



 **VTB**  **KREMLIN CUP**

**XXXI INTERNATIONAL
TENNIS TOURNAMENT**

**OCTOBER 17-25, 2020
ICE PALACE «KRYLATSKOE»**

Ice Palace «Krylatskoe» – modern sport complex constructed in 2004 will host XXXI International Tennis Tournament VTB Kremlin Cup in 2020



10 409 m²
total space of arena



4 match courts

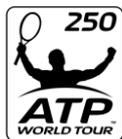


2019 - TOP PLAYERS

128 players from 37 countries took part in the Tournament «VTB Kremlin Cup» in 2019



TOP PLAYERS



1. Karen Khachanov (Russia, # 9)
2. Marin Cilich (Croatia, #23)
3. Dushan Layovich (Serbia, #29)
4. Christian Garin (Chile, #32)
5. Andrey Rublev (Russia, #43)

* Ranking as of September 2, 2019



1. Elina Svitolina (Ukraine, #3)
2. Kiki Bertens (Netherlands, #8)
3. Belinda Bencich (Switzerland, #10)
4. Anastasija Sevastova (Latvia, #18)
5. Donna Vekich (Croatia, #21)

* Ranking as of September 16, 2019

2019 WINNERS

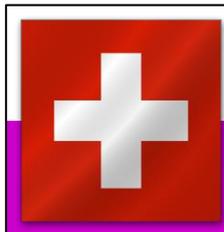
ANDREY
RUBLEV



MEN'S SINGLE



BELINDA
BENCIC



WOMEN'S SINGLE



PRIZE MONEY - 2019

ATP Tour	\$ 922 520
WTA	\$ 1 032 000
TOTAL	\$ 1 954 520



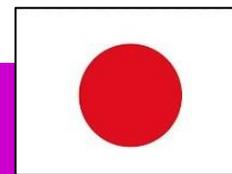
MATVE MIDDELKOP
MARCHELO DEMOLINER



MEN'S DOUBLE



SUKO AOYAMA
INA SHIBAKHARA



WOMEN'S DOUBLE

ATTENDANCE

Total number of spectators – 60 150 people

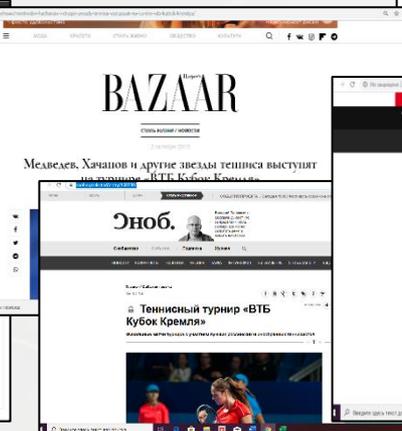
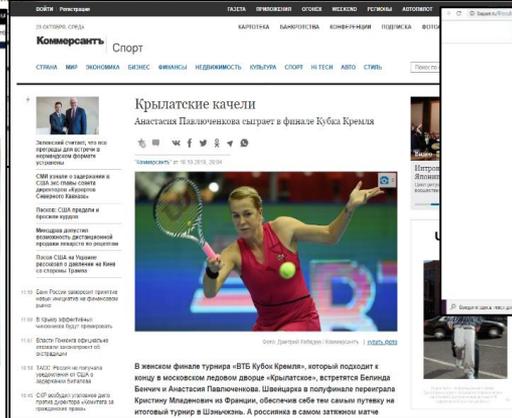
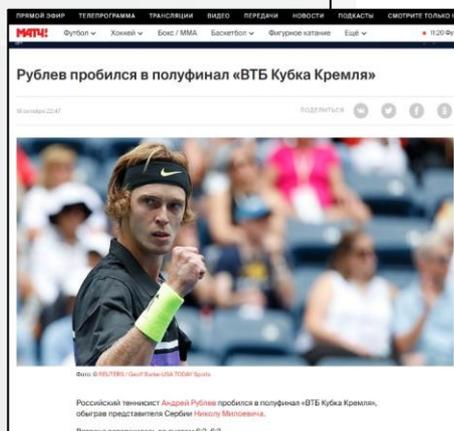
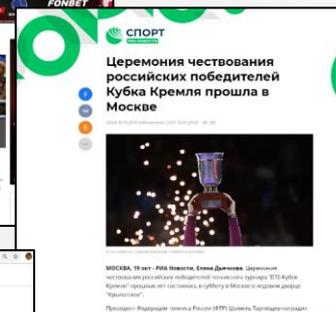
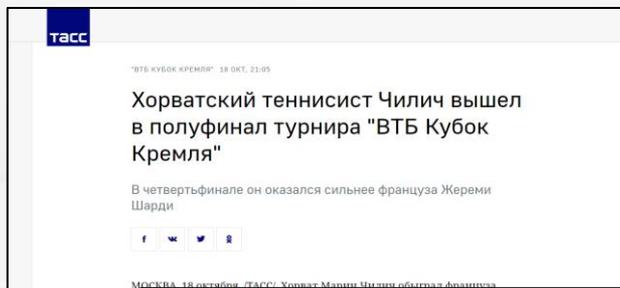
Date	Number of spectators
12.10.2019	4 700
13.10.2019	5 870
14.10.2019	4 200
15.10.2019	6 900
16.10.2019	7 750
17.10.2019	7 770
18.10.2019	7 200
19.10.2019	8 130
20.10.2019	7 630
Total	60 150

MEDIA MENTIONS

Dynamics of publications in the period from 01.01.2019 to 21.10.2019

Total number of media mentions of the tournament – more than 5 000

Number of media mentions of the correct title of the Tournament – 4 358



TV COVERAGE



92 hrs. 39 min. 20 sec. – total duration:

- 16 hrs. 51 min. 33 sec. – Federal channel «MATCH! TV»;
- 75 hrs. 47 min. 47 sec. – channel «MATCH! STRANA»

More than 4000 hrs. – total duration on the foreign TV channels:
Be in sports, Fox sports 5, Super tennis, Spotv+, Eurosport.



TV COVERAGE

3 063 hrs – total broadcasting duration of the WTA tournament on the foreign TV channels, including **1 526 hrs** of direct broadcasting

Total audience – 17 mln people, including 5,8 mln people using different devices to see the broadcasts.

Gender proportions of the audience – 66% men, 44% women

ATP matches were broadcasted on the channels: Direct TV, Dubai Sport Chanel, EBU, Planetsport, Canal +, Sport +, NENT, DAZN и других.



Social networks of the Tournament



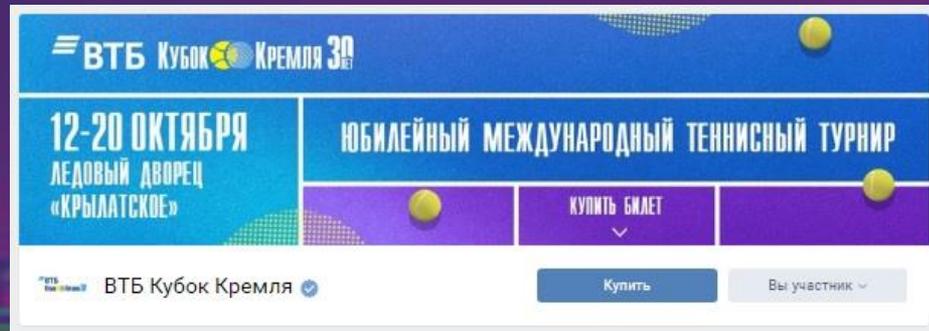
@vtbkremlincup 12,5K followers



@kremlincup 7K followers



@vtbkremlincup 2,6K followers



INFLUENCERS IN INSTAGRAM

Bloggers of different topics were selected to cover different kinds of audience: mothers, life style, travel, fashion.

The goals of the special project:

- to announce the Tournament
- to attract to the Tournament new and potentially interested audience
- To strengthen the brand image showing the event itself

In the frames of the special project the bloggers published:

- Foto posts with tennis paraphernalia at different locations – by this means the audience was attracted and the Tournament was advertised in a unique way;
- Announcements in the stories with information about the event and link to lending – to invite the audience to VTB Kremlin Cup;
- stories in the first days of the Tournament– to cover the event in details.

- 10 foto post and more than 40 stories
- total coverage of the special project - 694 184 (198% KPI)
- total coverage of the support - 265 566 (177%) KPI



ADVERTISING IN MASS MEDIA

More than 14 hrs. - the duration of the Tournament add clip broadcasting on the TV



More than 13 mln. times the Tournament banner was shown in the Internet



More than 3 mln. copies – total edition of printing media having the add module of the Tournament

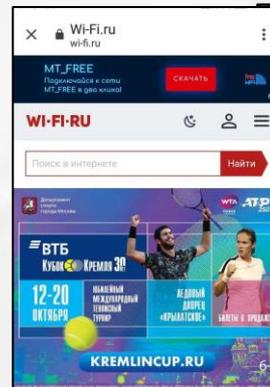


99 audio add clips on the Silver rain radio station
Total duration 1 hour 40 minute



OUTDOOR ADVERTISING 2019

- Posters 1.8x1.75 m. – 30 pcs.
- Banner if connected to Wi-Fi network in metro – 640 000 appearances
- Banner 1.2x1.8 m. MCC – 12 pcs.
- Billboards 6x3 m. – 15 pcs.
- Station booths 1.2x1.8 m. – 70 pcs.
- City boards 3.7x2.7 m. – 2 pcs.
- City format 1.2x1.8 m. r – 17 pcs.
- Digital city boards – 2 pcs.
- Digital billboards – 17 pcs.
- Digital boards in the underground subways – 29 pcs.
- Digital city boards and supersites – 6 pcs.
- Supersite – 1 pc.
- Broadcasting of add clips at business center Krylatskiye hills and trade center Okeania



OFFICIAL FUNCTIONS

- Press conference – October 8, 2019 г., Radisson Collection Hotel
- Official draw – October 12, 2019 г., TASS
- Award ceremony by «Presidential center by Boris Nikolaevich Yeltsin»
- Honored ceremony of the Kremlin Cup winners of the previous years and the members of Tennis Hall of Fame.



SOCIAL PROGRAM

19 720 people attended the tournament by the social and charity programs in 2019

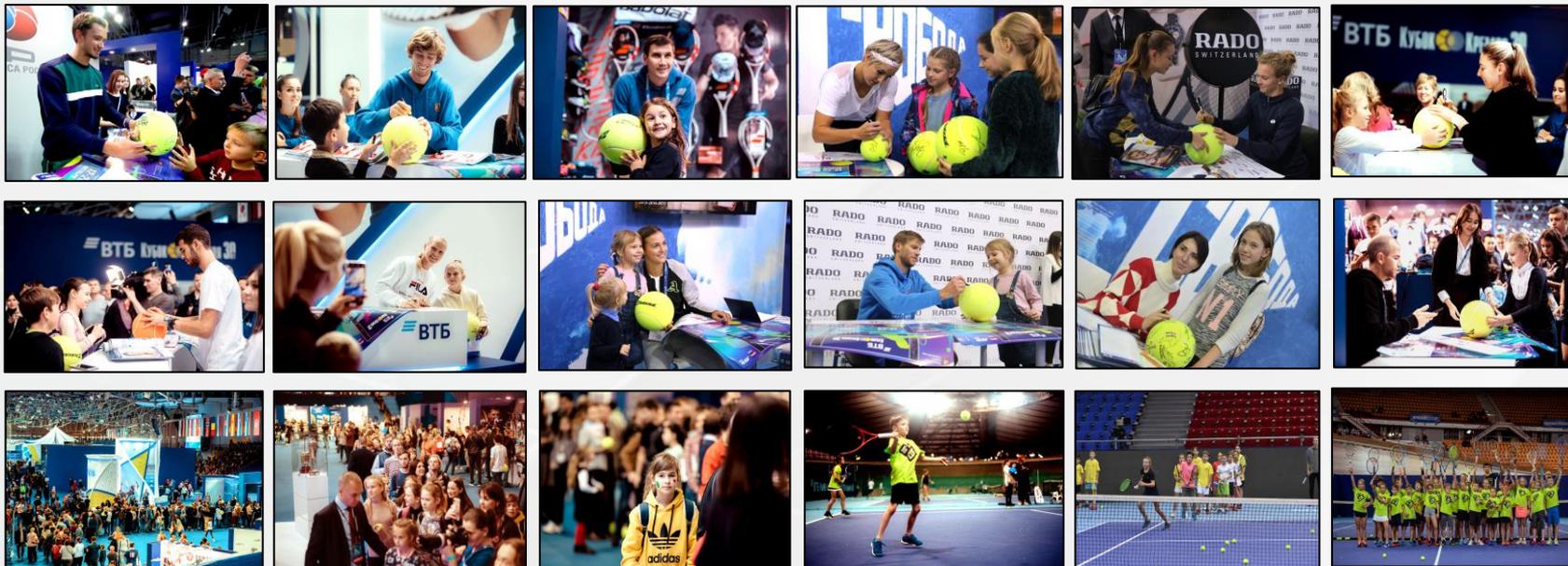
Invitations to XXX international tennis tournament "VTB Kremlin Cup" were given to:

- Kids and trainers from regional tennis schools and sports organizations such as: tennis school «Tennis Konakovo», Alexander Ostrovskiy Tennis Academy, Ivanovo regional sports organization «Tennis Federation», RSOO «Bryansk regional tennis Federation», sports school «Victory», etc.
- Pupil of 300 secondary school of Moscow.
- VTB Bank supervised organizations.
- Public and education organizations, Moscow sports clubs, Moscow suburb and other regions of Russia.
- Members of charity funds «Give the Life» and «T-shirt for life», wheelchair accessible and their assistants from «All Russia federation of persons with musculoskeletal damage», rehabilitation Centre for Disabled Persons «OVERCOMING» and Rehabilitation and Sports Club «Yantar».



TOURNAMENT VIBES

- Autograph sessions top players
- Kids clinic



TOURNAMENT VIBES

- Activities and entertainment



TOURNAMENT VIBES

● Spectator emotions



ACTIVITIES FOR THE PARTNERS



● **INTERVIEW**



● **PRO/AM TOURNAMENTS**



● **KIDS CLINIC**



● **COIN TOSS**



● **AUTOGRAPH SESSIONS**



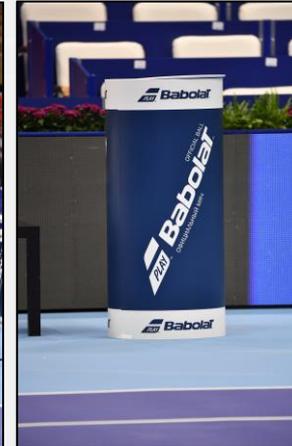
● **SAMPLING**

COMMERCIAL FACILITIES

- Car at Centre Court area podium



- Branding of player benches, coolers, ball boxes, umpire chairs



COMMERCIAL FACILITIES

- LOGO on serve speed and match time displays



- LOGO on line umpires and ball kids uniform



COMMERCIAL FACILITIES

- LOGOs on ribbon boards of the Centre Court and Courts #1,2,3



- Adverts videos on the ribbon boards of the Centre Court



COMMERCIAL FACILITIES

- LOGO on official colors of Tournament (on blue backdrop light gray LOGO) on banner, placed above temporary seats



- LOGOs and promotional videos on Centre Court info scoreboard, on arena screens and internal TV network between matches on Centre Court

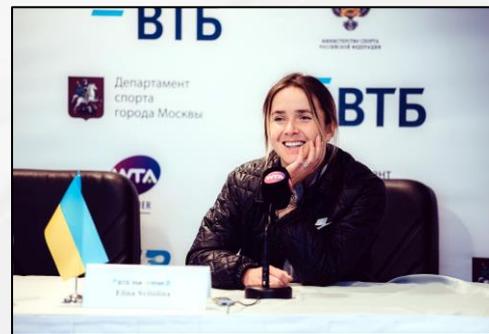


- LOGO on arena banner



COMMERCIAL FACILITIES

LOGOs on official backdrop



Show booths on Sponsor's area



COMMERCIAL FACILITIES

Show booths on spectator area



Posters, roll-ups, pillars on arena

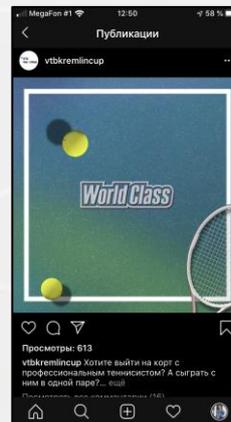
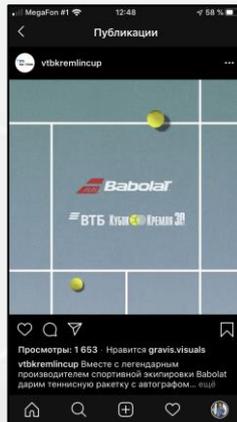


COMMERCIAL FACILITIES

STAFF at work



Joint activities on social networks



JSC «KREMLIN CUP»

47/2 Leningradskoye shosse

ph.: 499 283 9009

e-mail: kremlincup@russport.ru

www.kremlincup.ru