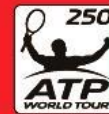


VTB KREMLIN CUP



October 14 — 22, 2017
Olympic Stadium



XXVIII International Tennis Tournament

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HISTORY OF THE TOURNAMENT

03

“VTB Kremlin Cup” is the 1st International Tennis Tournament in the history of Russia

- 1990 – 1st ATP Tournament with USD 300 000 prize money in Russia
- 1996 – “Moscow Ladies Open” Tournament changed name to “Kremlin Cup”
- 2000 – combined WTA and ATP Tournament
- 2012 – “Kremlin Cup” was renamed to “Kremlin Cup by Bank of Moscow”
- 2015 – Tournament turned 26 years old
- 2016 – Tournament was renamed to “VTB Kremlin Cup”



1990



1996



2000



2012



2016






EXCITING PLAYERS' LIST

04

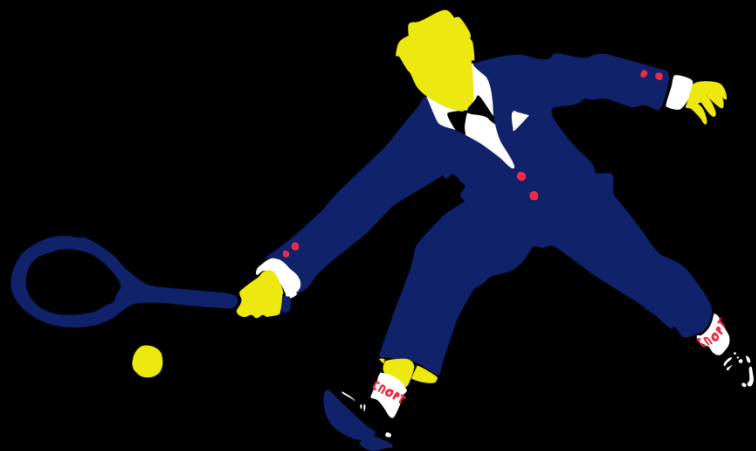
131 players from 34 countries participated in the Tournament in 2016

The top seeded Men's players
(ATP Rankings as of October 10)

-  Roberto Bautista Agut (Spain, #19)
-  Albert Ramos-Vinolas (Spain, #27)
-  Philipp Kohlschreiber (Germany, #30)
-  Viktor Troicki (Serbia, #31)
-  Pablo Carreno Busta (Spain, #35)
-  Paolo Lorenzi (Italy, #37)
-  Andrey Kuznetsov (Russia, #42)

The top seeded Women's players
(WTA Rankings as of October 10)

-  Svetlana Kuznetsova (Russia, #8)
-  Carla Suarez Navarro (Spain, #12)
-  Elina Svitolina (Ukraine, #15)
-  Elena Vesnina (Russia, #19)
-  Barbora Strycova (Czech Republic, #20)
-  Anastasia Pavlyuchenkova (Russia, #21)
-  Daria Kasatkina (Russia, #24)
-  Timea Babos (Hungary, #26)



USD 1 551 433 – 2016 total Tournament prize money, including:



USD 758 788 – women's Tournament WTA Premier 700



USD 792 645 – men's Tournament ATP World Tour 250

2016 WINNERS AND RUNNERS-UP

05

Women's Singles:

S. Kuznetsova (RUS) /
D. Gavrilova (AUS)



Men's Singles:

P. Carreno Busta (ESP) /
F. Fognini (ITA)



Women's Doubles:

A. Hlavackova & L. Hradecka (CZE) /
D. Kasatkina (RUS) & D. Gavrilova (AUS)



Men's Doubles:

J. Cabal & R. Farah (COL) /
J. Knowle & J. Melzer (AUT)



HONOURED GUESTS

06



Dmitry Medvedev



Thomas Bach



Valentina Matvienko



Naina Yeltsina

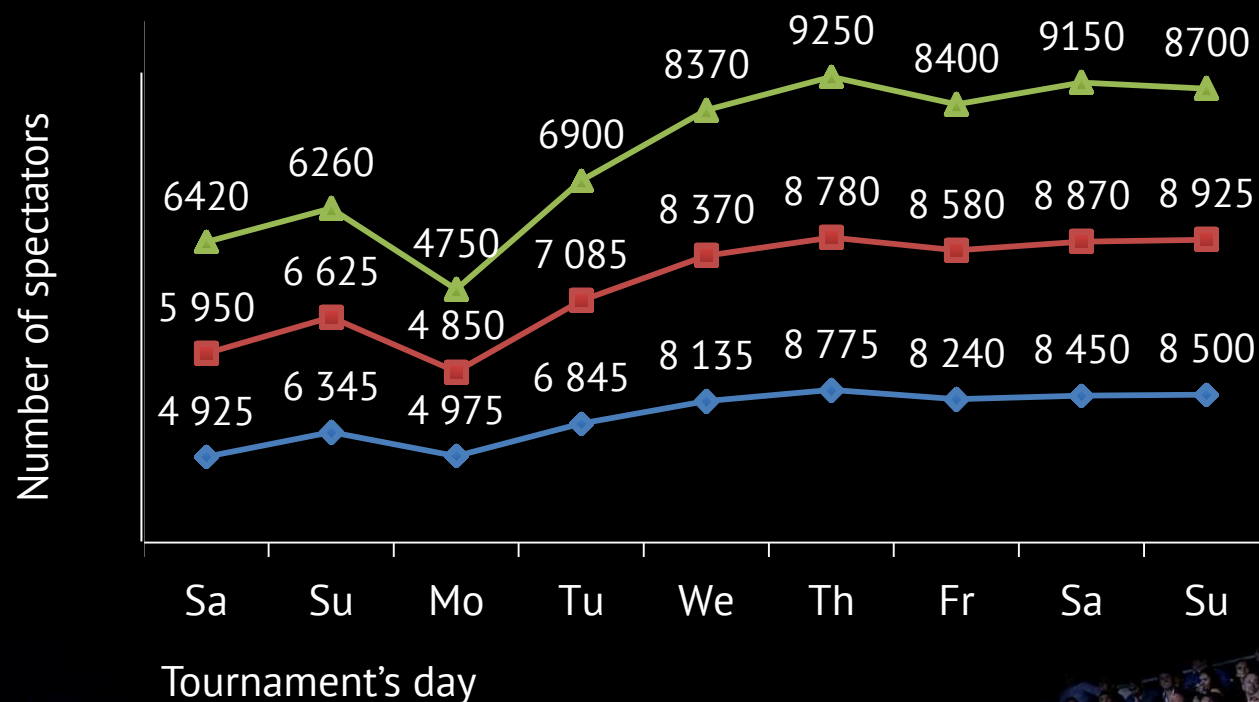


Bjorn Borg



ATTENDANCE GROWTH

07



2016 – 68 200 spectators

2015 – 68 035 spectators

2014 – 65 190 spectators



UNIQUE LIGHT SHOW

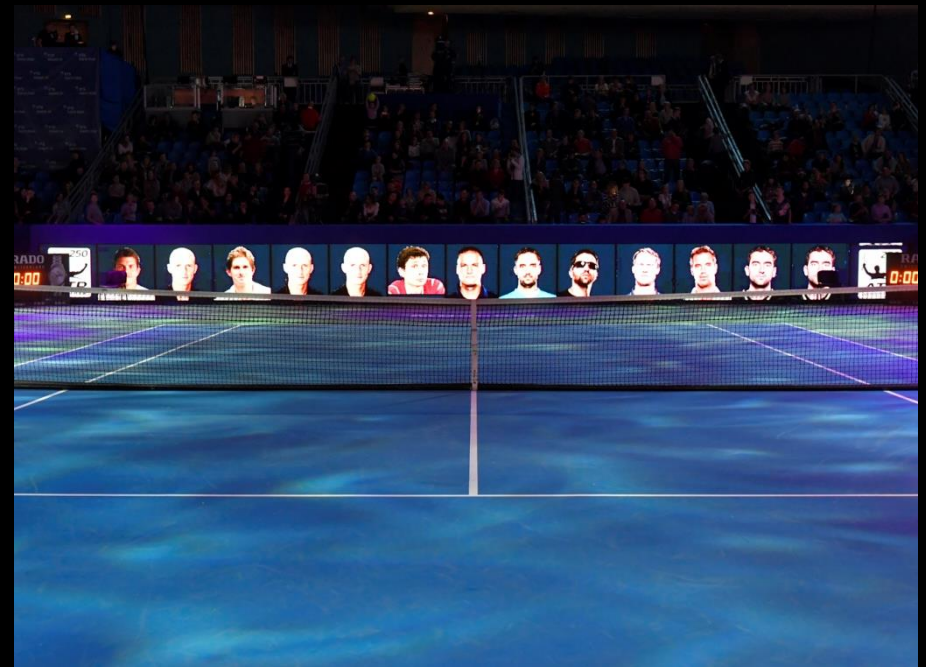
08

Special light system,
inimitable light show during final days,
magnificent show accompanies the players as they make their way onto the Centre court
– this all capture the public's imagination

Players' entrance



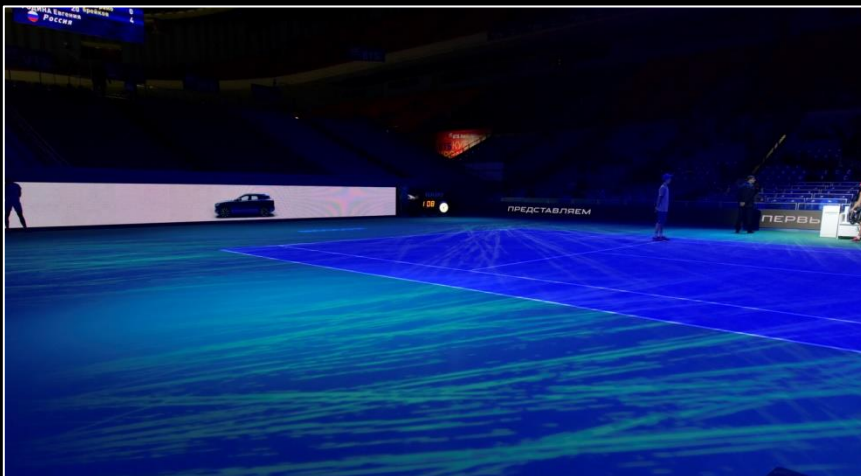
Show during final days



GOLDEN OPPORTUNITIES

09

Partners' video adverts on the baseline and sideline boards – unrepeatable opportunities of the Centre court LED ribbon boards and stage lighting at the Tournament



TV COVERAGE

10

1 902 h 3 min 13 sec – total broadcast hours on Russian and International TV channels in 2016, including:

- 76 h 38 min 48 sec – on Russian TV channel “MATCH!GAME”
- 1 825 h 24 min 25 sec – on International TV channels

72 058 983 homes – total potential reach



TV coverage in Russia

11

76 h 3 min 13 sec – total broadcast hours on Russian TV channel “MATCH!GAME”



Live matches streaming on website

86 555 unique visitors watched the matches on the Tournament official website www.kremlincup.ru.



Men's tournament on international TV channels

12

334 h 45 min – total broadcast hours

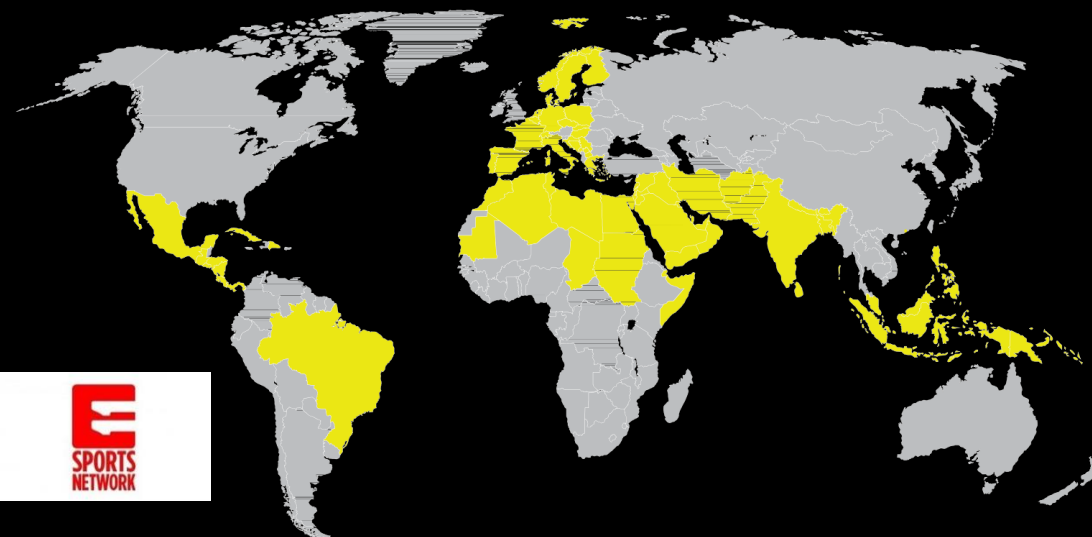
65 602 500 – total potential reach (homes)

115 – total number of territories



Audience by Region

Territory	Potential reach (homes)
Americas	13 776 000
Europe	48 555 000
Africa & Middle East	2 185 500
Asia-Pacific	1 086 000
Total	65 602 500



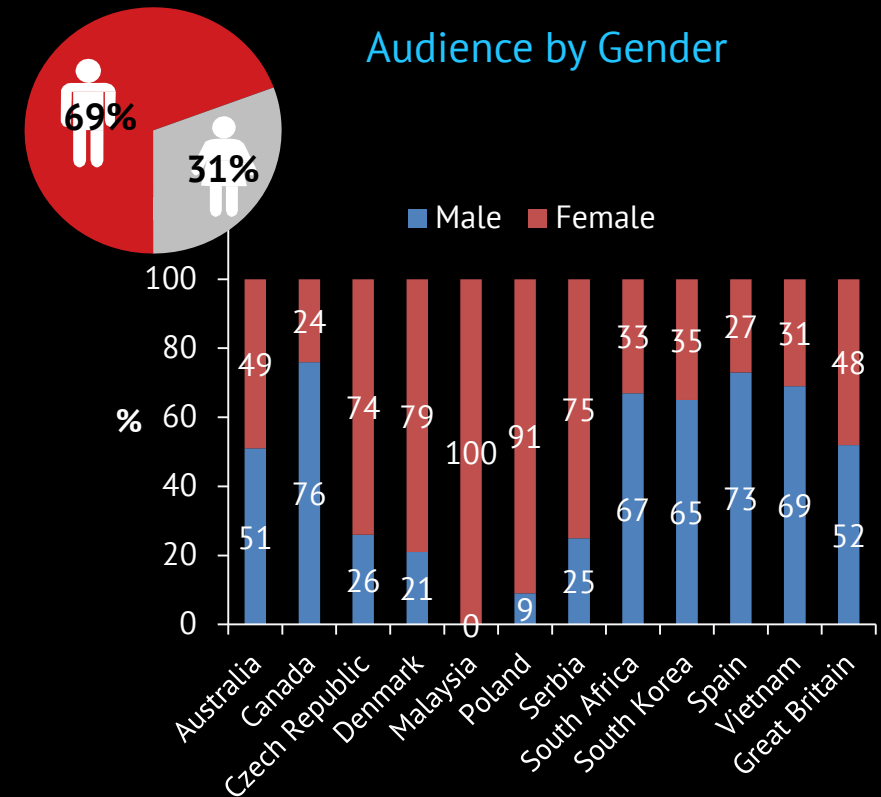
Women's tournament on international TV channels

13

1 490 h 39 min 25 sec – total broadcast hours
 6 115 242 m – total audience, homes
 149 – number of broadcast markets

Audience & Broadcast hours by Region

Continent	Audience, homes	Broadcast hours (hh:mm:ss)
Africa & Middle East	122 538	50:51:49
Asia Pacific	560 823	173:02:59
Central & South America	205 258	62:00:00
Europe	3 329 042	981:52:41
North America	454 800	39:00:00
Post Tournament	109 908	182:18:36
Digital	1 332 908	1:33:20
Total	6 115 242	1490:39:25



TV news exposure

5 h 42 min 43 sec – total duration of TV News broadcast
 1.4 bn – total household reach
 542 – total number of news broadcasts

VIDEO ADVERTS ON TV AND IN CINEMAS

14

17 h 19 min – total broadcast hours of the Tournament video adverts on TV channels and in cinemas



Duration of broadcasting by place:

- TV channel "MATCH!" – 7 min 15 sec
- TV channel "Moskva 24" – 9 min 30 sec
- TV channel "Moskva Doverie" – 6 min 45 sec
- TV channel "World Fashion Channel" – 1 h 13 min 30 sec
- TV centre "Ostankino" – 6 h 36 min
- cinema "Luxor" – 9 h 6 min



OUTDOOR ADVERTISING

15

- 77 outdoor advertising banners
- 200 audio adverts in the Moscow Metro

Media plan in 2016

Type of advertising	Quantity, pcs.
Poster (size 1,75x1,8 m)	17
City-format (size 1,2x1,8 m)	38
Big size (size 15x5 m)	2
City-board (size 3,7x2,7 m)	8
Billboard (size 6x3 m)	8
Banner (size 30x2,7 m) under the south entrance of the Olympic Stadium	1
Banner (size 15x8 m) under the entrance #1 of the Olympic Stadium	1
Banner (size 15x8 m) under the entrance #4 of the Olympic Stadium	1
Audio advert close to the Olympic Stadium booking office	1
Audio advert in the Moscow Metro	200



RADIO AND PRINT MASS MEDIA ADVERTISING

16

150 audio adverts on the radio “Silver Rain”

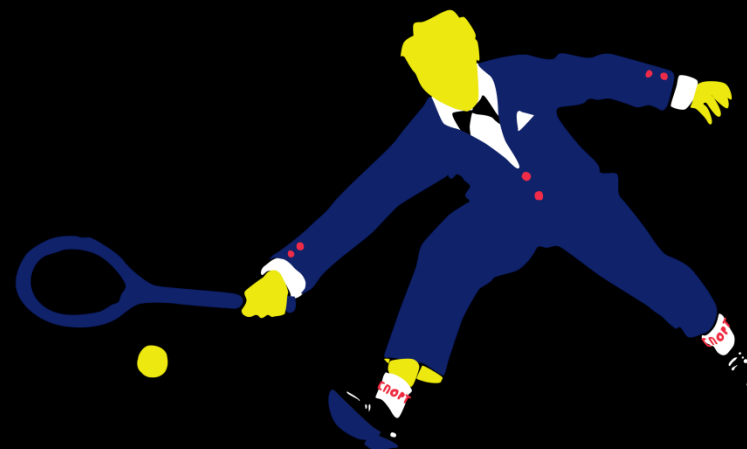
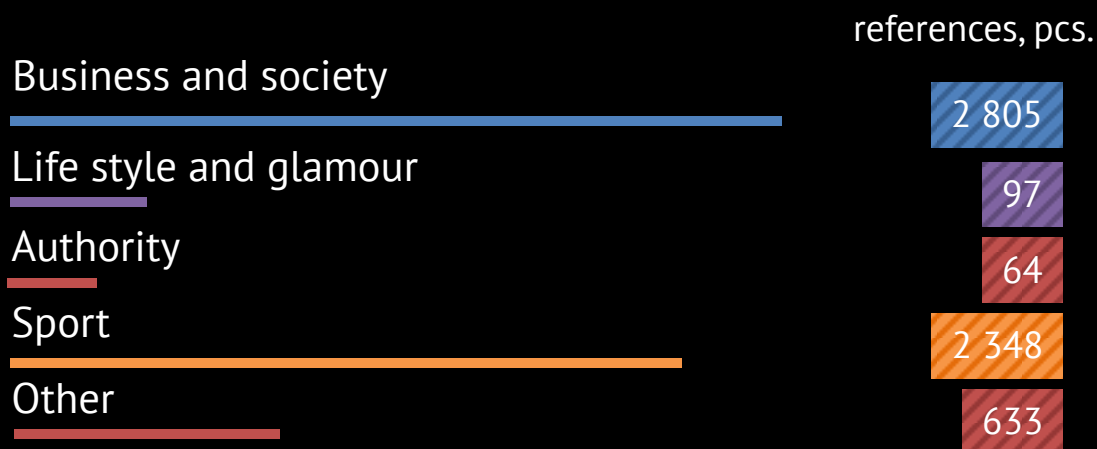
30 seconds Tournament audio adverts were broadcasted on the radio station from September 12, 2016 till October 14, 2016.
1h 15 min – total broadcast hours.

26 full-colour page with Tournament advertisement in print mass media

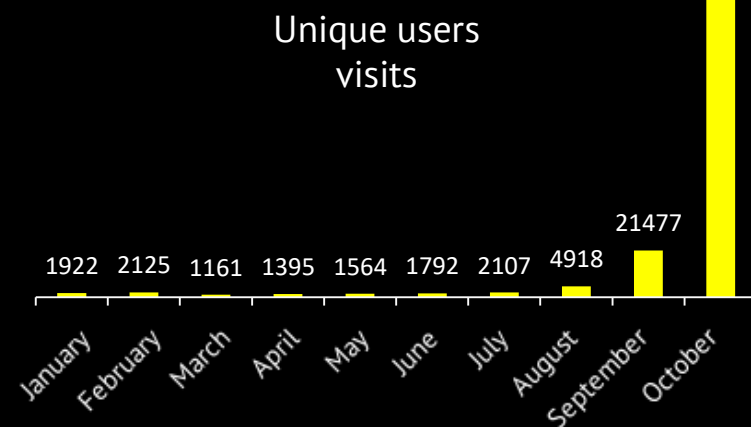
Tournament advert pages were placed in the following editions:
Bolshoi Sport, BOSS, OK!, Robb Report Russian edition, Russian pioneer, Sport-Express, CityMagazine, Junior Tennis, Tennis Weekend, Yacht Russia, Millionaire, etc.



5 947 Tournament references on the websites of the mass media from August 15, 2016 till November 15, 2016



Official Tournament website www.kremlincup.ru was visited by more than 250 000 unique Internet users from January 2016 till October 2016.



Advertising campaign was organized on the following websites:


bolshoisport.ru, championat.com, dni.ru, fashiontime.ru, finam.ru, gotennis.ru, juniortennis.ru, mos-holidays.ru, snob.ru, sport-express.ru, the-challenger.ru, 2do2go.ru, etc.

“Kommersant”

Коммерсант.ru
СТРАНА | МИР | ЭКОНОМИКА | БИЗНЕС | ФИНАНСЫ | НЕДВИЖИМОСТЬ | КУЛЬТУРА | СПОРТ | HI-TECH | АВТО | LIFESTYLE

кратко подробно

«Интересы наших игроков для нас важнее приглашения Рафаэля Надаля»
Шамиль Тарпищев о достижениях и проблемах российского тенниса



Владимир Путин одобрил ускоренное наказание за необоснованное предпринимательство

Националист Александр Панин получил 42,5 тысяч по карго в ЕСН

Суд изложил с Минфина более 200 тысяч рублей в пользу искусствознателя Елены Баснер

В Стамбуле под прицелом Босфор открылся автомобильный тоннель «Босфор»

В аэропорту Анкары проходит церемония прощания с убитым послом России

Суд подтверждает насилие ФНС на Олимпиаде в 500 тысяч рублей

Минэко Санта-Доминго готовится к IPO

Дмитрий Медведев: рейтинг доверия россиян к Путину вырос

Новогодняя ночь у телевизора – это...


опрос

— В этом году у турнира изменился титульный спонсор. Банк Москвы, который пребывал в этом качестве с 2012 по 2015 год, сменил ВТБ. Насколько это принципиально?

Коммерсант.ru ОГОНОК
СТРАНА | МИР | ЭКОНОМИКА | БИЗНЕС | ФИНАНСЫ | НЕДВИЖИМОСТЬ | КУЛЬТУРА | СПОРТ | HI-TECH | АВТО | LIFESTYLE

кратко подробно

«Мы сами виноваты во многих вещах»
Шамиль Тарпищев — о последних «доминирующей» буре и о Кубке Кремля, который открывается в Москве на этой неделе. Беседовал Александр Белав



Медиа-компания «Игра России» Владимира Доготова

Госдума приняла закон о единовременной выплате пенсионерам 5 тысяч рублей

В Португалии протесты против Дональда Трампа переросли в беспорядки

Morgan Stanley: вероятность сдвига в России при Дональде Трампе составляет 35%

Владимир Путин сообщил о стабилизации ситуации в экономике России

КС Карелии подтвердил законность отмены выборов мэра Петрозаводска

Дмитрий Медведев: Россия надеется на содействие США в окончании конфликта в Гвинеи

ФСИН: Уильям Дадли отказался пройти проверку на полиграфе

ОПЕК продолжает повышение добычи нефти в России до 11,05 млн баррелей в сутки

«Терки» сообщили об урегулировании конфликта с конструктором «Матч ТВ»

Последний год запомнился необычайным количеством разбирательств, связанных с российским спортом. Какие из них вы бы назвали самым серьезным?

Самым неприятным был допинговый скандал: наш спорт от него лихорадит в течение всего года. Прием лихорадит не только спортивную общественность,

“1st channel”

ПЕРВЫЙ КАНАЛ 17:37 вторник, 20 декабря 2016 Москва

ПРЯМОЙ ЭФИР НОВОСТИ ТЕЛЕПРОЕКТЫ ФИЛЬМЫ И СЕРИАЛЫ ДОККИНО ТЕЛ


НОВОСТИ
ВЫПУСКИ ВСЕ НОВОСТИ

Все новости Политика Экономика Общество В мире Криминал Технологии

Погода Москва

© 22 октября 2016, 12:12

Российская теннисистка Светлана Кузнецова вышла в финал Кубка Кремля




“HELLO!”

HELLO!

Все галереи Вернуться в начало

Гости вечеринки по случаю открытия Кубка Кремля по теннису: Светлана Бондарчук, Алина Белова, гости вечеринки, Евгения Попова и Лидия Леонюк



2/21

Фото: Архивы пресс-служб

Facebook VKontakte Twitter Google Plus


“Spletnik”

SPLETNIK ХРОНИКА МОДА КРАСОТА КИНО БЛОГИ СВЕТСКАЯ ХРОНИКА

СВЕДСКАЯ ЖИЗНЬ

Леся Кафельникова, Светлана Бондарчук и другие гости на вечеринке теннисного турнира "Кубок Кремля"

Айна Прэстон 17 октября 2016, 10:34 - 26214



Светлана Бондарчук, Шамиль Тарпищев с женой Юлией и Лидия Леонюк

“People talk”


PEOPLETALK

Главная Новости Живые люди Мода Красота Развлечения Свetskaya Хроника Еда

СВЕДСКАЯ ХРОНИКА

Кафельникова, Бондарчук, Миссия Ри вечеринке по случаю открытия «Кубка Кремля»

КАФЕЛЬНИКОВА, БОНДАРЧУК, МИССИЯ РИ ВЕЧЕРИНКЕ ПО СЛУЧАЮ ОТКРЫТИЯ «КУБКА КРЕМЛЯ»

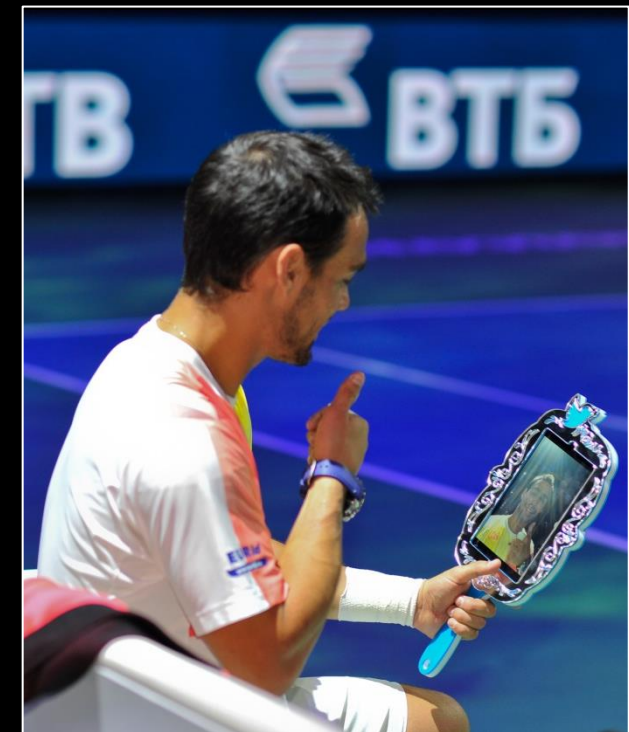


SOCIAL MEDIA

19



- was used [Twitter Mirror](#) at sports events. Players took “selfies” by tapping the screen after the match on court. The photo is sent out to the social networks



STADIUM CAPABILITIES

20

The Tournament is held in the sports complex “Olympic Stadium” in Moscow over the past 27 years.

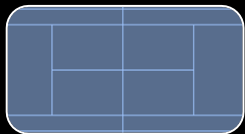
Size of the Tournament arena – 126 x 90 m

Ceiling height – 24 m



VIP AREA

21



7 courts,
including
3 practice courts



14 000 seating
capacity on all
tribunes



3 restaurants
(players' lounge,
VIP hospitality area,
commercial restaurant)



23 partners'
booths



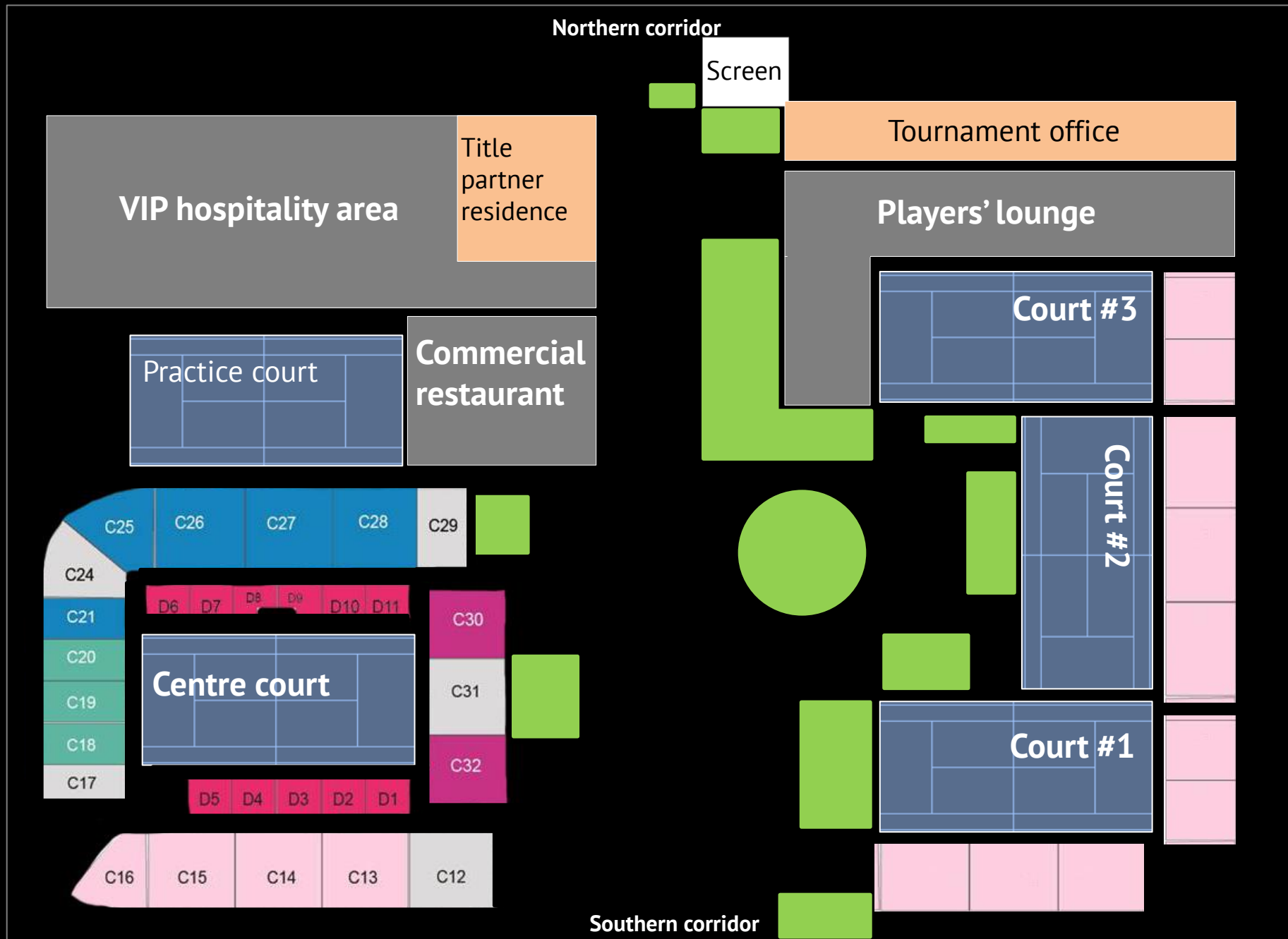
Approximately
300 spotlights
illuminate the
VIP area



Arena layout

22

■ – Partners' booths



ENTERTAINMENT AND FOOD COURT

23

A variety of activities for children and adults:

- mini tennis court
- smash corner
- table hockey and soccer
- ping pong
- and others

Cafes in the public area



ON SITE ADVERTISING

24

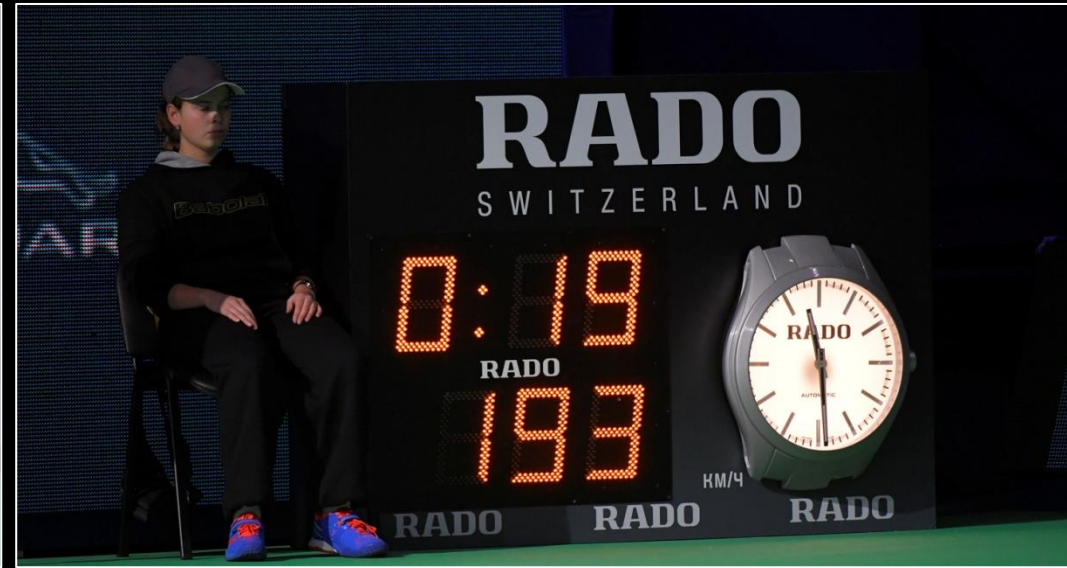
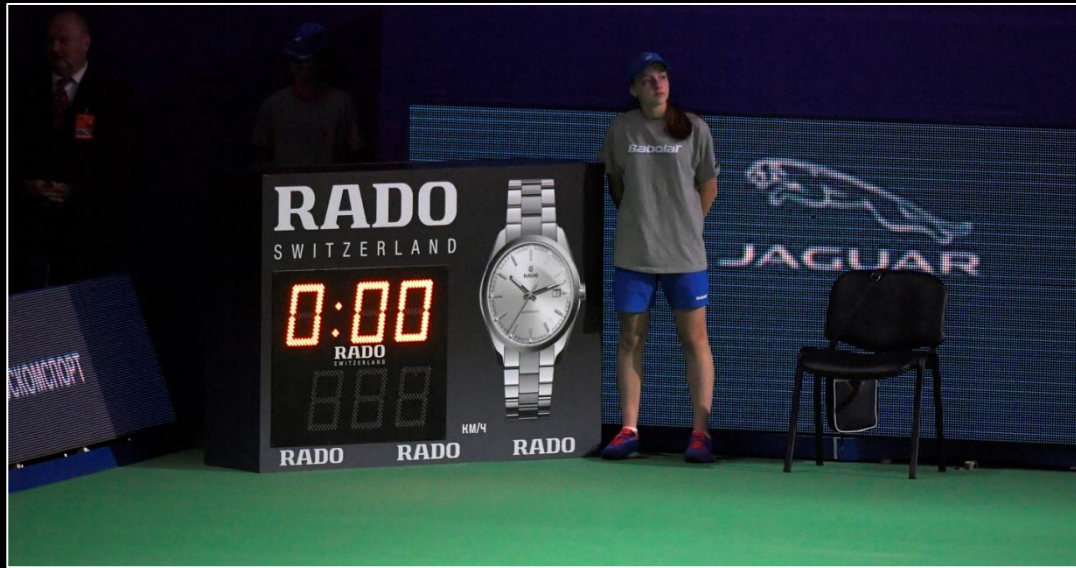


- Car display on the Centre court



- Branded players' benches and towel racks

- Speed serve and match time displays



- Logos on the line umpires and ball kids clothing



- Logos on side-court and end-court banners



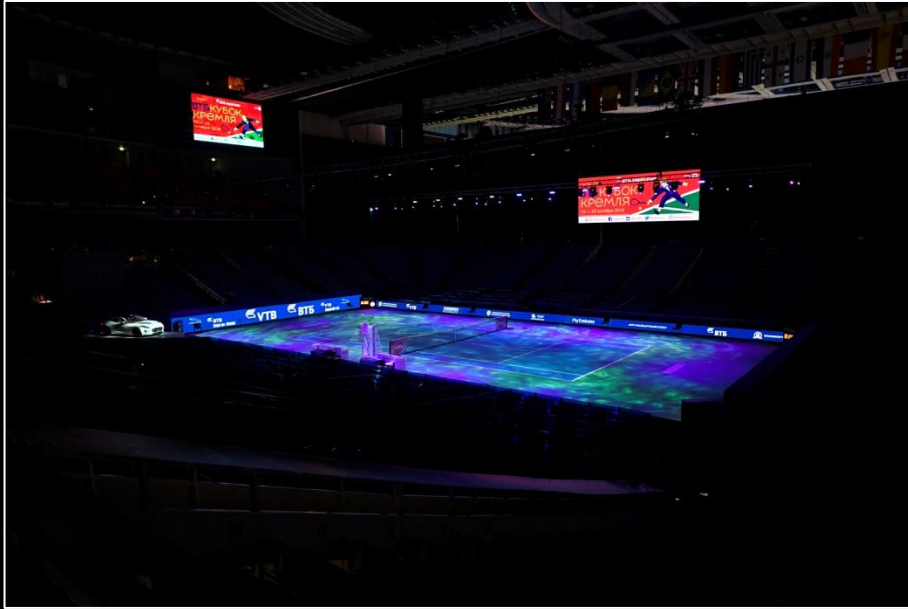
- Video adverts on the ribbon boards of the Centre court



- Logos on the top tier at the Centre court



- Video adverts and partners' logos on the big screens at the Centre court, on the big screen in the VIP area and on the internal TV network at the Olympic Stadium



Screens at the Centre court:

1. Digital screen – 9x5 m (along the baseline of the court)
2. LED screen above tribunes C30-C32 – 6x4 m (above the baseline of the court)
3. LED screen above tribunes C25-C28 – 13x5 m (above the sideline of the court)



Internal TV network



Big screen in the VIP area

- Logos on the backdrops



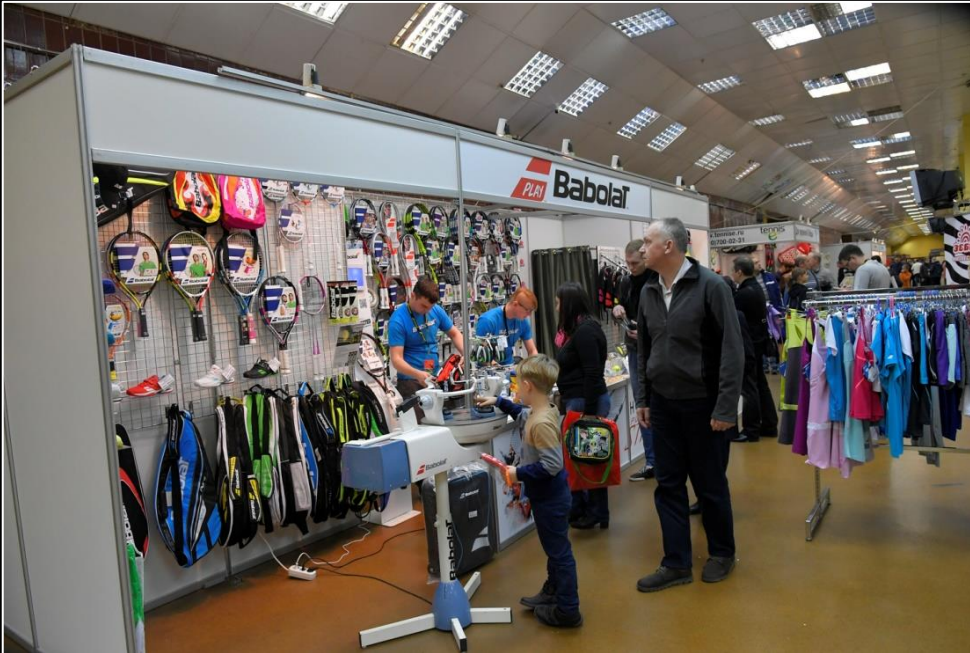
- Logos in the VIP area at the backside of tribunes C30-C32



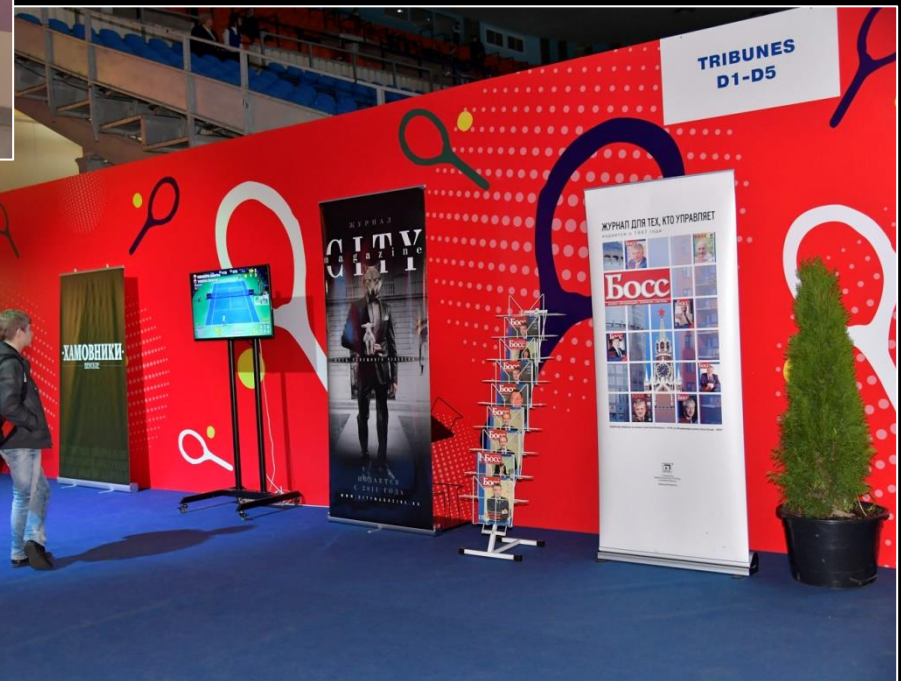
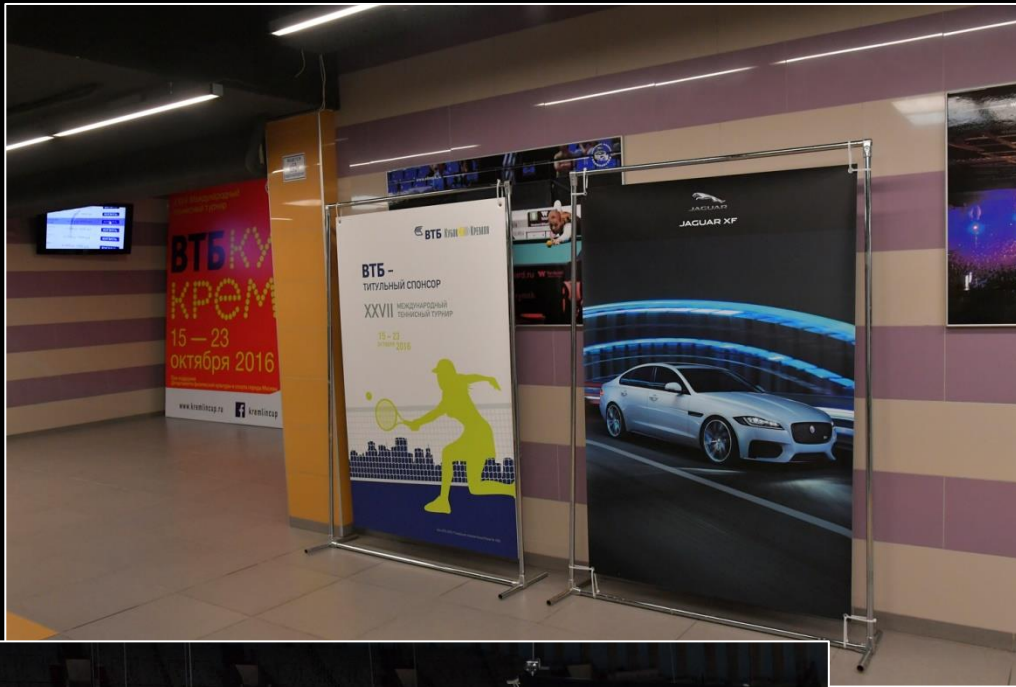
- Display booths and showcases in the VIP area



- Display booths in the public area



- Posters and roll-ups at the territory of the Olympic Stadium



ACTIVITIES FOR PARTNERS

34

A coin toss on the Centre court before the match

PRO/AM tournaments for partners and their clients

Kids Clinics for partners and their clients

Fans' wishes for players on the tennis balls



Under active social programme of the Tournament, tickets to the matches were given to:

- children from the charity fund of the Centre Federal district together with VTB bank “Support to children and families in difficult life situations”
- children from the charity fund “T-shirts gives a life”
- public and sports schools
- sports clubs
- public and sports organizations
- owners of “Muscovite’s social card” and bank cards issued by “VTB”, “Pochta bank”, “Bank of Moscow”



SPECIAL EVENTS

36

Press conference

October 6, 2016, "Cabinet Lounge"



Draw Ceremony

October 15, 2016, "Olympic Stadium"



Players' Party

October 16, 2016, "Duran Bar"



Closing party

October 23, 2016, bar&restaurant "Luch"



Boris Yeltsin Foundation Award Ceremony

37

14 tennis players under
17 years old were awarded by
Boris Yeltsin Foundation on the
Centre court in 2016



Kids' clinic

Over 36 young players from 8 to 10
years old participated in the
master class at the
Olympic Stadium on
October 22, 2016

ACTIVITIES INVOLVING PLAYERS

38

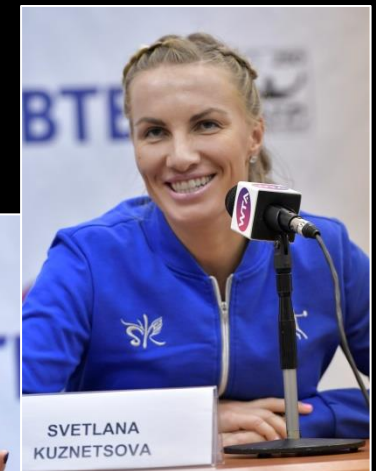
Players' autograph sessions

S. Kuznetsova, A. Cornet, K. Khachanov, F. Fognini, A. Rublev, R. Bautista Agut and other players had autograph sessions at the partners' booths



All Access Hour

Carla Suarez Navarro (Spain), Svetlana Kuznetsova (Russia), Elina Svitolina (Ukraine) met the press at All Access Hour



2016 PARTNERS

39

Спасибо! Thanks!

«ВТБ Кубок Кремля» – 2016 благодарит за поддержку спонсоров и партнеров
«VTB Kremlin Cup» – 2016 would like to acknowledge the support of the following sponsors and partners

Титульный спонсор



Турнир проводится при поддержке Министерства спорта Российской Федерации
и Департамента физической культуры и спорта города Москвы



CONTACTS

CJSC “Kremlin Cup”

16/1 Olimpiyskiy Prospekt

Tel.: + 7 (495) 956 33 60

E-mail: kremlincup@russport.ru

www.kremlincup.ru

