XIX International Tennis Tournament

October 4 - 12, 2008

www.kremlincup.ru
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 1st 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

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Kremlin Cup – Keeps Up with the Time!

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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

1992-1993
Mark Rosset

1994
Alexander Volkov

1995
Carl-Uwe Steeb

1996
Goran Ivanisevic

1997-2001
Yevgeny Kafelnikov

2002
Paul-Henry Mathieu

2003
Taylor Dent

Nikolay Davydenko

2005
Igor Andreev

2006

2007

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Ladies’ Singles Winners in 1989 – 2007

1989
Grathan Magers

1990
Leila Meskhi

1991
Larisa Savchenko

Magdalena Maleeva

1996
Conchita Martinez

1997
Jana Novotna

1998, 2005
Mary Pierce

1999
Nathalie Tauziat

2000
Martina Hingis

2001
Jelena Dokic

2003 – 2004
Anastasia Myskina

2006
Anna Chakvetadze

2007
Elena Dementieva

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Kremlin Cup 2007 Winners and Finalists

**Men’s Singles**

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

**Ladies’ Singles**

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

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Ladies’ Doubles
Winners
Cara Black (Zimbabwe) / Liezel 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.
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.

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
3. Tournament Organizational Structure continued

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

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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.

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

- 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 2nd and 3rd 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, 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

- Information on tickets was available 24 hours a day at the information service: (495) 105 – 77 – 77
5.1. Center Court Tribune Layout
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

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

Banners on the tribunes

Partners' logos on end court banners
Partners’ logos on side court banners

Car on the podium in the corner at the Center Court

6. Placement of the Advertisings at the Arena of the Olympic Stadium continued
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Logo on the speed serve display

Logo on the uniform of line umpires and ballboys
Advertising spots and display of the Tournament Partners on the scoreboards at the Center Court
6. Placement of Advertisings at the Arena of the Olympic Stadium continued

Logo of the Title Partners at the Center Court banners
Display booths at the VIP area
Showcases
6. Placement of Advertisings at the Arena of the Olympic Stadium
continued

Posters in the halls of Olympic Stadium

Car display at the VIP area

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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
- 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
- Number of broadcasts: 32
- Live broadcasts – 10, delayed broadcasts – 5, repeats – 17

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NTV+
Broadcasting area: Western part of Russia, CIS countries, Eastern Europe
Broadcasting time: over 100 hours
Broadcasting period: 08 – 15\textsuperscript{th} 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\textsuperscript{th} 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”
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

- 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

www.kremlincup.ru
Marat Safin

Andy Murray
8. Outdoor Advertising

- Cross-street banners
  - 12
  - Period: 05 – 14\textsuperscript{th} of October 2007

![Cross-street banner]

- Billboards
  - 165
  - Period: September 24 – October 1, 2007
  - 75
  - Period: September 24 – October 7, 2007
  - 75
  - Period: October 8 – 21, 2007

![Billboard]
8. Outdoor Advertising continued

- **Posters**
  
  **600**
  
  Period: October 5 – 14, 2007

- **Video Screen**

  Location:
  - Durov street / Olympiyskiy Prospect
  - Noviy Arbat
  - Teatralnaya square

  Period: September 24 – October 15, 2007
9. Official Functions

Date: October 3, 2007

Venue:
Conference-hall of Olympic Stadium

Press-conference was attended by:
1. Shamil Tarpischev – 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 Nagornykh – 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
10. Alexander Katsnelson – Executive Director of Kremlin Cup

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9.2. Official Draw

Date: October 6, 2007

Venue:
Conference-hall of Olympic Stadium

The Draw was attended by:

1. Shamil Tarpischev – 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 held 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

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10. Special Functions continued

Dmitry Tursunov

Svetlana Kuznetsova

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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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