

# A SPRINT ROWING PRESENTATION

## “Golden Blades of St. Petersburg” Sprint Rowing Regatta 5 June 2011



21.01.11



## The Event

- The goal is to promote the sport of rowing in Russia's most beautiful city.
- This beautiful, water-based city with 5 million citizens, is the capital of Russian rowing.
- We will invite elite international rowers and welcome all categories of rowers for the support programme.
- The event will promote rowing as an active sport accessible for all.



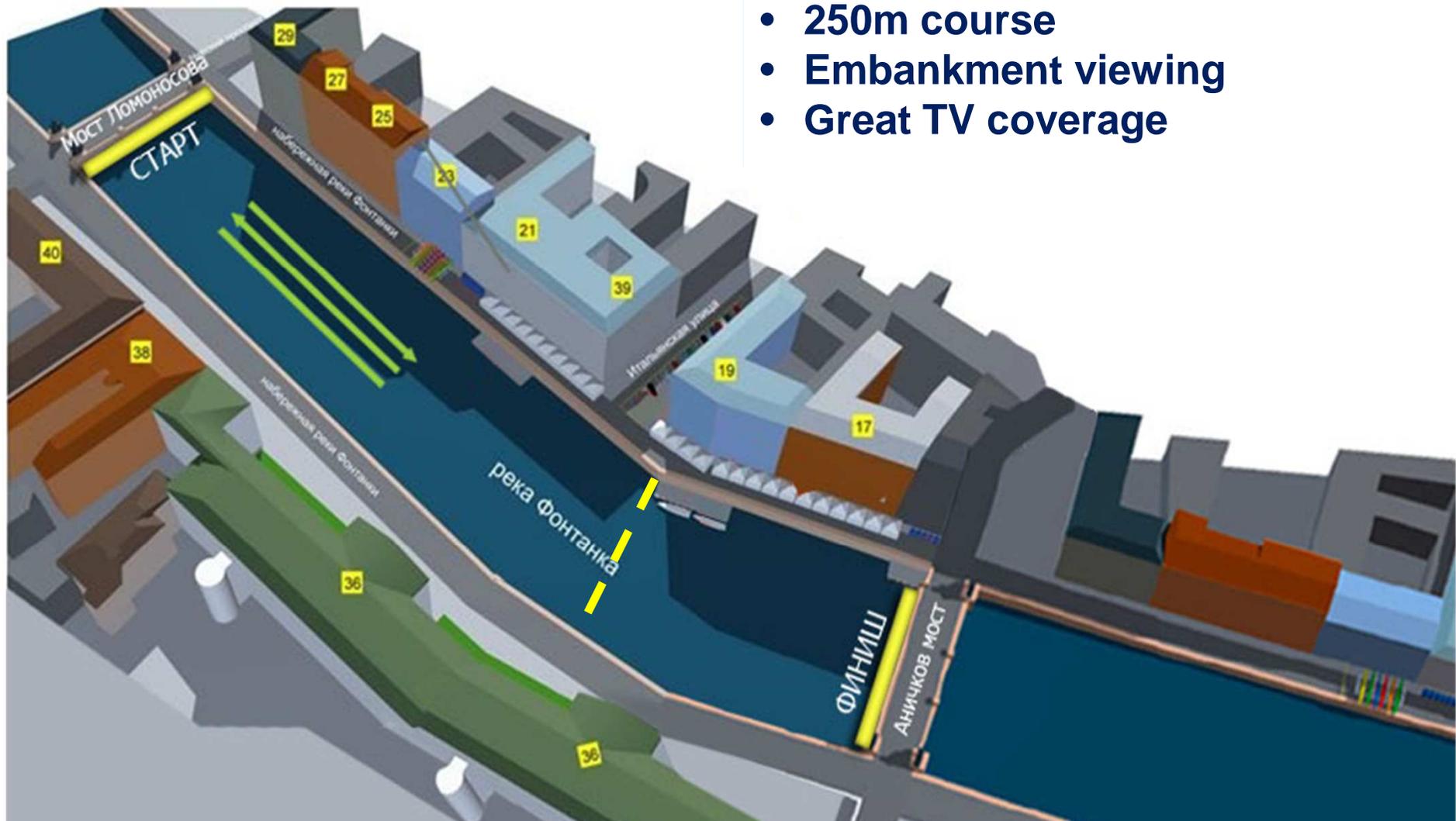
## The Athletes

- This is an invitational event.
- The OC will cover the cost of airfares and hotel and also pay an appearance fee to each athlete.
- The 5 June date has been selected with FISA's help.
- Every effort will be made to make the short stay an enjoyable one:
  - Exciting racing
  - Reception & Gala Dinner
  - Boat Touring



## The Perfect Location

- City centre of St. Petersburg
- Between 2 iconic bridges
- 250m course
- Embankment viewing
- Great TV coverage



# The Racing Format

There will be three rounds.

$\frac{1}{4}$	$\frac{1}{4}$	$\frac{1}{4}$	$\frac{1}{4}$
$\frac{1}{2}$		$\frac{1}{2}$	
Final			

Men	Women
<b>M8+</b>	<b>W8+</b>
<b>M1x</b>	<b>W1x</b>
<b>M8+</b> <b>(students)</b>	<b>W8+</b> <b>(students)</b>

## The Racing Venue at Nevsky Prospect Bridge



### Promotion & TV

- Major PR & media campaign in Russia
- Host-televised by FISA productions
- Programme distribution by FISA

# Welcome to St. Petersburg!

