













XXX INTERNATIONAL TENNIS TOURNAMENT

OCTOBER 12-20, 2019
ICE PALACE KRYLATSKOYE

NEW VENUE



Ice Palace Krylatskoe – modern sport complex constructed in 2004 will host XXX International

Tennis Journament VTB Kremlin Cup in 2019.



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10 409 m² total space of arena



•---• 4 match courts







2018 WINNERS









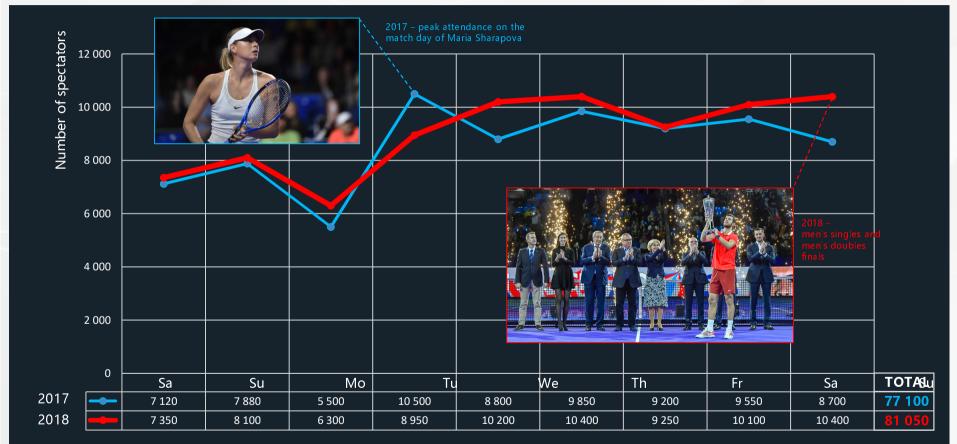






ATTENDANCE GROWTH





2018 TV COVERAGE





2 764 h 45 min 15 sec– total broadcast hours on Russian and International TV channels in 2018, including:

- 14 h 55 min 29 sec on Russian federal TV channel MATCH! TV;
- 85 h 23 min 52 sec on Russian TV Channel MATCH! Our Sport;
- 2 654 h 25 min 54 sec on International TV channels.





2018 ADVERTS IN MASS MEDIA



7 3 3 5

tournament
mentions on the
websites of the mass
media from
January 2018 till
November 2018



RUSSIAN HD

3 530 300 total number of print media with tournament advert pages

Aeroexpress, Expert, Harper's Bazaar, Russian Reporter, Sport-Express, Quattroruote, etc.

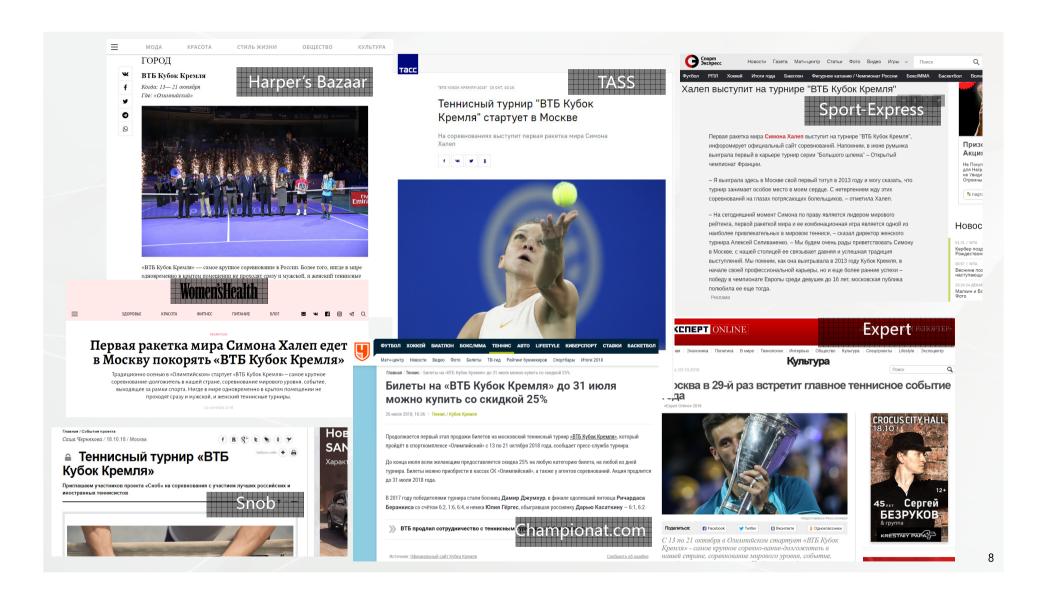
more than 4.8M
impressions
of tournament advert banner
on the Internet

fashiontime.ru, finam.ru, gotennis.ru, snob.ru, the-challenger.ru, etc.

150 audio adverts



on the radio Silver Rain



2018 OUTDOOR ADVERTISING



Wide audience coverage

- Afisha 1 8x1 75 m 45
- Audio adverts close to the Olympic Stadium booking office
- Banner when connecting to Wi-Fi in Moscow metro 750 000 impressions
- Banner on taxi digital screen 673 000 impressions
- Banner under the south entrance of the Olympic Stadium
- Banner under the entrances of the Olympic Stadium 2
- Billboard 6x3 m 25
- Bus stop 1.2x1.8 m 45
- City-board 3.7x2.7 m 5
- City-format 1.2x1.8 m 29
- Curbstone billboard 1.4x3 m 3
- Digital billboard 15
- Digital billboard in underground passage 23



2018 ENTERTAINMENT AND FOOD COURT



- PlayStation 4
- smash corner
- car simulation

- virtual shooting
- kids master classes
- table hockey and soccer













ACTIVITIES FOR PARTNERS















SOCIAL PROGRAMMES



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

23 925 people attended the tournament by social programme in 2018

- 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 "Podari Zhizn", "T-shirts gives a life", "Caring Family";
- public and sports schools;
- public and sports organizations;
- owners of Muscovite's social card, students cards and bank issued by VTB, Pochta bank, ex Bank of Moscow.









2018 SPECIAL EVENTS





- 1. PRESS CONFERENCE (October 3, Imperia Tower)
- 2. DRAW CEREMONY (October 14, TASS)
- 3. PLAYERS' PARTY (October 14, Modus restaurant)
- **4. BORIS YELTSIN FOUNDATION AWRD CEREMONY** (October 20, 17 tennis players under 17 years old were awarded by Boris Yeltsin Foundation on the Centre court)
- 5. KIDS' CLINIC (October 20, 36 young players from 10 to 12 years old participated in the master class with M. Mirnyi and P.₁₃

ACTIVITIES INVOLVING PLAYERS



≡BTБ [™]



Autograph sessions

S. Halep, S. Stephens, D. Kasatkina, K. Khachanov, N. Kyrgios and other players had autographs sessions at the partner's booths



Observation deck

D. Medvedev, K. Bertens, P. Oswald and other player S. Stephens, A. Kontaveit, K. Khachanov saw the entire Moscow from the 89th floor of the Federation Tower in Moscow City



Exclusive tour of the Grand Kremlin Palace

J. Chardy, A. Bedene and met the other players visited official residence of the President of Russia



Active Citizen Projec All Access Hour

E. Makarova and **Active Citizen Project** participants

S. Halep and Ka. Pliskova met the press at All Access Hour

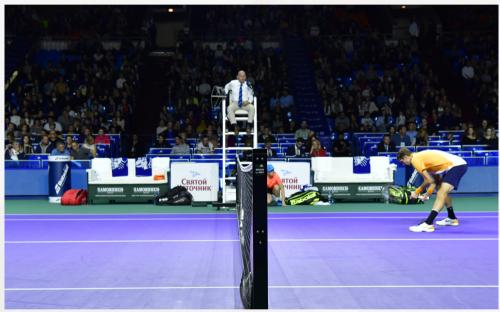
ON SITE ADVERTISING



* changes are possible due to new arena

Car display on the Centre court





 Branded players' benches, coolers, ball boxes, umpires chairs Speed serve and match time displays









Logos on the line umpires and ball kids clothing

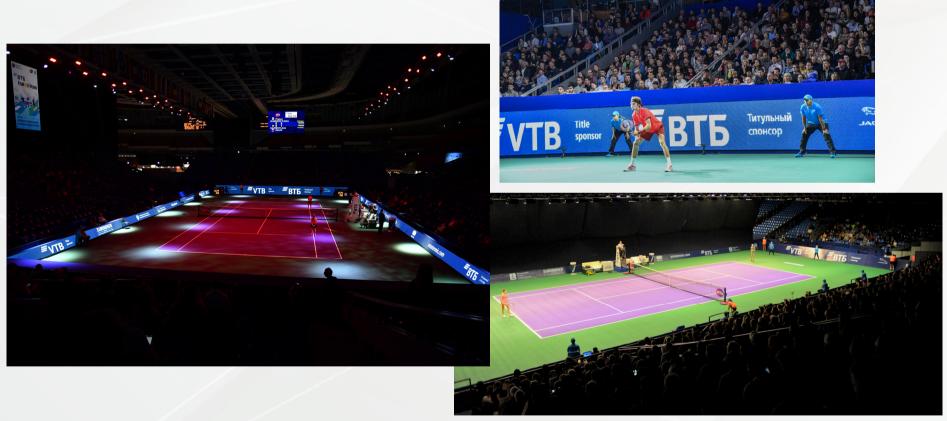






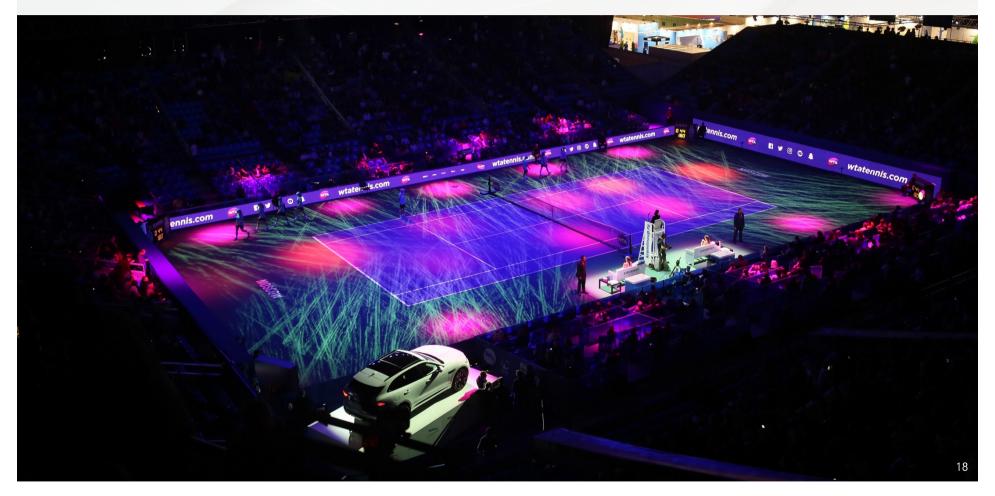
Logos on side-court and end-court banners





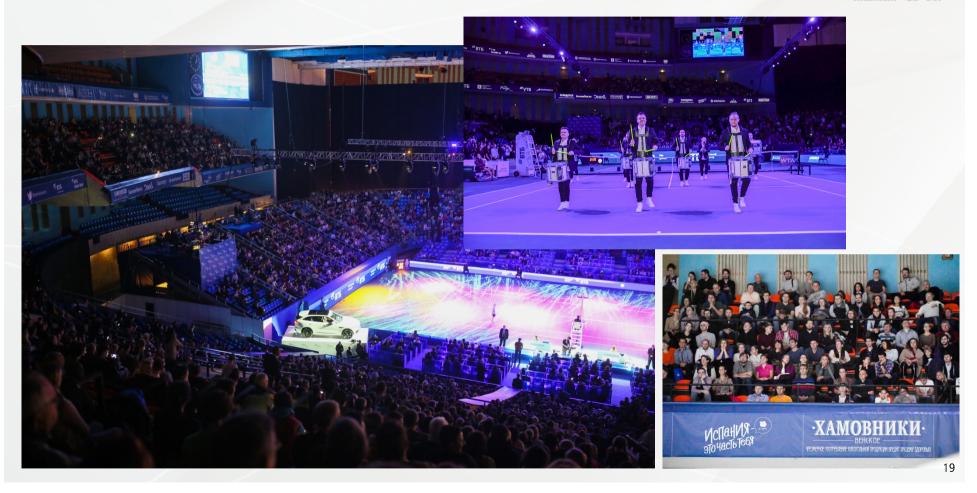
Video adverts on the ribbon boards of the Centre court





Logos on the top tier at the Centre court *







 Video adverts and partner's logos on the big screens at the Centre court, on the big screen in the VIP area and on the internal TV network







Logos on the backdrops









Logos in the VIP area



Display booths and showcases in the VIP area















Display booths in the public area *











Posters and roll-ups at the stadium







