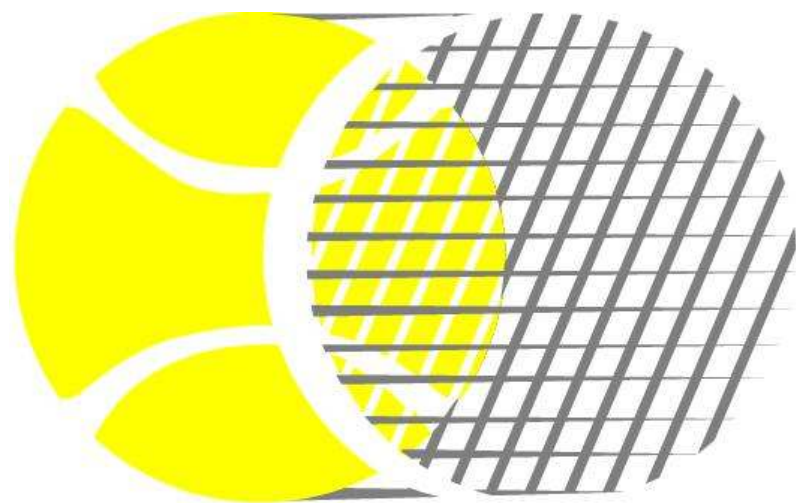


# **XIX International Tennis Tournament**



**KREMLIN CUP**

**October 4 - 12, 2008**

[www.kremlincup.ru](http://www.kremlincup.ru)

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# 1. Kremlin Cup History

Kremlin Cup was founded and is being held as the biggest annual International Sport Event in Russia and the National Forum of Russian Tennis Federation.

**1990** – organization of ATP Event with USD 300 000 prize money, the 1<sup>st</sup> in the history of Russia

**1996** – women's Moscow Ladies Open Tournament was given a name of Kremlin Cup with USD 400 000 prize money

**2000** – the indoor combined Men and Women Event with total USD 2 080 000 prize money was carried out in Moscow for the first time in the history of world professional tennis

# □ Kremlin Cup – Keeps Up with the Time!



# 1.1. Kremlin Cup Participants and Winners

- ❑ Players from over **50 countries** participated in the Tournament for the last 18 years.
- ❑ **Yevgeny Kafelnikov** kept becoming the Tournament Singles Winner five times in a row (1997-2001), having established the ATP record.
- ❑ In 2003 **Anastasia Myskina** became the first Russian Singles Winner of Kremlin Cup. In 2004 she was both Singles and Doubles Winner.



# ☐ Men's Singles Winners in 1990 – 2007



1990-1991  
**Andrei Cherkasov**



1995  
**Carl-Uwe Steeb**



2003  
**Taylor Dent**



1992-1993  
**Mark Rosset**



1996  
**Goran Ivanisevic**



2004, 2006, 2007  
**Nikolay Davydenko**



1994  
**Alexander Volkov**



1997-2001  
**Yevgeny Kafelnikov**



2005  
**Igor Andreev**



2002  
**Paul-Henry Mathieu**

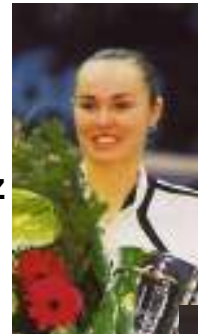
# □ Ladies' Singles Winners in 1989 – 2007



1989  
**Grathan Magers**



1996  
**Conchita Martinez**



2000  
**Martina Hingis**



2007  
**Elena Dementieva**



1990  
**Leila Meskhi**



1997  
**Jana Novotna**



2001  
**Jelena Dokic**



1991  
**Larisa Savchenko**



1998, 2005  
**Mary Pierce**



2003 – 2004  
**Anastasia Myskina**



1994, 1995, 2002  
**Magdalena Maleeva**



1999  
**Nathalie Tauziat**



2006  
**Anna Chakvetadze**

# ❑ Kremlin Cup 2007 Winners and Finalists

1. Kremlin Cup History  
continued

## Men's Singles

**Winner** – Nikolay Davydenko (Russia) **Finalist** – Paul-Henry Mathieu (France)



## Ladies' Singles

**Winner** – Elena Dementieva (Russia) **Finalist** – Serena Williams (USA)





## Ladies' Doubles Winners

**Cara Black** (Zimbabwe) / **Liesel Huber** (USA)

## Finalists

Victoria Azarenka (Belarus) / Tatiana Poutchek (Belarus)



## Men's Doubles Winners

**Marat Safin** (Russia) / **Dmitry Tursunov** (Russia)

## Finalists

Tomas Cibulec (Czech Republic) / Lovro Zovko (Croatia)



## 1.2 Tournament participants – Grand Slam winners

- ❑ Kremlin Cup-2002 Men's  
Doubles winner - **Roger Federer**



- ❑ **Maria Sharapova**  
participated in Kremlin Cup  
in 2005-2007



- ❑ **Svetlana Kuznetsova**  
has been participating in  
Kremlin Cup since 2003

- ❑ Kremlin Cup-2006 Men's  
Singles finalist **Marat Safin**



## 2. Kremlin Cup Today



- ❑ **Men's Tournament** – International Series of ATP Calendar
- ❑ **Prize Money:** USD 1 098 000



- ❑ **Ladies' Tournament** – Tier I of Sony Ericsson WTA Tour Calendar
- ❑ **Prize Money:** USD 1 340 000

- ❑ **Total prize money:** USD 2 438 000

□ Every year the President of the Russian Federation **Vladimir Putin** addresses his welcome message to participants and guests of Kremlin Cup



□ Reconstruction of tribunes layout of the Center Court was held in 2005. Tribunes were moved close to base and side court lines resulting in essential increase of number of seats with comfortable view.



2004



2005

- ❑ In 2006 Center Court colors were changed. Tournament matches were played on new RuKortPro surface (players' field became red and green)
- ❑ In 2007 tournament matches were played on **new RuKortHard surface**



2005



2007

- ❑ In 2006 “Hawk Eye” system (definition of ball hit) was used for the first time in Europe. The successful experience was continued in 2007.

# 3. Tournament Organizational Structure

The Head of Organizing Committee  
is the Mayor of Moscow  
**Yuriy Luzhkov**



## □ Tournament Management

- **Shamil Tarpischev**  
Chairman of Board of Directors  
President of Russian Tennis Federation
- **Sergey Leonyuk**  
ATP Tournament Director
- **Aleksei Selivanenko**  
Sony Ericsson WTA Tour Tournament Director
- **Igor Tikhonko**  
Executive Director





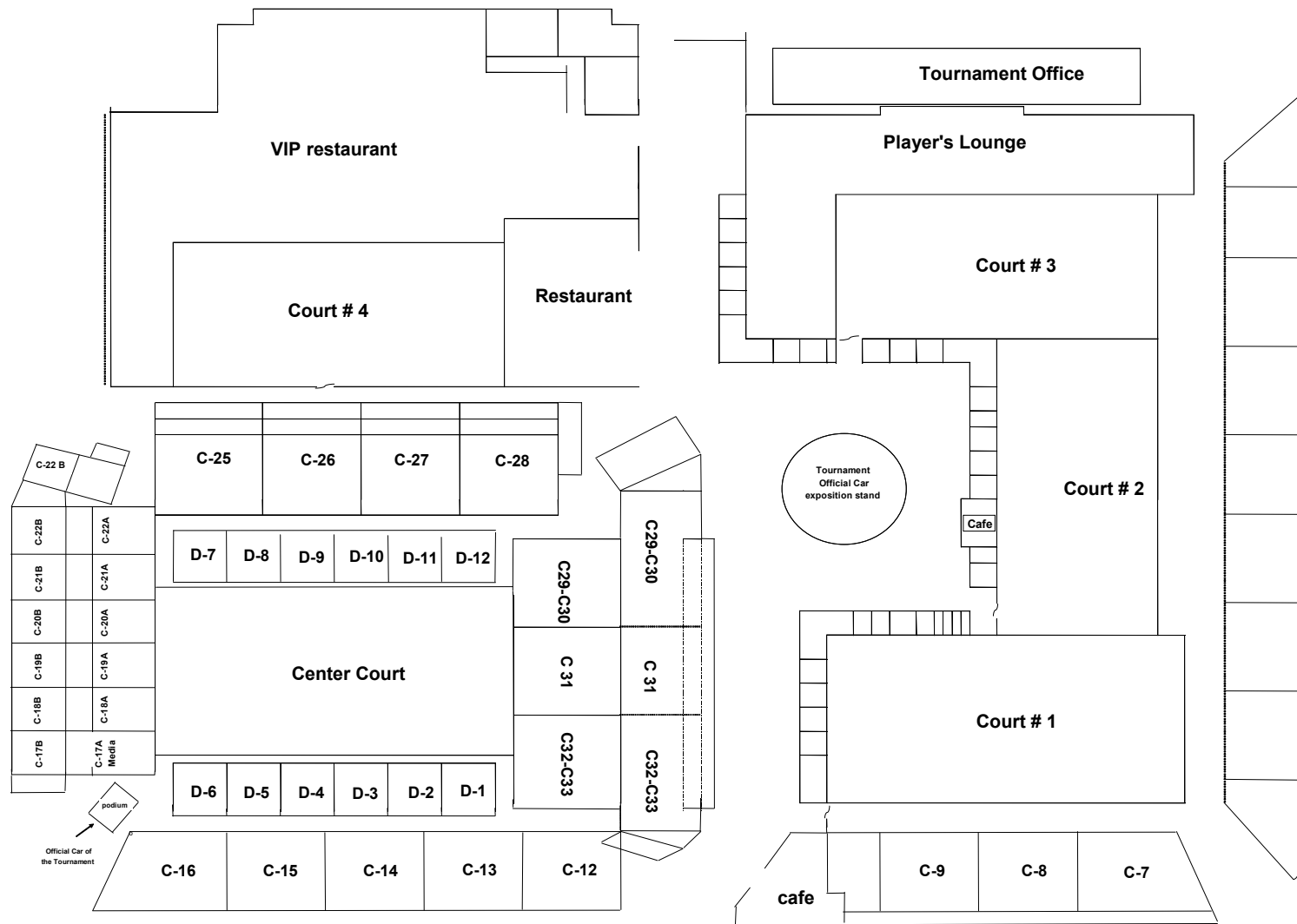
## 4. Venue

- Olympic Stadium is one of the biggest indoor arenas in Europe



- Total number of spectators seats on 4 match courts is **19 072**, including Center Court 12 000 seats, Court #1 – 5 521 seats, Court #2 – 970 seats, Court #3 – 581 seats.

□ 7 courts are installed at Olympic Stadium, including 5 courts at the arena and 2 courts in practice halls



## VIP area

4. Venue  
continued

❑ VIP area is located at the Stadium arena

In the VIP area you can find:

- Partners' display booths
- showcases of the Tournament Partners
- VIP Restaurant
- commercial restaurant
- cafes
- players' lounge and recreation area
- courts



## Spectators area

❑ Spectators area is located in the halls of the 2<sup>nd</sup> and 3<sup>rd</sup> floors of Olympic Stadium.

In spectators area you can find Tournament Partners' display booths, cafes.



## 5. Tickets and Tournament Attendance

- ❑ Total Tournament attendance in 2007 was over **60 000 spectators**
- ❑ VIP, Premium and Spectator tickets for matches and VIP Hospitality invitations are available for booking all around the year at the official Tournament site: [www.kremlincup.ru](http://www.kremlincup.ru), and at the Tournament office located at the following address: **Kremlin Cup Office, second floor, South Service Entrance of Olympic Stadium, 16, Olympiyskiy Prospect, Moscow.**
- ❑ Purchasing of tickets with delivery is available at [www.kremlincup.ru](http://www.kremlincup.ru)
- ❑ Information on tickets was available 24 hours a day at the information service: **(495) 105 – 77 – 77**

## 5.1. Center Court Tribune Layout



VIP A, VIP and Premium tickets allow to access to the VIP area at the arena of the Olympic Stadium

■ - VIP A ■ - VIP ■ - Premium

Regular tickets (without access to the VIP area at the arena of the Olympic Stadium)

■ - 1 category ■ - 2 category ■ - 3 category ■ - 4 category

■ - reserved seats

## 5.2. VIP Hospitality

- ❑ VIP Hospitality invitation guarantees a reserved place at the VIP Hospitality area during one day of the Tournament.
- ❑ If a Company books 4 or more hospitality invitations, it will be provided with the reserved branded tables.
- ❑ Service style: buffet, alcohol and soft drinks included, with waiter service.



# 6. Placement of the Advertisings at the Arena of the Olympic Stadium



Branded ballboys' cushions



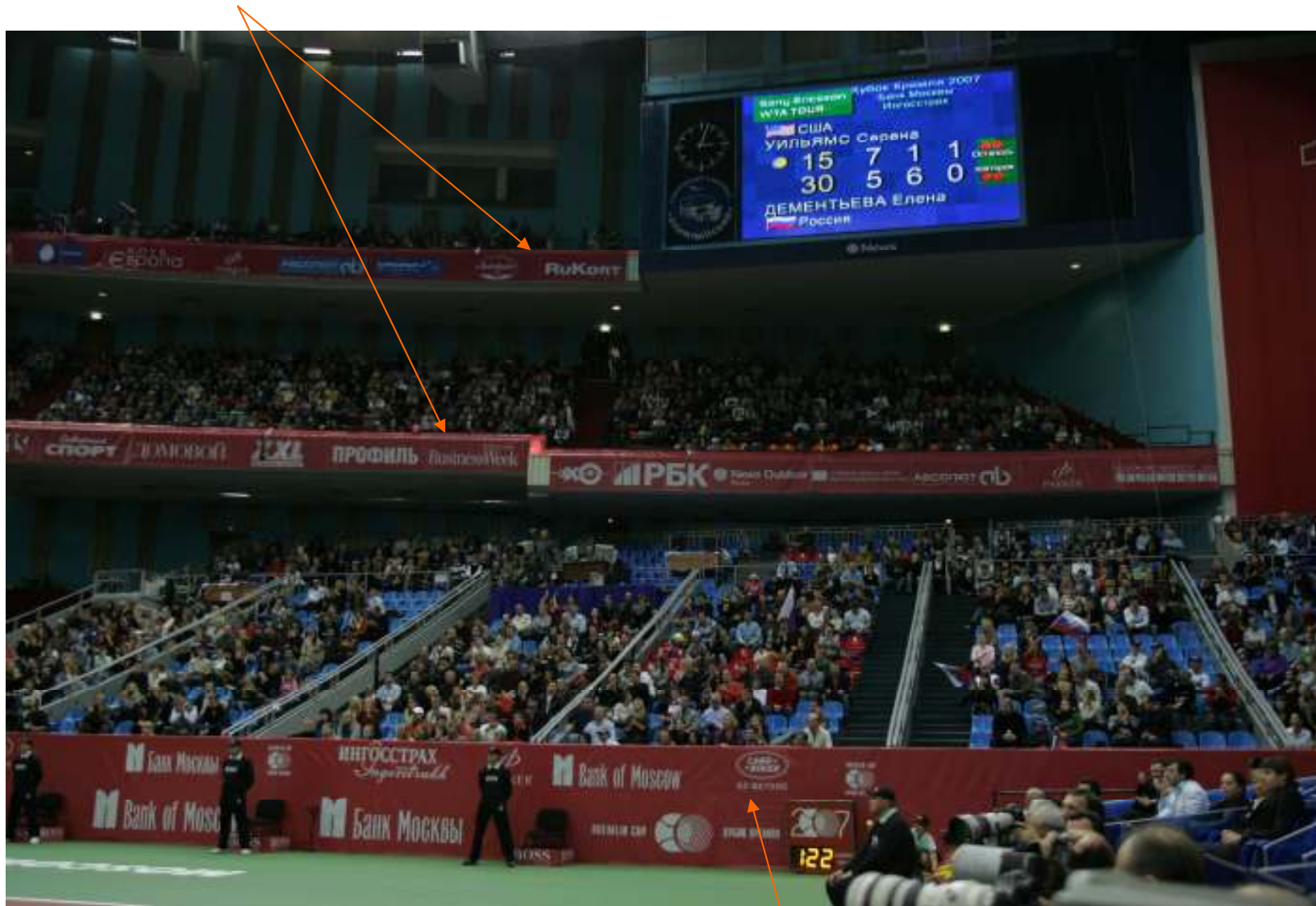
Logo on the fridge



Logo on the net judge chair

6. Placement of the Advertisings at the Arena of the Olympic Stadium continued

Banners on the tribunes



Partners' logos on end court banners



6. Placement of the Advertisings at the Arena of the Olympic Stadium continued



Car on the podium in the corner at the Center Court

Partners' logos on side court banners

6. Placement of the Advertisings at the Arena of the Olympic Stadium  
continued



Logo on the Umpire's Chair

Logo on the speed serve display



6. Placement of the Advertisings at the Arena of the Olympic Stadium continued



Logo on the uniform of line umpires and ballboys

Advertising spots and display of the Tournament Partners on the scoreboards at the Center Court





Logo of the Title Partners at the Center Court banners

## Display booths at the VIP area



## Showcases





Posters in the halls of Olympic Stadium



Car display at the VIP area



# 7. Tournament Advertising Campaign and Media Coverage

## 7.1. Television

- Total Tournament broadcasting time on Russian and International TV channels in 2007 was over 230 hours
- In 2007 as a year before Tournament TV audience had an opportunity to watch all **Center Court** and **Court #1** matches owing to the broadcast of “**Sport**” and “**NTV+**” TV channels.

### Russian Public Federal Sport Channel



Broadcasting area: Russia

Broadcasting time: over 50 hours

Broadcasting period: 08 – 15<sup>th</sup> of October 2007

Number of broadcasts: 41

Live broadcasts – 22, delayed broadcasts – 8, repeats – 11

Number of announcements: 140 (duration of spot - 30 sec.)

Announcing period: 24.09.-14.10.2007

### Planet Sport



Broadcasting area: USA, Europe and CIS countries

Broadcasting time: over 50 hours

Broadcasting period: 08 – 15<sup>th</sup> of October 2007

Number of broadcasts: 32

Live broadcasts – 10, delayed broadcasts – 5, repeats – 17

[www.kremlincup.ru](http://www.kremlincup.ru)



## **NTV+**

Broadcasting area: Western part of Russia, CIS countries, Eastern Europe

Broadcasting time: over 100 hours

Broadcasting period: 08 – 15<sup>th</sup> of October 2007

Number of broadcasts: 18

Live broadcasts – 7, delayed broadcasts – 7, repeats 4

**NTV+ Online** – 7 repeats



## **Eurosport**

Broadcasting area: 54 countries of the world

Broadcasting time: over 20 hours

Broadcasting period: 08 – 14<sup>th</sup> of October 2007

Number of broadcasts: 14

Live broadcasts – 13, repeats – 1



## **RBC TV**

Broadcasting area: Russia

Total time of advertising campaign: 27 min. 50 sec.

Number of advertising spots: 110 (duration of spot - 15 sec.)



In 2007 Kremlin Cup was covered in the news of all leading Russian TV channels including **First Channel, Channel Russia, NTV, TV Center, REN-TV, TV-Stolitsa, 7TV**

**U.Com News Service** group was working during the Tournament to make the coverage in the news of the leading International TV channels.

Matches of mens' and women' tournaments of Kremlin Cup-2007 were covered in the news of leading International TV channels, such as **CNN** (USA), **BBC** (Great Britain), **Euronews** (France), **ZDF** (Germany), **Galaxy Sport** (Czech Republic), **CCTV 9** (China), **Al Jazeera** (Iraq) and others.

## 7.2. Radio

- ❑ In 2007 Moscow radio stations, such as: **“Echo of Moscow”** (70 audio spots), **“Mayak” Radio** (80 audio spots), **«Arbat Radio»** (450 audio spots), **«Radio Sport»** (120 audio spots) provided informational support for the tournament. “Echo of Moscow”, “Radio Sport” and “Mayak” Radio has been promoting the forthcoming tournament and organized the tickets drawing for the matches in live.
- ❑ Informational spots (225 audio spots) were broadcasted in **Moscow underground** (126 stations).

## 7.3. Print Media

- ❑ Tournament advertising modules, interviews, reports were placed in different print media such as:  
newspapers – **“RBC Daily”**, **“Moskovskiy Sport”**, **“Sovietskiy Sport”**  
magazines - **“BOSS”**, **“BusinessWeek”**, **“Domovoy”**, **“Expert”**, **“HELLO!”**, **“Moscow Sports”** **“Profile”**, **“PROsport”**, **“RBC”**, **“Shape”**, **“Tennis & Business”**, **“Tennis+”**, **“XXL”**.



Kremlin Cup-2007 ad module

## 7.4. Internet

- ❑ Over **650 000 people** visited Kremlin Cup-2007 official internet site  
[www.kremlincup.ru](http://www.kremlincup.ru)
  
- ❑ Live broadcasting of all men and ladies singles and doubles matches was available via Internet at [www.comstar.ru/ru/kremlincup/](http://www.comstar.ru/ru/kremlincup/)
  
- ❑ Total number of Tournament banner advertising shows in 2007 at the following internet sites:  
[www.rbc.ru](http://www.rbc.ru), [www.sport.rbc.ru](http://www.sport.rbc.ru), [www.rbcnews.com](http://www.rbcnews.com), [www.tennis-russia.ru](http://www.tennis-russia.ru),  
[www.sovsport.ru](http://www.sovsport.ru), [www.sports.ru](http://www.sports.ru) came to **over 10 000 000** displays
  
- ❑ Mobile phone users were able to receive the information about the tournament (matches schedule and results) at [wap.kremlincup.ru](http://wap.kremlincup.ru)

## 7.5. Press-Center

7. Tournament Advertising Campaign and Media Coverage continued

- In 2007 **834** representatives of 125 Mass Media were accredited at the Tournament press-center including:
  - 14 news agencies
  - 24 daily publications
  - 22 weekly publications
  - 30 monthly publications
  - 10 radio stations
  - 21 internet sites
  - 15 TV companies



Maria Sharapova



Serena Williams



Anna Chakvetadze



Marat Safin



Andy Murray

# 8. Outdoor Advertising

- Cross-street banners

**12**

Period: 05 – 14<sup>th</sup> of October 2007



- Billboards

**165**

Period: September 24 – October 1, 2007

**75**

Period: September 24 – October 7, 2007

**75**

Period: October 8 – 21, 2007





❑ Posters

**600**

Period: October 5 – 14, 2007



❑ Video Screen

Location:

- Durov street / Olympiyskiy Prospekt
- Noviy Arbat
- Teatralnaya square

Period: September 24 – October 15, 2007

# 9. Official Functions

## 9.1. Official press-conference

**Date:** October 3, 2007

**Venue:**

Conference-hall of Olympic Stadium



**Press-conference was attended by:**

1. Shamil Tarpishev – President of Russian Tennis Federation and Chairman of Board of Directors of Kremlin Cup
2. Andrey Lapko – Vice-President of Bank of Moscow
3. Ilya Solomatin – Vice-President of “Ingosstrakh”
4. Yuriy Nagornyykh – First Deputy Chairman of Department of physical culture and sport of Moscow
5. Vladimir Churilin – General Director of Olympic Stadium
6. Sergey Leonyuk – ATP Tournament Director
7. Aleksei Selivanenko – Sony Ericsson WTA Tour Tournament Director
8. Yevgeny Kafelnikov – fivefold Kremlin Cup men’s singles winner
9. Marat Safin – Kremlin Cup-2007 men’s doubles winner, Kremlin Cup-2006 men’s singles finalist
10. Alexander Katsnelson – Executive Director of Kremlin Cup

## 9.2. Official Draw

**Date:** October 6, 2007

**Venue:**  
Conference-hall of Olympic Stadium



**The Draw was attended by:**

1. Shamil Tarpishev – President of Russian Tennis Federation and Chairman of Board of Directors of Kremlin Cup
  2. Viktor Pogodin – Director of marketing center of Bank of Moscow
  3. Vladimir Kleimenov – Head of PR-department of “Ingosstrakh”
  4. Sergey Leonyuk – ATP Tournament Director
  5. Aleksei Selivanenko – Sony Ericsson WTA Tour Tournament Director
  6. Mark Darby – ATP Supervisor
  7. Pam Whytcross – Sony Ericsson WTA Tour Supervisor
- Players: Igor Kunitsyn (Russia), Teimuraz Gabashvili (Russia), Yaroslava Shvedova (Russia).

# 10. Special Functions

## 10.1. The First Russian President Foundation Award Ceremony

On **October 13, 2007** the Award Ceremony of First Russian President Boris Yeltsin Foundation took place at the Olympic Stadium Center Court.



The ceremony was attended by: **Naina Eltsina**, Director of Boris Eltsin' Foundation **Tatiana Yumasheva**, President of Russian Tennis Federation **Shamil Tarpischev** and Russian tennis stars: **Yevgeny Kafelnikov**, **Marat Safin**, **Elena Dementieva** and **Anastasia Myskina**.

## 10.2. Kids' Clinic and ProAm events



Special Kids' Clinic and ProAm events for the young and amateur tennis players were arranged during the Tournament.

Elena Vesnina hold the event for journalists and winners of Lottery organized by Sony Ericsson on October 10, 2007.

The Kids' Clinic organized for World Class took place on October 11, 2007 and was held by Galina Voskoboeva, Tomas Cibulec and Lovro Zovko.

### 10.3. Autograph Sessions at the Partners' Display Booths



Elena Dementieva



Nikolay Davydenko



Marat Safin



Dmitry Tursunov

Svetlana Kuznetsova



## 10.4. Partners' special events during the Tournament

- ❑ Linesmen were wearing civil suits provided by HUGO BOSS during some of the matches of Kremlin Cup-2007





## 10.5. Official Players' Party and Official Closing Party of the Tournament

### □ October 7, 2007

Official Players' Party took place at "Europe" Club. During the party Official Tournament Partner Sony Ericsson organized drawing of three mobile phones.

### □ October 14, 2007

Official Closing Party took place at "Europe" Club.



# 11. Contacts

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**Olympic Stadium**

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