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**SAINT-PETERSBURG**  
 St. Peter-and-Paul Fortress' Beach  
**28.08-02.09.2007**  
[www.bv-spb.ru](http://www.bv-spb.ru)

**SAINT-PETERSBURG OPEN**  
**SPORTS MARKETING & MANAGEMENT**  
**PRESENTS**

*World Series*  
*Beach Volleyball Tournament*  
**SWATCH FIVB 2007**



# The Key Idea 2007

**28 August – 02 September 2007**

Central water area of the Neva. Spit of Vasilyevsky Island. The Palace Bridge. Boats. The Hermitage.

Fresh Baltic breeze.

The FIVB World Series Beach Volleyball. Event of the year in Russia. From fashionable and stylish SWATCH. No one can stay indifferent.

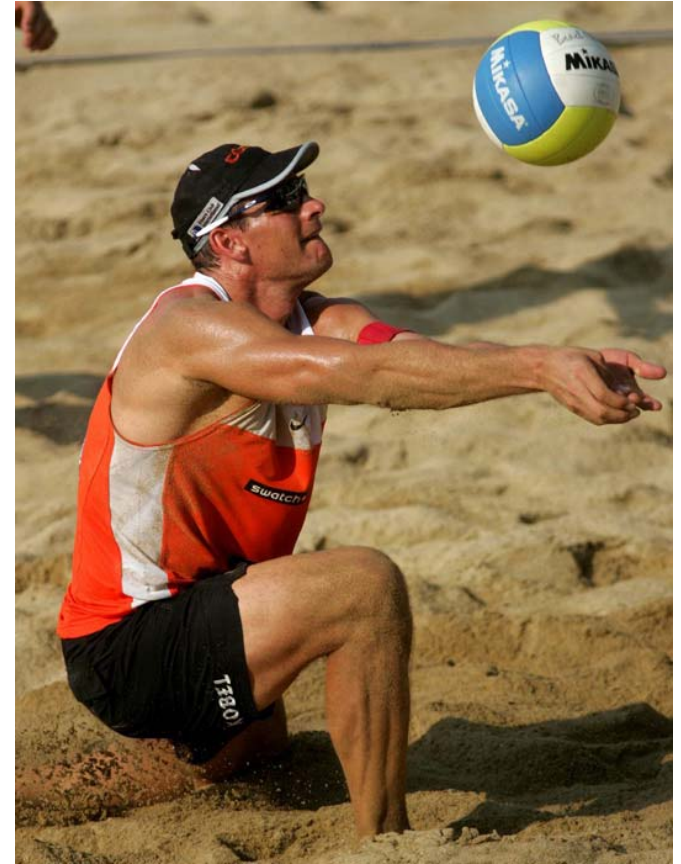


# Event Facts 2007

SWATCH FIVB World Series Tournament is the only **International** beach volleyball event in Russia. The event returns to Russia for the third time with 64 teams representing 27 countries.

2,500 cubic meters of special sand will be brought to the beach of St. Peter-and-Paul Fortress especially for the games of the tournament.

The prize fund of the event is \$400 000.



# Target Audience 2007

The tournament will be attended by socially active part of population. These people enjoy an active lifestyle in every sphere, from work and studies to public and political life.

## Sex

Men 53% / Women 47%

## Age

<18 years 21% / 18-25 years 39% /  
>25 years 40%

## Level of income

Low 7%, Medium 32%, higher than medium  
44%, high 17%

Real estate owners 44%

Car owners 87%

Consumers of financial products 42%



# Advertising Campaign 2007

**The total paid promotional budget of the Tournament, together with promotion of the partners is \$200,000. The media value is \$300,000.**

**Additional media support provided to the tournament by informational partners and within the municipal program amounts to additional \$100,000.**

**The total media budget amounts to over \$500,000.**

## **Mass Media**

- Logo placement in some TV commercials of the Tournament (over 500) on the 1st Channel, the 5th Channel, STS, Sport Channel, MTV;
- Verbal reference in audio advertisements: Autoradio, Dynamite FM, Europa Plus.
- Placement of an advertisement, a logo and a link to partner's website on the official site of the Tournament;
- Placement of the Partner's logo in advertising modules and in printed mass media: Gorod (The City), Delovaya Nedelya (The Business Week), Kolesa (The Wheels), Peterburgskiy Telezritel (Petersburg TV Viewer), MK v Pitere, Sport Express, Sport Business Market, Elitnyi Sport i Otdykh (Elite Sports & Recreation), The Chief.

## **Outdoor advertisement**

Logo placement on outdoor media during advertising campaign of the tournament: 3x6m billboards, posters 1.2 x 1,8m bollards, A1 posters, A2 placards in the subway, A4 placards in theater ticket booths and in the other ticket sale areas, FlyCards, flyers.

## **Printed Media**

- 1 page A5 format advertisement in in the official booklet;
- 50,000 tickets;
- 1,000 full-color glossy VIP invitations, target mailed to VIPs;
- 300 full-color glossy Players' Party invitations, target mailed to VIPs;
- 500 full-color glossy Final Banquet Gala invitations, target mailed to VIPs;
- 1000 full-color glossy Parking Passes, mailing to partner companies;
- 3,000 to 4,000 full-color Accreditation IDs.

## **Additional Materials**

- VIP passes for all tournament days;
- VIP restaurant parties (tables can be designed in the Partner-Company style);
- Special prizes from sponsors can be designed and awarded on demand.



# Corporate Identity and Social Policy 2007

## Corporate Identity

To improve the sponsorship effect of the tournament we recommend to use the World Series Partner status in various informational and advertising materials; e.g. placing the tournament logo on the corporate site, using the logo in preparing informational materials and advertising materials of the Company.

## Social Sphere and State Policy

Messages of World Series Tournament Partnerships in mass media allows to demonstrate the active position of the Company in supporting sports and healthy lifestyles.

## Corporate Policy

A special corporate program for Company staff to attend the event will demonstrate the Company's care of its staff and the high status of the Company.

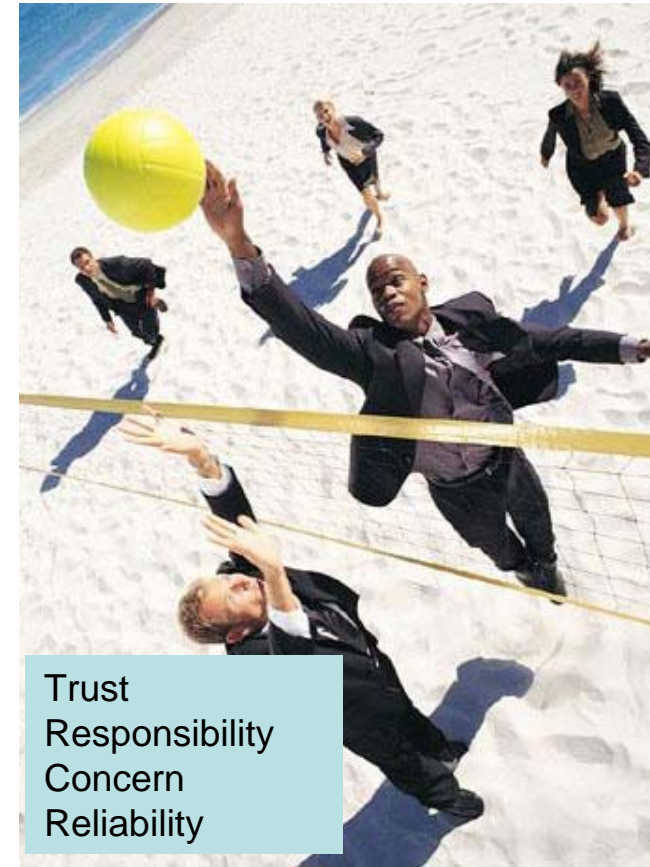
## Communication with Corporate Clients

All partners will be granted invitations, which could be a great gift to the Company's main clients.

## Additional Aspects

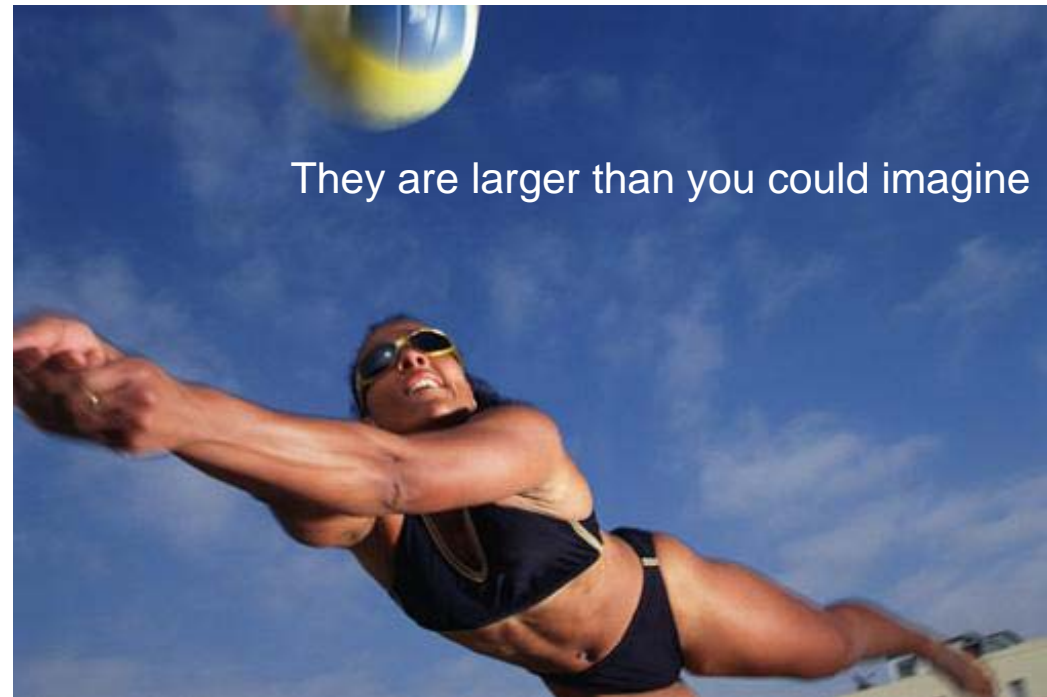
We are ready to provide any support in using the Tournament for the benefit of the Partner, e.g. using Tournament participants in interviews, autograph signing, acknowledgements), collections of photos from the Tournament.

**In the interest of our partners we could spread the information along the selected channels (public organizations, bodies of authority, mass media).**



# Advertising Opportunities 2007

- Banners on the central court strapping (located behind the players in service zones, and on the side strapping, always in sight of the TV cameras, 1 x 3.5 m in size).
- Vertical flags along the perimeter of the central court (flags over the stalls, 2 x 1.4 m in size).
- Logos on the sides of the net (20 x 50 cm).
- Logos on team tents (tents will be located on the central court in the athletes recreation area).
- Additional advertisements on site of the tournament.
- Logos on the award ceremony back-drop.
- Logos on the Tournament's official press center back-drop.
- Audio recordings on the central court.
- Booth on the territory of the tournament.
- Promotional events, tasting sessions, raffles, sampling.



# Sponsorship Packages 2007

	Partner	Sponsor	Official Sponsor	General Sponsor
Sponsor's logo in printed mass-media advertisements	□	□	□	Exclusive allocation
Logo in outdoor-advertising media	-	□	□	
Logo on the official printed materials of the tournament (tickets, passes, accreditations etc.)	□	□	□	
Logo on the official web-site of the tournament	□	□	□	□
Page in the Official Program of the Tournament	□	□	□	□
Pavilion on-site of the tournament	□	□	Exclusive design	Exclusive design
Panel at the base row of central court cladding, quantity	1	1	2	3
Panel at the middle row of central court cladding, quantity	1	2	2	2
Panel at the top row of central court cladding, quantity	1	2	3	4
Vertical flags along the central court perimeter, quantity	1	2	4	6
VIP invitations for every day of the tournament, quantity	2	4	4	6
VIP restaurant invitations for every day of the tournament, quantity	2	4	4	6
Tickets for each tournament event, quantity	2	4	8	12
Logo on the backdrop of the press centre	-	□	□	□
Logo on the awarding ceremony backdrop	-	-	□	□
Logo or brand in the Tournament's TV commercials	-	-	□	Introducing commercials
Logo on the athletes uniforms	-	-	-	□
Logo on the refrigerators on-court	-	-	-	□
Logos on the upper and lower edging of the central court net	-	-	-	□
Logos on referees chairs	-	-	-	2
Inflatable construction along the central court perimeter	-	-	-	1
Branded verbal announcements	-	-	-	Introducing commercials
Greeting of the President in the Official Program of the Tournament	-	-	-	□
Possibility to organize Partner's Day	-	-	-	□
Participation of a company representative in the Official Tournament Ceremonies	-	-	-	□
<b>Investment</b>	<b>OT € 18.000</b>	<b>OT € 40.000</b>	<b>OT € 80.000</b>	<b>OT € 750.000</b>

# Tournament Arena 2007

Beach of the St. Peter-and-Paul Fortress will turn into a gigantic athletic arena for a week. The unique location of the courts and adverts of our partners could be very well visible from the Palace Bridge, Troitsky Bridge, Palace Embankment, and the Spit of Vasilyevsky Island.

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