



Karlovy Vary  
International Film Festival

CONTI

FILM FESTIVAL TENIS CUP

25th edition

A large, flowing blue fabric sculpture dominates the foreground, its folds and curves creating a sense of movement. It is set within a modern architectural space characterized by light-colored concrete walls and a high ceiling. The lighting is soft and even, highlighting the texture of the fabric and the geometric forms of the building.

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LIVE CONTINUAL

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# 25th annual tennis tournament Conti Film Festival Cup

The tennis tournament, traditionally part of the official accompanying programme of the Karlovy Vary International Film Festival, was first held in 1999.

It was founded by KVIFF President Jiří Bartoška and businessman Bronislav Cienciala, who wanted to enrich the festival program with a sports element. Their aim was not only to enrich the experience of distinguished guests but also to connect the worlds of film, culture, and business within the unique atmosphere of this prestigious event.





# Celebrating the jubilee

This year's anniversary edition, celebrating 25 years of CONTI, takes a slightly different approach.

In addition to the traditional program, the tournament will embrace the spirit of Wimbledon, with players competing in white attire. The atmosphere and catering will be curated by the **ZE MĚ** project team.

The all-day event promises an exciting tournament, followed by an unforgettable evening gala.





# Well-known figures regularly participate in the tournament

Renée Zellweger  
Zlata Adamovská  
Štěpán Asher  
Tomáš Berdych  
Daniel Beneš  
Roman Červenka  
Martin Damm  
Martin Dejdar  
Paľo Habera  
Petr Huťka

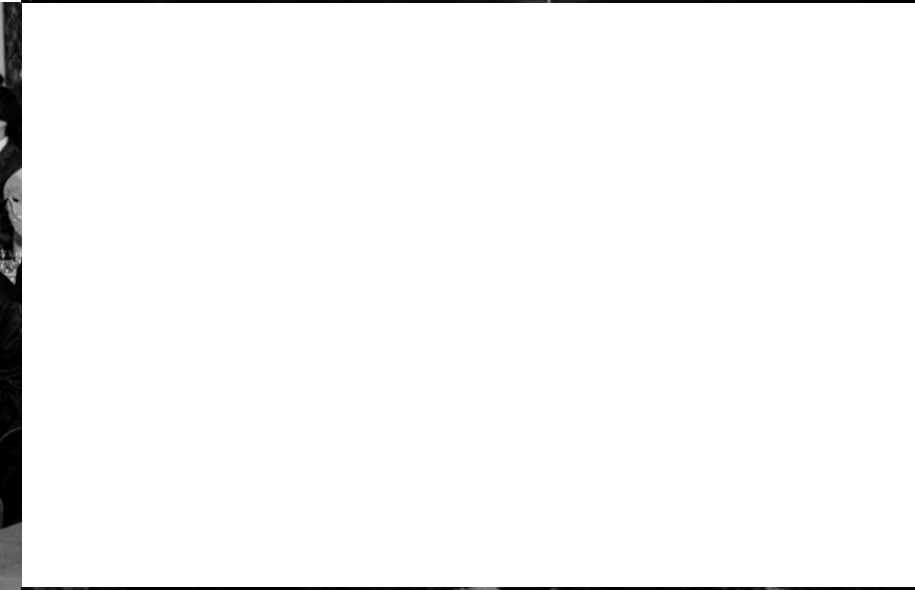
Marek Jankulovski  
Juraj Jakubisko  
Václav Klaus  
Livia Klausová  
Jan Koller  
Jiří Krampol  
Petr Korda  
Tereza Maxová  
Zdeněk Merta  
Ilie Năstase

Karel Nováček  
David Pastrňák  
Boleslav Polívka  
Filip Renč  
Martin Roman  
Jan Rosák  
Přemysl Sobotka  
Tomáš Šmíd  
Mirek Topolánek  
Pavel Zedníček





# Snippets from previous years





# Partners of 24<sup>th</sup> edition

## ORGANISER

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## GENERAL PARTNERS



SKY CITY VILLAS



SKY HELLADA

## MAIN PARTNERS



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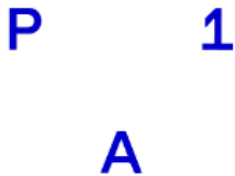
## PARTNERS



ENLI



LEXXUS  
NORTON



RAVAK





# We don't just play to win, but also for a good cause

Tennis tournament is not just about sport and fun - an important tradition is to support charitable projects. In recent years, many worthwhile organizations have received financial support through this event, including:

- Tereza Maxová Foundation
- Deana and Juraj Jakubisko's Plaváček Endowment Fund
- LA VIDA LOCA Endowment Fund

This year, our support goes to the **Sue Ryder organization**, whose patron at the Karlovy Vary International Film Festival is actress, director, and author Antonie Martinec Formanová.





... it's not all about tennis

As part of the CONTI KVIFF Tennis Cup, a special auction of signed memorabilia from top Czech tennis stars will take place, with all earnings supporting the **Sue Ryder organization**.



Markéta Vondroušová



Tomáš Berdych



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of our partners





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Form  
follows the  
art of living

CONTI



# Partnership at the 25th edition

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rockaway

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upvest

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dental clinic

WOOD  
& Company



# Marketing options

## Partnership opportunities

### CONTI Tennis Cup – tournament

Naming one of the eight teams	✓	✓	✗
Player spots in the tennis tournament	6–8	4–6	2
Acknowledgements within the MC inputs	✓	✓	✓
Branded „experience corner“ – e.g., a lounge with a sports activity (virtual tennis, trophy photo zone)	✓	✓	✗
Possibility to supply branded accessories for the players (balls, towels, headbands, water bottles, etc.)	✓	✓	✗
Hostesses in your brand	✓	✓	✗
Ball retrievers in your brand's apparel	✓	✓	✓
Polaroid moment (frame with your logo)	✓	✓	✗

### CONTI Tennis Cup – gala

Promotion during the evening gala	✓	✓	✗
Seats at the evening gala	10	8	6
Meet & Greet, a company representative, will have the patronage of the auction	✓	✓	✗
Acknowledgements during the MC inputs	✓	✓	✓
Opportunity to provide a gift for guests	✓	✓	✓



# Marketing options

## Partnership opportunities

### CONTI Tennis Cup – marketing channels

Logo presentation:

- tournament website
- social media
- event invitations
- the sponsor pyramid at the tournament venue
- scoreboard advertising space
- photo wall at the event
- welcome notes/passes

Presentation on social media:

- Mention and logo in the event press release
- Tagging in stories and reels from the evening gala (Instagram, LinkedIn), if requested
- Short video from evening gala, including brief thanks to sponsors (can also be used for your own PR)

Post-event photos

Listing in the contact database

Acknowledgement in Forbes

### General partner

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### Main partner

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We are looking forward to  
seeing you not just on the  
court!

[tenis@contidevelopment.cz](mailto:tenis@contidevelopment.cz)

Created by **Henceforth**