beautiful pictures
- Interesting characters
- Fascinating

Current status

Rely on organizers, Gordon Bennett TV as volunteer work



- Organizer handles all media
- Organizer is “urged” to provide funding for Gordon Bennett TV
- Gordon Bennett TV is all volunteer work
- Gordon Bennett TV values 5k-10k EUR based on current view/interaction numbers to ballooning/aviation interested audience.
- Media work non-consistent
- Confirmed by 2 companies: Content (raw material) is good enough for broad distribution.

Gordon Bennett TV

Effort behind the scene



Budget less than 10k CHF and
a lot of volunteer work

During inflation/take-off:
6-8 people

During the race: 4 people

Ballooning expertise/contacts
needed for the production.

Regan Tetlow as moderator

>8h TV show (2021)

Reaches air sport enthusiasts

Problem

We need to improve the media work & cover



- Hard negotiations every year with organizers
- Current organizer asks CIA to fund the Gordon Bennett TV
- CIA cannot fund this from operations money every year
- Challenges
 - Every year new organizer, new location
 - Event happens only once per year
 - Mostly Amateur organizers

Proposal

Make Gordon Bennett media work self-funded



- FAI/CIA to work on building a **self-funded media work** for Gordon Bennett
- FAI/CIA to **short-term fund** increased media work in order to find sponsors.
- We had talks with sports media agencies confirming this approach.
- **Limit risk**: Milestones for FAI/CIA to exit engagement if not successful
- Organizer needs to provide presence (logos, ...) for FAI/CIA sponsors
- Maybe **increase sanction fee** as media coverage is part of the package (e.g. to 5k).



Video | Production | Distribution | Digital | News

Proposal timeline

Within 3 years to self-funded media work



Work with a video marketing company to **distribute globally**.

Produce media report.

Increase team to produce **more video & short clips** for social media and distribution.

Cost: 15k CHF
(10k for CIA, 5-10k for Organizer or Sponsor)

Approach **sponsors**

Continue **volunteer work**

Increase media coverage

Cost: 20k CHF
(5-10k for CIA, rest Sponsor)

Professionalize the team

Cost: 40k CHF
(mostly covered by Sponsors)

2022

2023

2024

Offer to sponsors



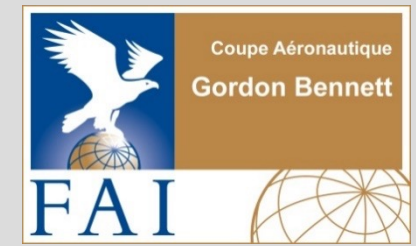
- **Guaranteed** media cover
 - Sponsor featured
 - Guaranteed airing
 - Valued above 500k EUR (per ICARUS)
- **Presence at the event area** (back-drops, flags)
- Guaranteed **quality** by having a CIA representative on site

Strength

- Gas balloons are CO₂ neutral!
- Adventures, nice pictures, good emotions, legendary

Long list of sponsors

To be developed



- Adventure related brands
 - Garmin, Suunto, ...
- Avionics
 - ICOM, ...
- Cars / Aviation
 - Car brands, ...
 - Aviation brands
 - Airlines
- Ballooning brands

Need help work on sponsor acquisition.

Available funds FAI/CIA



FAI SPECIAL RESERVES (2013-2020) COMMISSIONS

CHF currency	YE 2013	YE 2014	YE 2015	YE 2016	YE 2017	YE 2018	YE 2019	YE 2020	2020 vs 2019
CASI (General Air Sports)	2'000	1'501	1'501	1'501	1'501	1'501	1'501	1'501	0
CIA (Ballooning)	116'314	120'492	143'355	173'120	192'290	209'058	210'427	188'009	-22'418
CIACA (Amateur-built & experimental aircraft)	-2'847	-3'777	-8'329	-3'380	-7'423	-8'637	-8'634	-8'634	0
CIAM (Aeromodelling)	63'826	77'019	79'978	86'955	95'482	102'075	114'424	107'709	-6'715
CIG (Rotorcraft)	18'381	15'830	24'787	22'035	20'101	18'946	15'753	15'537	-216
CIMA (Microlight and Paramotor)	44'216	55'875	54'629	66'657	67'964	60'566	55'414	54'022	-1'392
CIVA (Aerobatics)	67'677	83'027	96'763	102'847	92'182	81'218	66'404	62'178	-4'226
CIVL (Hang Gliding and Paragliding)	217'404	215'530	231'912	264'554	275'428	273'845	270'372	212'326	-58'046
GAC (General Aviation)	55'206	60'104	57'292	58'538	64'494	67'234	74'232	74'294	62
IGC (Gliding)	169'096	159'675	140'021	131'079	140'433	152'537	126'177	106'871	-19'306
ISC (Skydiving)	212'123	211'178	194'505	216'460	220'135	171'228	157'200	176'922	19'722
Air Sport Commissions	963'396	994'454	1'016'414	1'118'366	1'162'587	1'129'571	1'083'250	990'715	-92'535
CIMP (Medico-psychological)	-9'178	-12'605	-14'142	-15'167	-17'821	-20'627	-20'627	-20'558	69
EnvC (Environment)						-795	-795	-795	0
EduC (Education)	-1'816								
Technical Commissions	-10'994	-12'605	-14'142	-15'167	-17'821	-21'422	-21'422	-21'353	69
All Commissions	952'402	981'849	1'002'272	1'103'199	1'144'766	1'108'149	1'061'828	969'362	-92'466

Request from FAI/CIA

Start-up funding of self-funded professional media work



- Start-up funding of a professional media work for the Gordon Bennett with the goal of having a self-funded media work within the next 3 years.
- Fund 25k CHF maximum over 3 years
- Re-evaluate every year at the CIA plenary

(Subject to FAI budget processes)

Motion:

Request from the AA/AM WG for 25,000 CHF to be added to the CIA budget. These funds will be used to develop a self-funded media coverage for the Gordon Bennett, 2022, 2023, and 2024.

FAI World Long Distance Gas Balloon Championship

www.gordonbennett.aero
legends.gordonbennett.aero



FAI - Fédération Aéronautique Internationale
The World Air Sports Federation

Maison du Sport International
Avenue de Rhodanie 54
CH-1007 Lausanne, Switzerland
www.fai.org



APPENDIX

Summary of Services / Media Distribution Only

ICARUS Sports



Gordon Bennett Event Report in OSS

1. Inclusion of highlights in TV Series "THE OUTDOOR SPORTS SHOW"

The event will get 5 min exposure in one episode of THE OUTDOOR SPORTS SHOW receiving guaranteed distribution to more than 60 countries worldwide

2. Distribution of episodes to Inflight Entertainment platforms

ICARUS Sports collaborates with various airlines providing them action sport content for their inflight entertainment platforms

3. Detailed Media Report

ICARUS Sports will prepare and send a detailed media report with broadcast times and dates and a summary of the event's overall TV and digital exposure worldwide, to show your partners, sponsors, participating teams and athletes the event's global media exposure footprint

* Distribution via THE OUTDOOR SPORTS SHOW is 100% guaranteed

€ 5.000
distribution only

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Summary of Services / Media Distribution

ICARUS Sports



Price List Individual Services

1. Highlights Inclusion in monthly TV Show "THE OUTDOOR SPORTS SHOW"	The events will get exposure via ICARUS Sports TV Shows receiving guaranteed distribution to more than 80 countries worldwide	€1,000 / Minute of inclusion
2. Distribution of episodes to Inflight Entertainment platforms	ICARUS Sports collaborates with various airlines providing them action sport content for their inflight entertainment platforms	Cost included in Option 1
3. Detailed Media Report	ICARUS Sports will prepare and send a detailed media report with broadcast times and dates and a summary of the event's overall TV and digital exposure worldwide, to show your partners, sponsors, participating teams and athletes the event's global media exposure footprint	Cost included in any of the other options
4. Digital & Online Media Distribution	ICARUS Sports will distribute the Highlights Video(s) during the event to various online media and other digital channels with millions of followers on social media	€400 / Online media alert
5. TV News Distribution	ICARUS Sports will send Video News Releases to more than 200 TV contacts worldwide including sports news agencies such as "Eurovision Sport News Exchange", ENEX, ABU, Reuters and SNTV among others.	€1,300 for the 1 st VNR alert €300 for any extra alert

Distribution via ICARUS Sports TV Shows is **100% guaranteed**

Price excluding VAT where applicable

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1A

Watch Trailer

Watch Screener

TV Series

THE OUTDOOR SPORTS SHOW

THE OUTDOOR SPORTS SHOW is the leading monthly TV Series produced by ICARUS Sports that showcases the diverse world of outdoor sports: from marathon races to climbing, skiing to surfing, hiking to triathlon, sailing to cycling - human meets nature on a thrilling journey of performance.

THE OUTDOOR SPORTS SHOW reaches a large TV audience worldwide and is currently dubbed or subtitled in 15 languages.

66+

BROADCASTERS

10H+

TOTAL AIR TIME

1,401M

HOUSEHOLDS REACH

ICARUS Sports

THE
OUTDOOR
SPORTS
SHOW

Media Value: 115kEUR/min



- Current value (170k Engagements): 6500 to 8500 EUR
- 5M reach with 1-2 good short clips for online news
- Out of Home / Info Screen in DACH: 15s reaching 130M



True Emotions

2 pilots, 1 basket, steered by winds only

