



**St. Petersburg
Open**

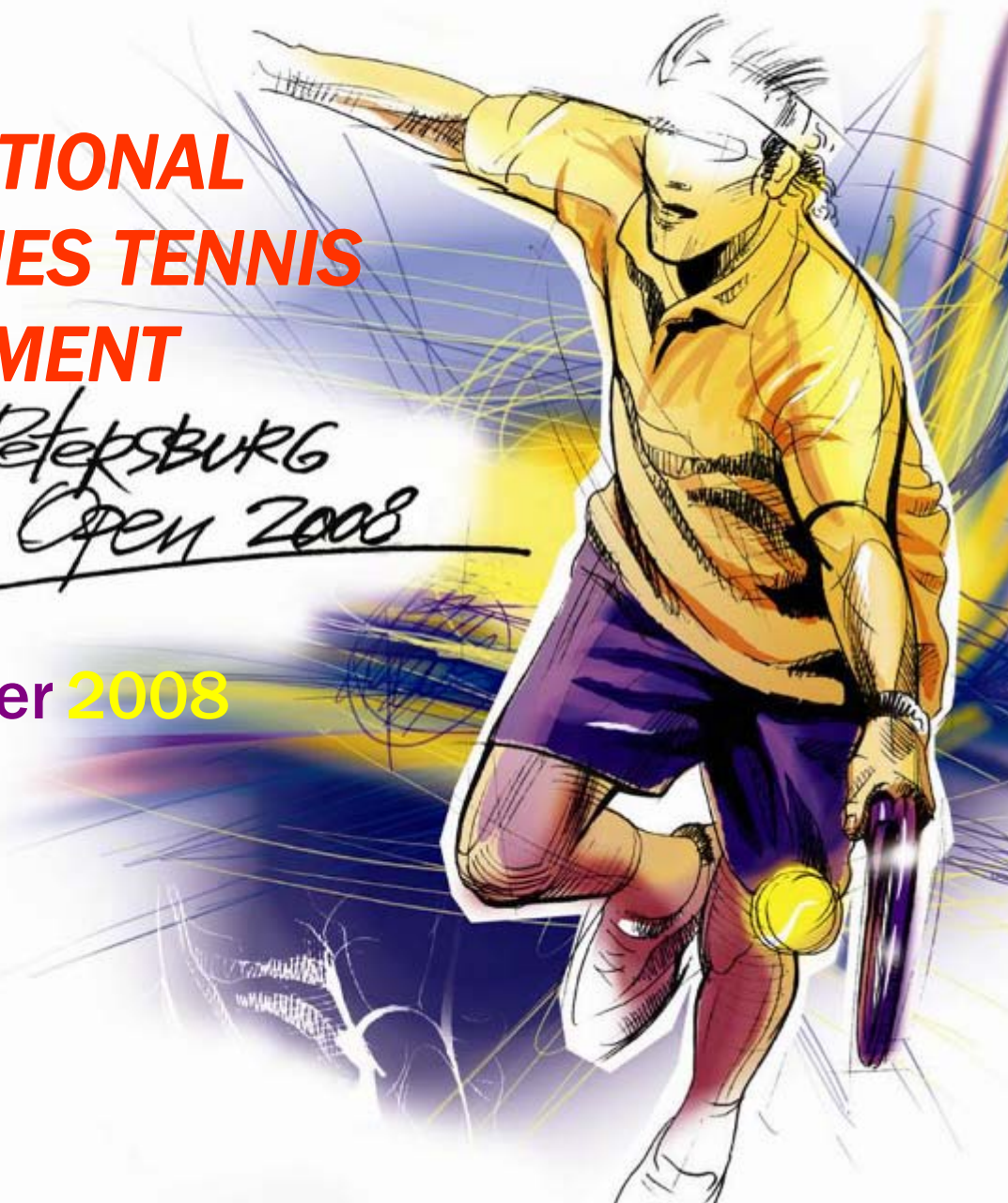
sports marketing & management

PRESENTS:

XIV **INTERNATIONAL
ATP SERIES TENNIS
TOURNAMENT**

*St. Petersburg
Open 2008*

20-26 October 2008



The best **MARKETING**

Professional sports management and logistics

Tremendous emotional charge from the spectators



- XIV St. Petersburg Open International Tennis Tournament will be held in October, 2008 in St. Petersburg Sports and Concert Complex (SCC)
- Prize money: USD 1,000,000
- ATP International Series
- The organizing committee is chaired by the Governor of St. Petersburg Valentina I. Matvienko



St. Petersburg Open is an outstanding event in athletic life of Russia.

**No. 1 tournament in the North-West of Russia.
A long-awaited festival for everyone.**



Открытый Санкт-Петербург
спортивный маркетинг и менеджмент



Target Audience - PREMIUM



Tournament sets take place from morning till evening. Our guests spend from 4 to 6 hours daily on the stands, the alley and in the VIP restaurant with restricted access.



All is ready for communications with them.



Governor's Stand

800 seats (4,000 visitors during the tournament).

Visitors: Governor of St. Petersburg, members of the Government, heads of Government Committees, Deputies of the Legislative Assembly, representatives of federal authorities in St. Petersburg, culture and sport celebrities, top managers and owners of large business.

Tickets to the stand do not appear in open circulation. The organizer sends out personal invitations.

Opportunities

Promotional materials could be placed on spectator seats

VIP Stand

1,200 seats (7,000 visitors throughout the tournament).

Visitors: partners of the company, top managers, owners of companies.

80% of the tickets are distributed by the organizer, and 20% go on sale.

Opportunities

Promotional materials could be placed on spectator seats

VIP Restaurant

A total of over 5,000 guests

Visitors: Governor and VIP stand spectators, by invitation only.

Buffet meals and alcohol - unlimited.

Opportunities

- Tasting and Sampling
- Welcome cocktail
- Company party
- Cake with company logo
- Mobile advertising stands
- Table branding

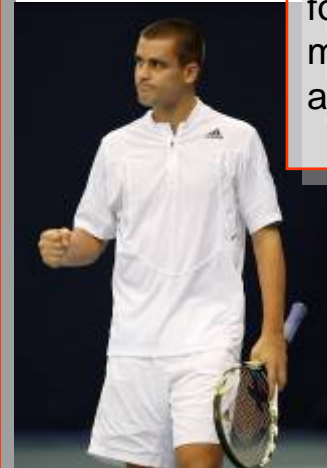
B-2-B Target Audience



Lawn tennis has been always associated with large business. **Best contracts and transactions had always been settled on tennis courts.**

Presence at the tournament is a good thing to do for the image of a public company or an entrepreneur. This is the only event of such magnitude for business “with ties off.” In fact, most business owners and managers of St. Petersburg will attend the tournament.

This is an ideal environment for your business communications!



Visitors of the tournament have an excellent affinity index from the point of view of b-2-b segment communications. The spectators represent the majority of top and midline managers and business proprietors.

In 2007 the tournament was attended by more than 3,000 VIPs and business proprietors of the Russian North-West.

Most guests of the tournament work for foreign companies or joint ventures, and most managers attending the event have a large number of direct subordinates.

Tournament Partners



ОТКРЫТОЕ АКЦИОНЕРНОЕ ОБЩЕСТВО



ЭНЕЛ. ЭНЕРГИЯ БЛИЗКАЯ ВАМ.



Mercedes-Benz



МОСТ-СЕРВИС



Many companies have **exclusive long-term contracts** with **St. Petersburg Open**. It is important for our partners to know who supports the tournament. All our partners are large companies with impeccable reputations.

As we try to achieve **maximum effectiveness** for our partners, we usually try to cooperate only with one company in a given sector (or commodity category).



The tournament is a unique athletic event, allowing to establish marketing communications with virtually any audience in every sector of economy. This is why **the tournament partners include companies of both B-2-B and B-2-C sectors**, from food industry to production and transportation of hydrocarbons, from manufacturers to traders and service providers.



Открытый Санкт-Петербург
спортивный маркетинг и менеджмент



Major Advertising Positions

Courtside banners – an extremely important position for TV coverage:

Huge advertising banner a position for General Sponsors.



VIP Tribune banners.



Small Tribune banners. Cafes and pavilions on the VIP alley.



Player Benches and Towels.

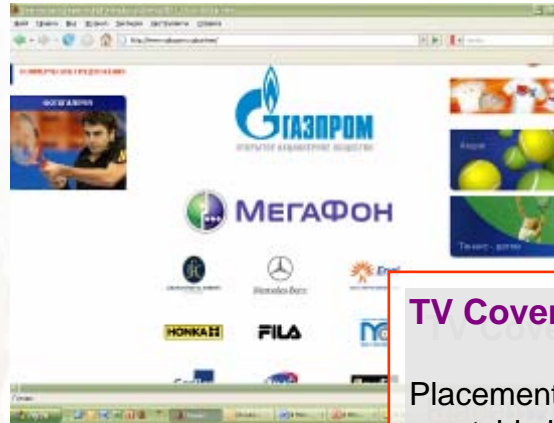
Advertising Campaign of the Tournament

The total budget for promotion of the tournament and the partners amounts to USD 500,000

Outdoor Advertising

Logo placement on outdoor advertisements during the tournament advertising campaign:

- Billboards 3 x 6 meters
- Stands 1.2 x 1.8 m
- A1 posters
- A2 subway stickers
- A4 posters in ticket-offices
- FlyCards



TV Coverage

Placement of partner's logo on the courtside banners allows to achieve remarkable presence of the logo in TV coverage.

Mass media

- Logo placement in some of the tournament's commercials (a total over 500)
- Placement of company information, logo and reference to the company site on the official site of the tournament
- Placement of partner company logo in advertising modules in printed media.



PR and Special Events

The tournament is a powerful information event that attracts attention of all mass media.

Our partners take part in press conferences and special events .
Tournament events generate over 5,000 mentions in mass media.

We offer unique opportunities for **special events with world famous stars**, photo sessions, autograph sessions, name associations .

The tournament is a fashionable event for St. Petersburg high society, an event for TV and photo coverage. This is the place where life-style publications' editors, famous reporters and writers meet .



Additional Opportunities

- Advertising space in the tournament's official brochure
- Logo on tickets
- Logo on VIP invitations
- Logo on Player Party invitations
- Logo on car passes
- Logo on accreditation cards
- Possibility to establish and hand in a special prize from your company.



Conditions of Participation

Partner Sponsor Official Sponsor General Sponsor Title Sponsor

Status	Partner	Sponsor	Official Sponsor	General Sponsor	Title Sponsor
Sponsor's Logo in Tournament Symbol					☺
Sponsor's Name in the Tournament Title					☺
Use of tournament logo	☺	☺	☺	☺	☺
Arena Advertising, TV-Coverage Accents.					
Courtside banners behind the baseline.				1	2
Advertising Board over the Central Court					1
Banner on the inner side of the Main court		1	2	4	
Arena Advertising.					
Banner on the upper level of the central court.	1	2	3		
Banner on the side external strapping of the central court.		1	2		
Logo on the blimp above the VIP alley.			☺	☺	☺
Logo on the player benches				☺	☺
Logo on the Umpire Chair					☺
Advertising and PR on the VIP alley					
VIP alley pavilion, square metres.		9	18	exclusive	exclusive
Commercial on 30 screens in the VIP alley and in restaurants.			☺	☺	☺
Banner on the reverse side of small stands.	2	2			
Player autograph-session		☺	☺	☺	
Mobile advertising construct in VIP restaurant			☺	☺	
Advertising Campaign and Printing					
Logo or name in tournament commercials			☺	☺	☺
Individual tennis related commercial				☺	☺
Logo on official tournament publications		☺	☺	☺	☺
Page in the tournament official brochure		☺	☺	☺	☺
Logo on the tournament Internet site.	☺	☺	☺	☺	☺
Logo on advertising modules in print media		☺	☺	☺	☺
Logo on outside advertising carriers		☺	☺	☺	☺
Logo on the official press-centre backdrop		☺	☺	☺	☺
Corporate Instruments and PR					
No. of tickets for all tournament days	2	4	16	64	64
No. of invitations to the sponsors lounge	1	2	4	8	8
No. of invitations to the VIP stand	1	2	4	16	16
No. of invitations to the VIP restaurant for all tournament days	1	4	4	24	24
Participation of company representative in the official ceremonies			☺	☺	☺
Participation of company representative in the VIP tournament		☺	☺	☺	☺
Investments	25 000 €	70 000 €	150 000 €	500 000 €	1 500 000 €

Best Results for You

'St. Petersburg Open. Sports Marketing and Management' is a Russian company dealing in marketing communications services during athletic events.

Our partners are mid-sized and large companies from all sectors of the economy. We are the best company on the market of the Russian North-West.

Our projects are always well-planned in terms of time and resources.

Each of our projects is better than the previous project according to all parameters.

We aspire to build long-term mutually beneficial relationships with our partners. On each of the events we offer our partners new beneficial and effective projects.

Olga Sholomova

Key Account Manager

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Diverse forms of sports marketing services:

- brand positioning
- promotion of goods and services
- all subtleties of sports marketing
- hitting your target audience
- high emotional charge

