

2.3.b

MARKETING AND PROMOTIONAL PLANS

The promotional marketing plan drafted by our committee, will be based on

- both direct communication targeting the national and international industrial and commercial aeronautical worlds,
- and institutional communication to raise public awareness and involve the commercial/industrial sector in the territory involved.

Direct communication:

A number of test events will be organised in 2008 for the ten disciplines involved in the World Air Games, with two main goals:

- To verify our organisation: logistics, transport, medical services, accommodation, protocol, commercial, volunteers, award ceremonies, etc.
- To involve the public and possible sponsors by promotion in the press and TV via advertisements and editorials.


Direct communication will also include participation with an institutional stand to promote the WAG 2009 and the territory, backed up by the Aerospace District of Piedmont, at all the main F.A.I. events in Europe and at major European Air-Shows:

2007

- Le Bourget, France, June 18 - 24 (already booked)
- Niederöblarn, Austria, August 16 - 25
- Hofkirchen, Austria, September 15 - 23
- Red Bull Air Race events in Interlaken, Budapest, Porto.

2008

- Berlin Air Show 2008, Germany, May 27 - June 1
- Rieti, Italy, July 6 - 20
- Ried, Austria, July 15 - 20
- Eisenach-Kindel, Germany, August 13 - 18
 - Lugano Air Show 2008, Switzerland



At each of these events, the organising committee will be supported by the Aerospace District of Piedmont, the Turin Industrialists' Union and the Turin Chamber of Commerce, to promote the Torino 2009 World Air Games and the many attractions of the region as a whole.

Institutional communications:

Negotiations are already underway with the Italian media (newspapers like La Stampa, Tuttosport, La Repubblica and La Gazzetta dello Sport, and Italian radio and television) to guarantee articles and advertising in 2008 for institutional communications and to present the event to the public, during the various test events that will be held in Turin, thus also giving greater prominence and visibility to private sponsors.

In addition to newspaper advertising, there will be outdoor ads all over Piedmont from September 2008, to support the event and to sustain advance tickets sales.

We have already asked the organisation of the Giro d'Italia, to arrange for the stage due to arrive in Turin in June 2008, to terminate on the Aeroclub Torino runway, to mark the Club's 100th anniversary in 2008, with a strong impact in the sporting press and television, and among the international correspondents following the event.

We will thus be able to draw considerable attention to the coming World Air Games of 2009.

On June 24, 2008, to mark St. John's Day, the city's patron saint, the entire city will take to the streets, to see parachute jumps, balloon rides and sea planes landing on the Po river during the afternoon, concluding with an acrobatic display over the river by hang gliders.