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1990 — 1996 — 2000 — 2006 — 2010 — 2016 — 2017 —



EXCITING PLAYERS' LIST

120 players from 36 countries participated in the Tournament in 2017.

USD 1 678 908 – 2017 total Tournament prize money, including:



USD 855 308 – women's Tournament WTA Premier 700;



USD 823 600 – men's Tournament ATP 250.

ATP World Tour (Rankings as of October 9)

Pablo Carreno Busta (Spain, #11)
Albert Ramos-Vinolas (Spain, #25)
Adrian Mannarino (France, #29)
Philipp Kohlschreiber (Germany, #33)
Andrey Rublev (Russia, #35)
Damir Dzumhur (Bosnia and Herzegovina, #37)
Paolo Lorenzi (Italy, #39)

WTA (Rankings as of October 9)

Maria Sharapova (Russia, wild card) Kristina Mladenovic (France, #13) Coco Vandeweghe (USA, #15) Elena Vesnina (Russia, #19) Anastasia Sevastova (Latvia, #20) Anastasia Pavlyuchenkova (Russia, #21) Daria Gavrilova (Australia, #22) Julia Goerges (Germany, #27) Magdalena Rybarikova (Slovakia, #28)





MARIA SHARAPOVA

Maria Sharapova played VTB Kremlin Cup for the first time in a decade





HONOURED GUESTS















2017 WINNERS AND RUNNERS-UP

J. Goerges (GER) / D. Kasatkina (RUS)



Women's Singles

D. Dzumhur (BIH) / R. Berankis (LTU)



Men's Singles

A. Hlavackova (CZE) & T. Babos (HUN) /

N. Melichar (USA) & A. Smith (GBR)



Women's Doubles

M. Mirnyi (BLR) & P. Oswald (AUT) /

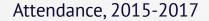
D. Dzumhur (BIH) & A. Sancic (CRO)



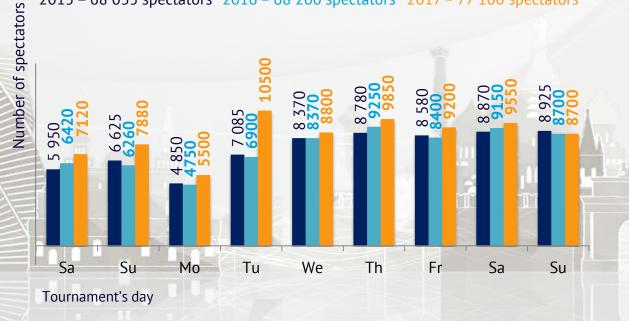
Men's Doubles



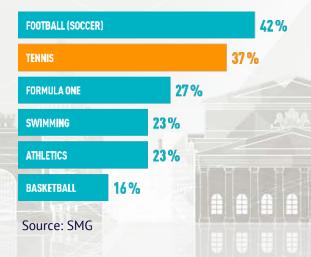
ATTENDANCE GROWTH



2015 – 68 035 spectators 2016 – 68 200 spectators 2017 – 77 100 spectators



Tennis is particularly popular in Europe - #2 after football



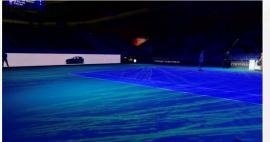


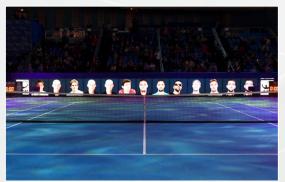
SPECIAL FEATURES

Special light system, partners' video adverts on the baseline and sideline boards, magnificent show accompanies the players as they make their way onto the Centre court,

are an integral part of the tournament.













CHRIS SLADE – AC/DC

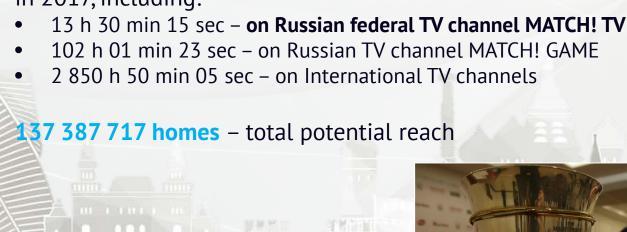
The legendary British drummer Chris Slade who recordered the most best-selling albums with AC/DC The Razor's Edge (1990), Live At Donington (1991), Live (1992), Big Gun (1993) performed with his show in the final days of the tournament







2 966 h 21 min 43 sec – total broadcast hours on Russian and International TV channels in 2017, including:





Men's tournament on international TV channels

More than 353 h 12 min – total broadcast hours 127 685 000 homes – total potential reach 84 – total number of territories





Audience by Region

Territory	Potential reach (homes)	
Americas	65 233 000	
Europe	51 714 000	
Africa & Middle East	3 150 000	
Asia-Pacific	7 588 000	



Women's tournament on international TV channels

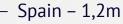
- 2 497 h 38 min 05 sec total broadcast hours increased by 59,3%
- 9 702 717 homes total audience increased by 84,7%
- 158 number of broadcast markets

TV audience and broadcast hours by region

Audience	Broadcast hours (hh:mm:ss)
762 002	106:15:08
900 359	462:12:22
330 412	99:00:00
6 539 064	1 480:56:47
64 400	55:25:00
865 620	290:16:00
240 860	3:32:48
	762 002 900 359 330 412 6 539 064 64 400 865 620



TOP 5 markets by TV audience,



— Russia – 0,9m

Pan Middle East – 0,7m

Romania – 0,5m

Italy – 0,5m

TV news exposure

5 h 36 min 47 sec – total duration of TV news broadcast

1.4 bn – total household reach

545 – total number of news broadcast



OUTDOOR ADVERTISING

• 349 outdoor advertising banners

Media plan in 2017

Type of advertising	Quantity, pcs.
Afisha (size 1,75x1,76 m)	25
Billboard (size 6x3 m)	15
Big size (size 15x5 m, 12x4 m)	2
City-format (size 1,2x1,8 m)	72
City-board (size 3,7x2,7 m)	2
Stickers on the Moscow underground (size 0,6x0,72 m)	200
Digital billboard (size 6x3 m)	10
Digital billboard in underground passage	20
Banner (size 30x2,7 m) under the south entrance of the Olympic Stadium	1
Banner (size 15x8 m) under the entrances # 1, 4 of the Olympic Stadium	2
Audio advert close to the Olympic Stadium booking office	-





ADVERTS IN MASS MEDIA

More than 7 h 36 min total broadcast hours of the Tournament video adverts on TV channels and in cinemas

150 audio adverts on the radio Silver Rain

34 full-colour page with Tournament advertisement in print mass media (Expert, Harper's Bazaar, Metro newspaper, OK!, Quattroruote, Russian Reporter, etc.)













7 800 Tournament mentions on the websites of the mass media from January 2017 till November 2017 (mentions increased by 31%)

Kommersant

Коммерсант.ru

подробно

коротко Госдума приняла бюджет на 2018-2020 годы продавать алкоголь пьяным

ФАС одобрила сделку по объединению «Яндекс.Такси» и Uber

Центр им. Блохина прокуратуры в поборах о пациентов «Роснефть» усомнилась в

подлинности протоколов допросов Сечина, полученных Би-би-си

Суд рассмотрит спор между Обербанком и «Сухим» по опционам в закрытом режиме Группа ВТБ снизила ипотечные

тавки на 0.25 процентного пункта Правительство выделило 259 млн ублей на выплаты пострадавшим от пожара в Ростове

Поставки «Газпрома» по Nord Stream превышают проектную мощность на 10% Предполагаемый организато теракта в Индии в 2008 году

ещё | все новости

Кубок Кремля-2017

СТРАНА МИР ЭКОНОМИКА БИЗНЕС ФИНАНСЫ НЕДВИЖИМОСТЬ КУЛЬТУРА СПОРТ НІ-ТЕСН АВТО СТИЛЬ

Фото: Дмитрий Лебедев / Коммерсантъ | купить фото

22 октября завершился теннисный турнир «ВТБ Кубок Кремля». В решающем матче женских соревнований с призовым фондом \$800 тыс. немка Юлия Гёргес сломила сопротивление россиянки Дарьи Касаткиной. Чемпионом мужского турнира с призовым фондом \$823 тыс. стал 25летний Дамир Джумхур из Боснии и Герцеговины. В финале он победил литовца Ричардаса Беранкиса. Лучшие кадры с турнира — в фотогалерее

TASS





Vechernyaya Moskva



SNCMedia

мода красота звезды любовь еда тело психо бк



Expert

BAZAAR

10

Harper's Bazaar

В Москве стартует ВТБ Кубок Кремля



Кубок Креналя проводится ужи 28 лет подряд, и каждый раз это событие приковывает y celle sommanne. Tax: a matiene soeur tau mollumatri Portien Aenemen. Cenesia y Romor Унтывые, Марке Чилич, Мартина Хингис, Моника Селед, Марк Россе и многие другие Все звезды здесь. ВТБ Кубок Кремля - история продолжается.

 □ Facebook
 ■ Twitter
 □ Beowrance
 □ Capiescocciones
 □ Capiescocc 28 лет солидный волраст для теннисиста, но для турнираэто только начало. За историю Кубка на нем побывали такие именитые игроки, как Роджер Федерер, Серена и Венус Уильямс, Марин Чилич, Мартина Хингис, Моника Селеш, Марк Россе и многие другие. Какие имена ждут нас

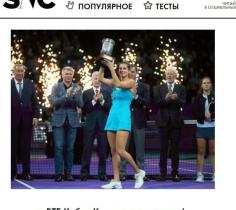
В женской части соревнований ны увидим победительницу ВТБ Кубка Кремля последних двух лет - Светлану Кузнецову, которая является первой "ракеткой" России и занимает восьмое место в рейтинге WTA. епяль исмером будет "посеяна" седьмая ракетка мяра Йохания Конта В текущем сезоне британка дошла до полуфинала Уимблдона и одержала победу на престижном турнире WTA в Майзми. Доминика Цибулкова, которая является 10-й "ракеткой" мира, в девятый раз приедет в Москву на туреир, где она побеждала в 2011 году











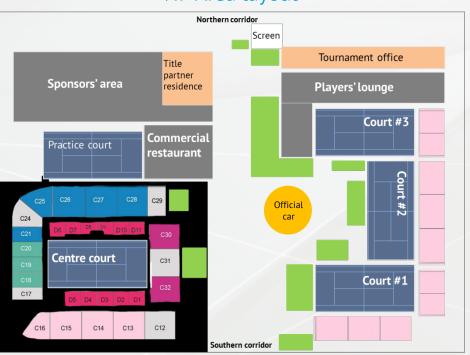
«ВТБ Кубок Кремля» завершился!

Хорошо все то, что хорошо кончается, как говорится. А мы подводим итоги хороших событий 28-го Международного теннисного турнира:



STADIUM CAPABILITIES

VIP Area layout



7 courts, including 3 practice courts





14 000 seating capacity on all tribunes

Approximately 400 spotlights
Illuminate the VIP area





25 partner's booths

Partners' booths



ENTERTAINMENT AND FOOD COURT

A variety of activities for children and adults:

- mini court and smash corner;
- trampoline and virtual shooting range;
- drawing master class;
- interactive sandbox;
- table hockey, soccer

and others











Cafes in the public area



ON SITE ADVERTISING

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





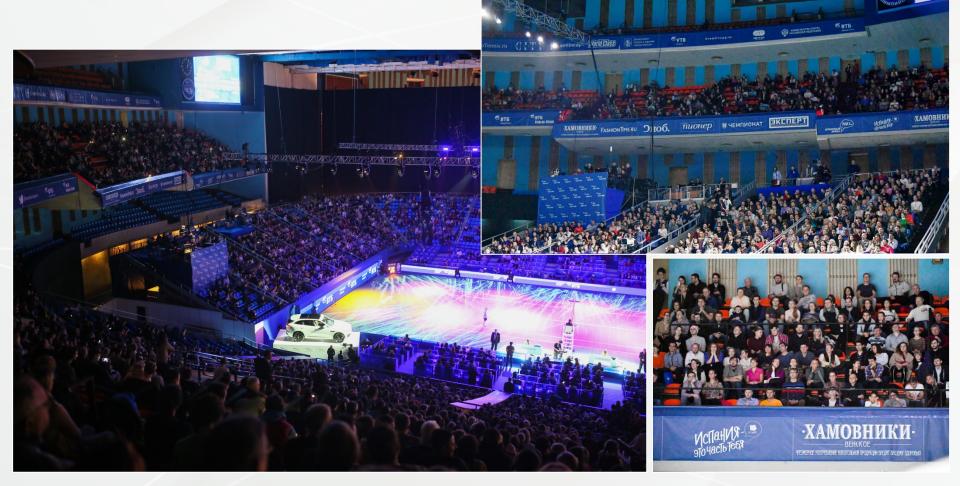




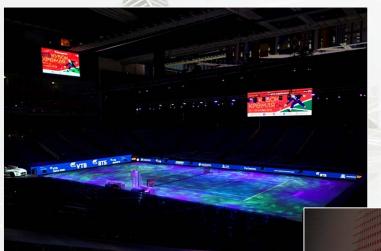
• Video adverts on the ribbon boards of the Centre court



Logos on the top tier at the Centre court



 Video adverts and 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 at the Olympic Stadium



Screens at the Centre court:

- digital screen (along the baseline of the court)
- LED screen above tribunes C30-C32
- LED screen above tribunes C25-C28







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

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

Prize draw for spectators





SOCIAL PROGRAMMES

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, students cards and bank issued by VTB, Pochta bank, Bank of Moscow

Attendance by social programme, people Oct. 14 Total 2 955 2 755 2 755 2 155 3 155 2 750 585 520 520 18 150



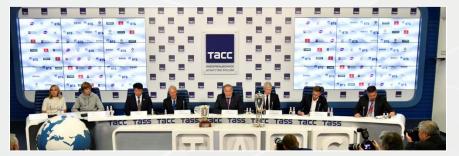
SPECIAL EVENTS

Press conference

October 9, 2017, Zaryade park



October 14, 2017, TASS



Players' party

October 15, 2017, Duran Bar



Closing party October 22, 2017, bar&restaurant Luch



Boris Yeltsin Foundation Award Ceremony

15 tennis players under 17 years old were awarded by Boris Yeltsin Foundation on the Centre court in 2017





Kids' Clinic

Over 31 young players from 10 to 12 years old Participated in the master class at the Olympic Stadium on October 21, 2017



ACTIVITIES INVOLVING PLAYERS

Players' autograph sessions

M. Sharapova, E. Vesnina, P. Kohlschreiber, J. Goerges and other players has autographs sessions at the partner's booths

Sightseeing tour

P. Carreno Busta, A. Sevastova and C. Suarez Navarro enjoyed a guided tour of the Kremlin Territory and Cathedral Square







Active Citizen Project

S. Kuznetsova and E. Donskoy met the Active Citizen Project participants

All Access Hour

C. Vandeweghe, K. Mladenovic, E. Vesnina and A. Sevastova met the press at All Access Hour







CONTACTS



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