

IAU

Development Program

welcome all
participants of the
conference!



This Program is not final, it is
open for suggestions and
additions.

1. Organization of New National Federations.

In 2018, a new national crossbow shooting federation was established in Latvia.



2. Development of Existing National Federations.

- taking active efforts by increasing the number of clubs in the regions
- attracting athletes of different age groups to shooting
- training highly qualified athletes - candidates for the main team
- improving the regulatory framework
- working with sponsors and patrons
- marketing and PR

3.PR:

- **Work with the Media**
- **Website**
- **Development of Social Networks**

Popularization of crossbow shooting is one of the key points in the IAU development. Crossbow shooting should be a fashionable, discussed sport.

Tools for networking and interaction with the media:

- newsworthy events
- press releases
- organizing and holding press conferences
- creating a positive image of athletes and IAU in general
- participating the IAU athletes in popular TV shows
- organizing all kinds of master classes
- tournaments of stars and mass media
- charity events
- advertising
- TV broadcasts
- barter cooperation

Website

- news
- statistics
- increasing multimedia
- own online broadcasts
- interaction with sites of national federations
- new sections: “Interview”, “Star Guests”, “Mass Media about Us”, “crossbow shooting history”...

Development of Social Networks



4. Financial Support for Crossbow Shooting, its Economic Potential.

Sponsors want that their brand or trademark is linked with another well-known brand.



SPORTS BRAND

A sports brand is the history of the club, traditions, attributes, target audience of fans and marketing strategies of the brand itself.



The title sponsor

gets the opportunity to include the name of the sponsor in the name of the tournament, league, competitions.

The general sponsor

gets the most advantageous offers for placing its brand on sport outfit, printed products, on the club website, on the club bus, on the advertising surfaces of the stadium arena, etc.

The official partner

gets the opportunity to place its brand on printed and promotional products, on the training form, on the club website, etc.

The fourth in the presented classification, information sponsors are, as a rule, limited to banner advertising on various advertising surfaces of the club in exchange for prompt coverage of various newsworthy events.

5. The IAU Scientific and Methodical Activities.

Development, approval and implementation of training programs and training aids for crossbow shooting for coaches, judges, athletes.

6. Equipment and Material Support for Crossbow Shooting.

Systematizing information on the main manufacturers of targets, equipment for crossbow shooting and crossbows.

7. Staffing Support for Crossbow Shooting.

Training and increasing the number of coaching and teaching staff, as well as training and increasing the number of judges.

8. Organization of Sports Training.

9. Summarizing the Regulatory Framework Most Favourable for Crossbow Shooting in the States.

In different countries, the regulatory framework for the use of the crossbow is different, even in Europe. For example, in Latvia, you may store, transport, use a crossbow more freely.

"Where there is unity there
is always victory."

Publius Syrus
(the Roman poet)

Thank you for attention!