



# SOARING CASA

PRESENTS

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One-of-a-kind first-time air racing event in India

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**SPIT  
FIRE**

**2023**



2023

# SPIT FIRE

ONE-OF-A-KIND FIRST-TIME AIR RACING EVENT IN INDIA

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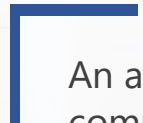
# SPITFIRE

- One-of-a-kind first-time air racing event in India
- Piston Races
  - Single engine
  - Twin engine
- For both men and women
- Tri-Annual event
- In June, October & February
- Practice day on 28th May'2023





# AIR RACING



An aero sport restricting aircraft to a specific type or design creates a competition that focuses on pilot skills. Air racing is a highly specialised type of motorsport that involves airplanes or other types of aircraft that compete over a fixed course, with the winner either returning the shortest time, the one to complete it with the most points, or to come closest to a previously estimated time.

# Air Races-History





# Air Races-The Modern Era

1966



The National Championship Air at Reno Stead Airport, and have been held there every September

2005



Aero GP has multiple aircraft racing together around pylons & is based in Europe where it has held an air race each year since 2005



1964

the first Reno Air Races called the Sky Ranch, Nevada, USA



2003

Red Bull Air Race World Championship



2019

Red Bull Air Race World Championship was discontinued in 2019

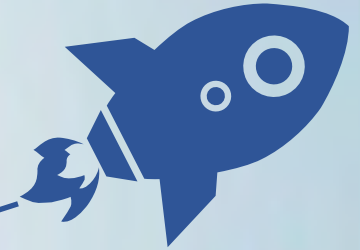


## IS INDIA READY?

- Sports of various kinds, aside cricket are gaining traction and importance in India.
- IPL has been hugely successful in attracting huge crowds, sponsorships & media attention opening opportunities for staging varied competitive sports
- Aero sports, such as air races, are rapidly becoming the most thrilling and competitive form of entertainment and employment around the world.
- With the advent of air racing events and flying clubs, more and more people are looking to get involved in the sport and its associated activities



# Is India Ready?



**100%**

Air racing also includes the components of **education and innovation**, which is a great way to explore **cutting-edge technologies** and use them to design and test aircraft never done before in India.





# SOARING CASA

**Soaring Casa is a UK-based company seeking to open flying clubs both in India and abroad and hold air shows and events, such as air racing.**

- These clubs is open with memberships open to pilots, aspirants, enthusiasts, audiences, and the interested.
- Soaring Casa has licensed clubs for commissioning in Dubai, Jaipur, Kolkata, Goa & internationally in Argentina, Bangladesh & Nepal, with access to airstrips & sailplane launch spaces. Opportunities open for other states
- The facilities at the club will include Lounge, Library, Gaming Zone, Swimming Pool, Simulators, Guest Rooms, Dining Halls, Banquet Hall, Coffee Shop, Medicare, Bar, Gym, Sauna...



# SPITFIRE– A REALITY

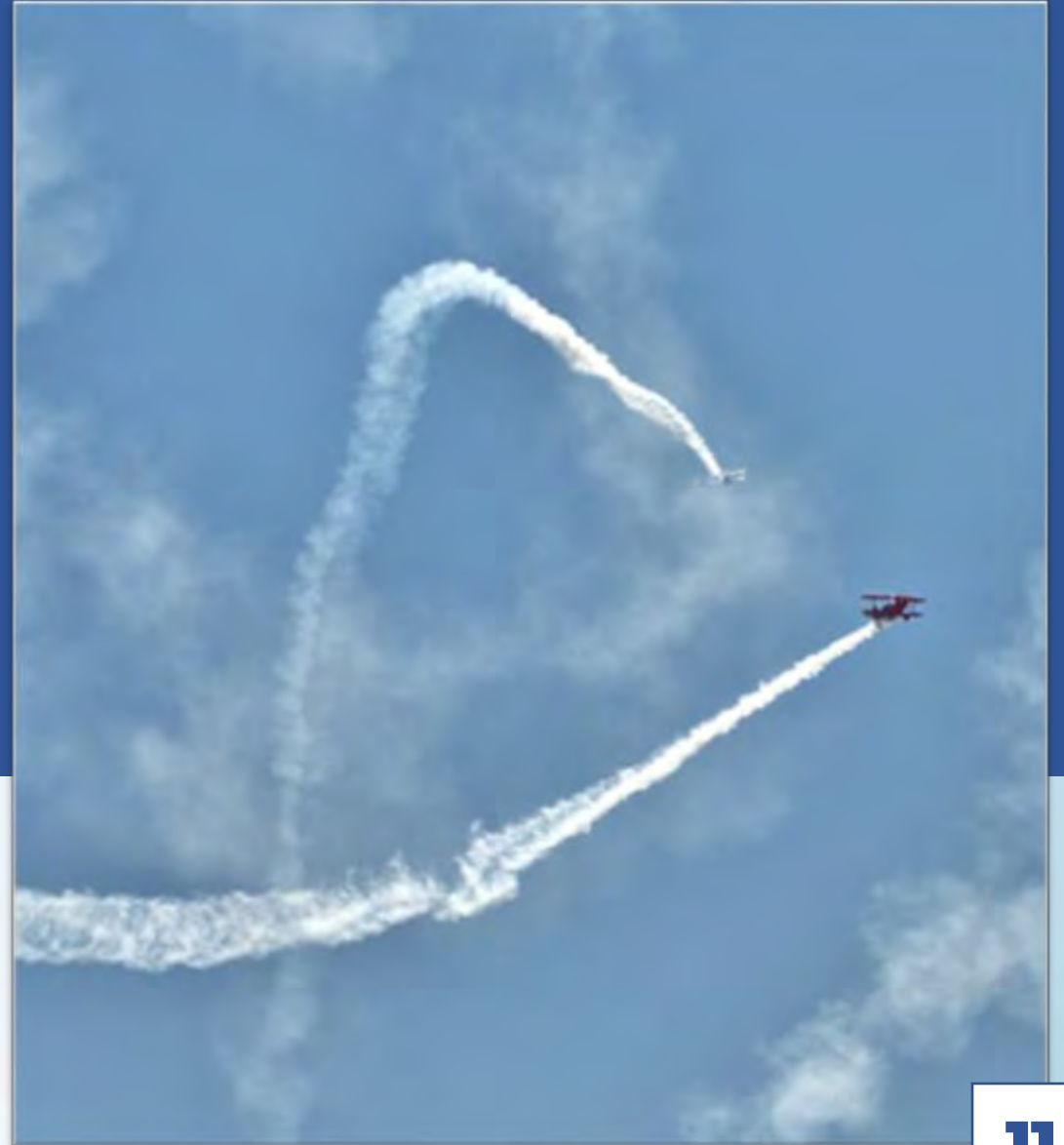
- The first event will be held in May/June 2023 with 24 flying clubs participating in this 8-day event.
- The flying clubs' ownership will be put up for auction. The expenses for the right to operate a flying club for a decade is 45 million USD. The flying club owners will have a contract to operate the club for 10 years.
- The corporates wanting to manage the racing teams by bearing all their expenses and also the logistics regards to practicing and participating in other races. The winners will have the contract drawn up for 3 years.
- Those wanting to sponsor the racing teams will bid for Sponsorship slot in an auction.





# HOST STATE BENEFITS

- **Employment generation**
- **Revenue generation**
- **Tourism development**
- **Creation of new business sector**
- **Skill development of pilots & youth**
- **Brand building of the State**



## EXPECTATIONS FROM HOST STATE


- **Departmental support**
- **Assistance in obtaining necessary permissions**
- **Making available state-owned airports**
- **Exemptions on Taxes and Levies for the event**
- **Permissions, clearances and accreditations**








# PARTNERSHIP OFFERS



Venue




Digital



Media



Hospitality  
Logistics, Equipment & Technology



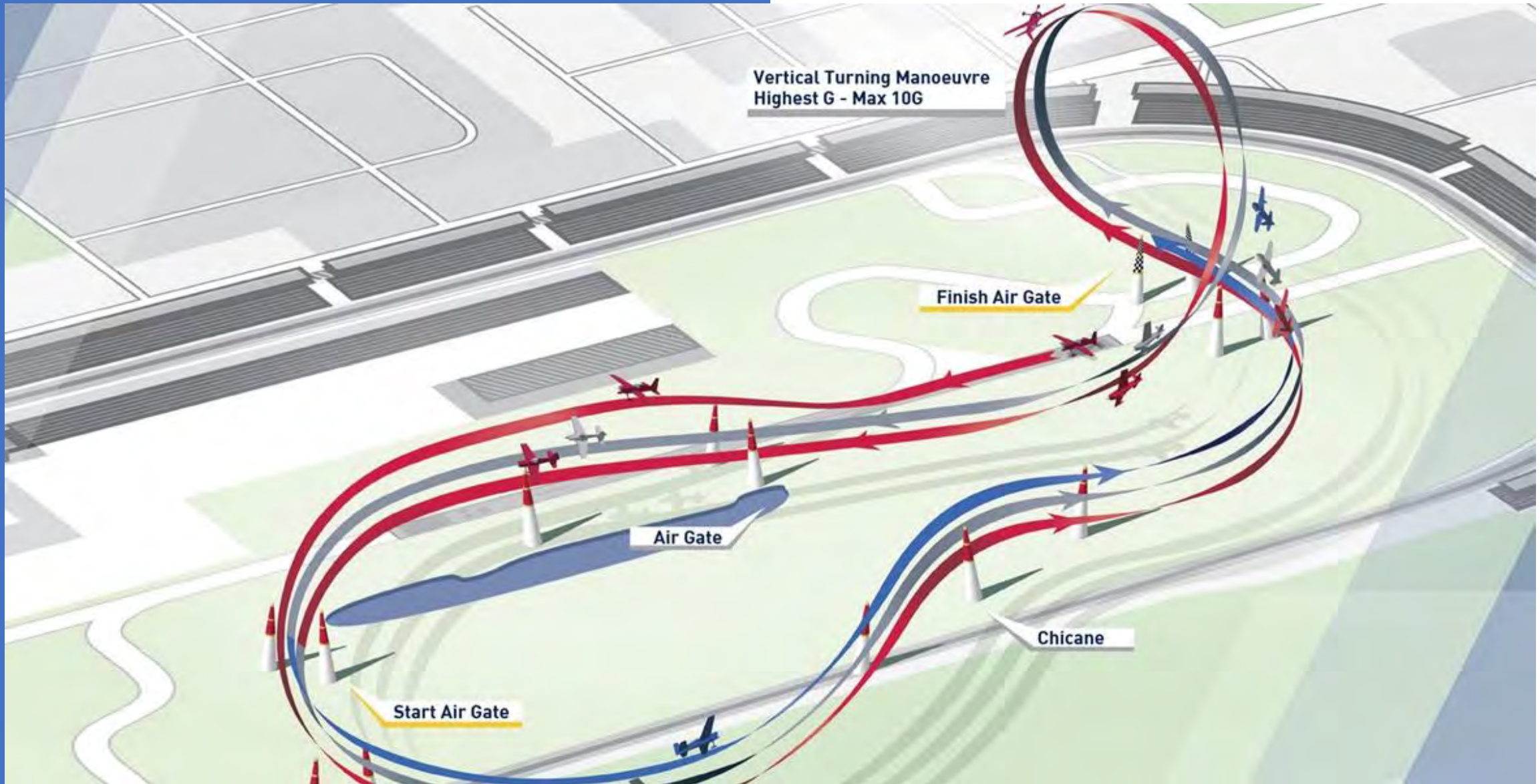
Hospitality



Logistics, Equipment & Technology



# A RACE COURSE



\*THIS IS INDICATIVE

# VISIBILITY AND EXPOSURE

## PRE-EVENT MARKETING

- Social media marketing on Facebook, Twitter, LinkedIn, Instagram
- Event Presentation
- Company Newsletter
- Invitation card
- Score Card





# VISIBILITY AND EXPOSURE

## IN-EVENT BRANDING

- Standees
- Distribution of brochure/ pamphlet in kit
- Mementos
- Announcement by anchor
- Certificates
- Backdrop
- Photo Booth
- Branding inside cockpit
- AirGates
- Branding for Airgate professionals



# VISIBILITY AND EXPOSURE

## POST-EVENT PUBLICITY

- Press release
- Report (Online publishing)
- Newsletter
- Thank you letter
- Delegate database
- Post event Follow Through

## POST-EVENT FOLLOW THROUGH

- Analytical media event





# SCOPE



68,000 Indians with skills to fly and not employed in an airline

30% population aspirant of flying

0% opportunity to fly without being a student, employed in airline or owning a plane

28,400 new pilots for commercial airlines required in next 7 years



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SOARING CASA

# 2023



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