



Naisten Kymppi -Zhenskaya Desyatka 10.9.2011





Женская Десятка - Ten Fun Run for Ladies

- An entertainment sports event for 20.000 – 25.000 Ladies
- The main target is to draw the thousands of women into active sports life
- An unforgettable event which combines entertainment and sports
- An interesting program
- Well known artists





How to integrate Zhenskaya into your marketing mix? An interesting experience for the company clients, dealers and partners?

- Exiting sports and entertainment event
 - Music, program, promotion, tasting, sales, lotteries, research, VIP tent, seminar
- Visibility in St.Petersburg
 - Event advertising, product advertising, coupons, internet
- Publicity in St.Petersburg and Russian media
 - Press conferencies, press releases, interviews
- A positive way to enhance your image
 - Physical activity - beneficial for both business and employees!
 - Increasing productivity, Retaining staff, Reducing workplace injuries, Improving the morale of your workforce



	Participating package	Euro's + VAT
	Platinum	50.000
	Gold	18.000
	Silver	13.000
	Bronze	7.000
	Copper	3.000

Gold package (1+2+3):

1. Logo of your company

- on outdoor advertising material, metro, billboards, posters, flyers, plasma screen
- on media advertising of popular printed media
- on www.funrun.spb.ru site with a link to your company site
- On T-shirts (> 20 000 participants!), VIP-invitations, badges
- At the scene
- On the banners, at start and finish



2. Brand promotion before Zhenskaya Desyatka

- Broad coverage of the event and sponsors in media of Russia and Finland
- Participating of your company representative in media events
- Press releases of general sponsors at press conferences
- Mentioning of your company as a sponsor in all press material and during media events
- Opportunity of interviews in radio and TV channels

Gold package:

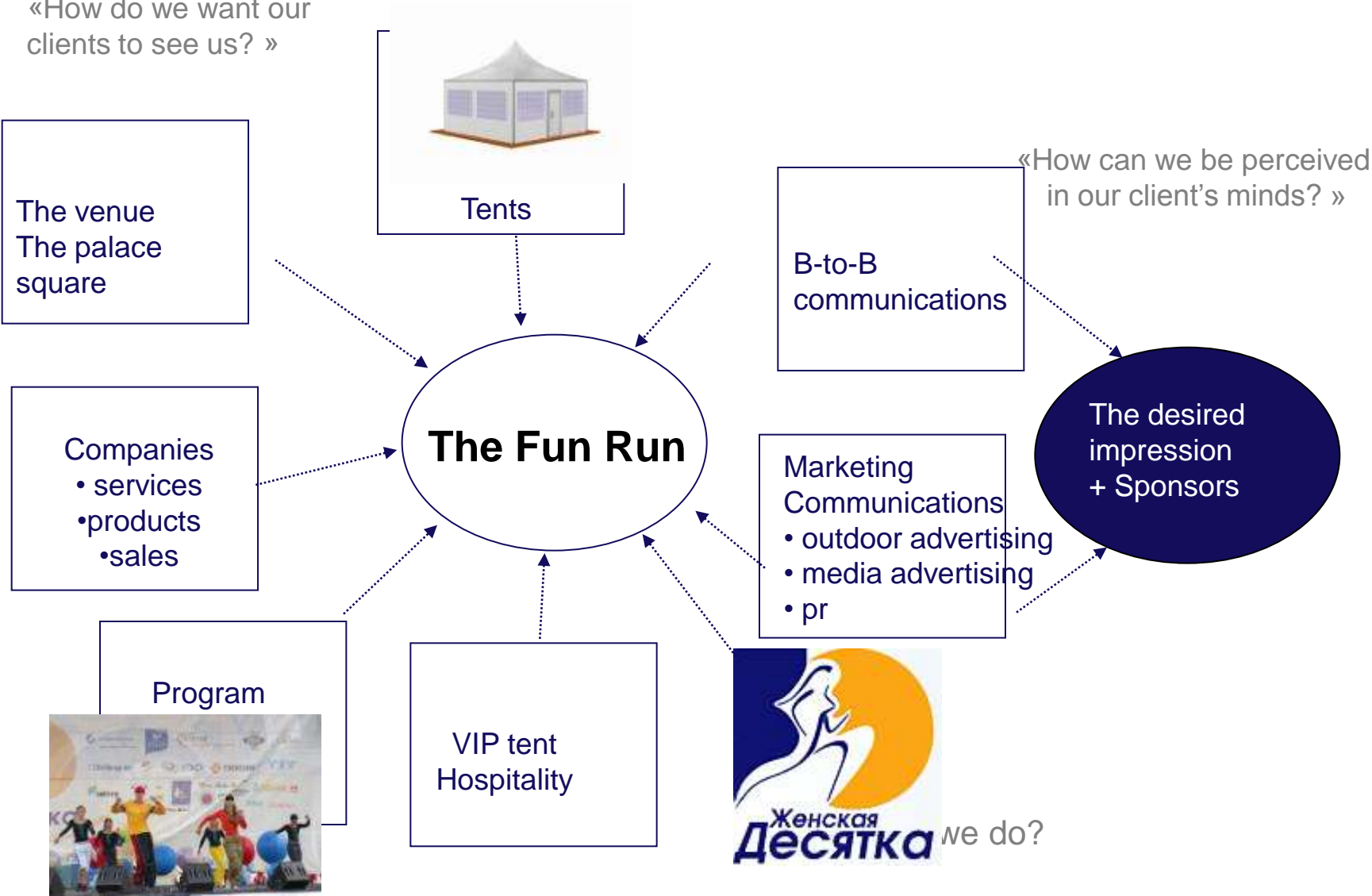


3. Zhenskaya Desyatka at Palace Square

- Exhibition tent
- Advertising actions in the tent and on the nearby area: quizzes, contests, advertising products distribution, sales etc
- Commercials on plasma screens
- Company flags and pennants at the Palace square
- To donate a lottery prize by your representative at the scene
- Promotion actions on route at three support areas
- 3 free invitations to the VIP-area
- A corporate team of runners with the engagement of a company's symbols

The Ten Fun Run in practice

«How do we want our clients to see us? »



The organizers of the event



Socio-Economic Institute

The partners

The City Administration of Saint-Petersburg



Main Information partner

Interfax

– information agency