



SPASSKAYA  
TOWER

INTERNATIONAL  
MILITARY  
TATTOO

# ABOUT THE FESTIVAL

PROJECT DETAILS



2022



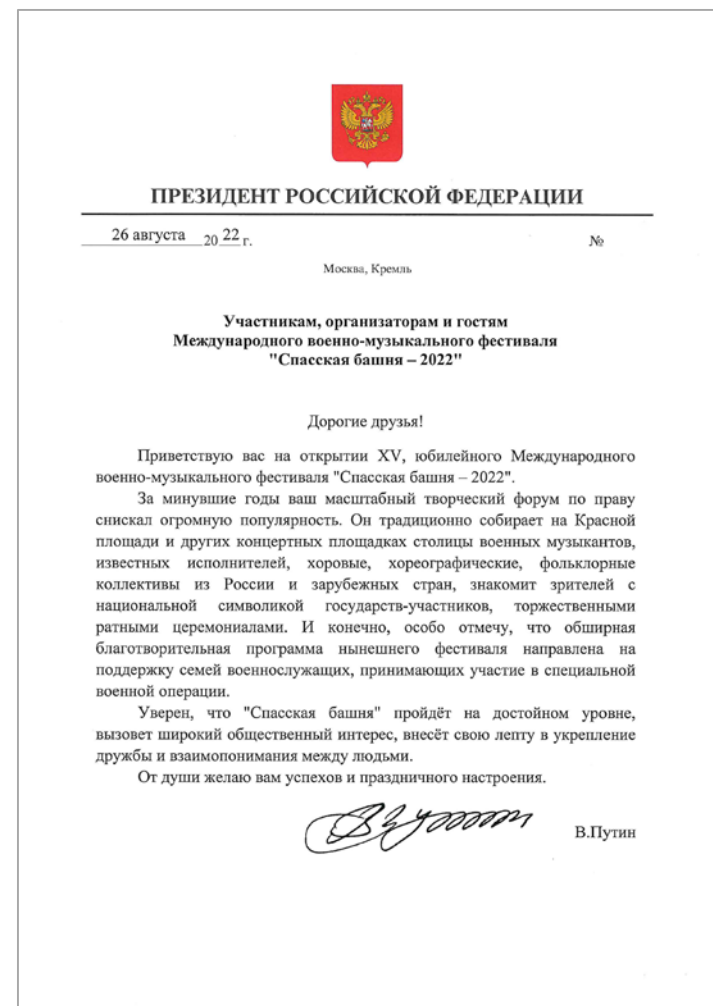
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The Spasskaya Tower International Military Music Festival is carried out annually following **the order of President of Russia Vladimir Putin**

## ABOUT THE FESTIVAL





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## ABOUT THE FESTIVAL

### THE FESTIVAL ENJOYS THE SUPPORT OF



- The Presidential Executive Office



- The Government of Russia



- The Ministry of Defense of Russia



- The Ministry of Foreign Affairs of Russia



- The Ministry of Culture of Russia



- The Ministry of Russia for Civil Defense, Emergencies and Elimination of Consequences of Natural Disasters



- The Federal Security Service of Russia



- The Federal National Guard Service of Russia



- The Federal Guard Service of Russia



- The Government of Moscow



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## ABOUT THE FESTIVAL

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### PUBLIC COUNCIL

- **Alexander ZHUKOV**, Chairman of the Public Council, First Deputy Chairman of the State Duma of the Federal Assembly of the Russian Federation
  - **Alexander BEGLOV**, Governor of St. Petersburg
  - **Yulia VORONOVA**, Assistant to the General Director of the ROSTEC State Corporation
  - **Elena GAGARINA**, General Director of the Moscow Kremlin State Historical and Cultural Museum
  - **Alexander GORBENKO**, Deputy Mayor of Moscow in the Government of Moscow responsible for regional security and information policy
  - **Teimuraz GUGUBERIDZE**, Managing Director of the Trade House GUM Company
  - **Alexey LEVYKIN**, Director of the State Historical Museum
  - **Nikolai PANKOV**, Secretary of State - Deputy Minister of Defense of the Russian Federation
- **Sergey SMIRNOV**, Head of the Festival Directorate
  - **Leonid SLUTSKIY**, Chairman of the State Duma of the Federal Assembly of the Russian Federation Committee on Foreign Affairs
  - **Nikolai TOKAREV**, Chairman and President of the Transneft Company
  - **Vladimir TOLSTOY**, Adviser to the President of the Russian Federation
  - **Sergey KHLEBNIKOV**, Head of the Moscow Anticorruption and Regional Security Department, Head of the Moscow Kremlin Commandant Service of the Federal Guard Service of Russia — Commandant of the Moscow Kremlin (2004–2020), Lieutenant General
  - **Andrey TSYBULIN**, Head of the Russian President's Press Service
  - **Vera TCHISTOVA**, Deputy Chairman of the Accounts Chamber of the Russian Federation (from September 2013 to September 2019)
  - **Mikhail SHVYDKOY**, Special Representative of the President of Russian Federation for International Cultural Cooperation





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## ABOUT THE FESTIVAL

- The Spasskaya Tower Festival is rated among the **top three** military tattoos in the world
- Since 2010, the Spasskaya Tower Festival has been part of the **International Association of Tattoo Organizers (IATO)**
- In 2019 the Festival joined the **World Marching Band Organization**



**VIRGINIA  
INTERNATIONAL  
TATTOO**



**BREMEN TATTOO**



**BERLIN TATTOO**



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## ABOUT THE FESTIVAL

- The Festival saw light in 2007
- **‘Reviving traditions, retaining history’** reads the Festival’s motto
- In 2020, the Spasskaya Tower Festival was **the only military tattoo in the world** to be carried out despite COVID-19 restrictions
- The Festival has broadened its horizons **going beyond Red Square**





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THE SPASSKAYA TOWER FESTIVAL  
IS ONE OF **THE MOST**  
**REMARKABLE CULTURAL EVENTS**  
OF MOSCOW AND THE REGION





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## RECURRING FESTIVAL EVENTS

- **MAY:** The Spasskaya Tower Children and Youth Wind Bands Contest\*;
- **MAY-AUGUST:** The Military Bands in the City Parks program;
- **AUGUST (during the Festival):** The Festival participants marching parade;
- **AUGUST (during the Festival):** The Festival participants performances in the city parks and on railway stations;
- **THROUGHOUT THE YEAR:** providing support to various events with participation of music ensembles representing the Russian military and other state bodies;
- **LATE AUGUST – EARLY SEPTEMBER:**
  - The Spasskaya Tower Festival main program;
  - The Spasskaya Tower Children and Youth Wind Bands Festival finale\*;
  - The Spasskaya Tower Children and Youth Honor Guard Units contest\*;
- **THE 1st SATURDAY OF SEPTEMBER** – The Festival daytime show

ALL THE PROGRAMS AND EVENTS ORGANIZED IN ADDITION TO THE FESTIVAL ARE FREE OF CHARGE AND MEANT FOR ENTERTAINMENT

\* - the Spasskaya Tower for Kids program suspended in 2020 (after COVID-19 rules were imposed)







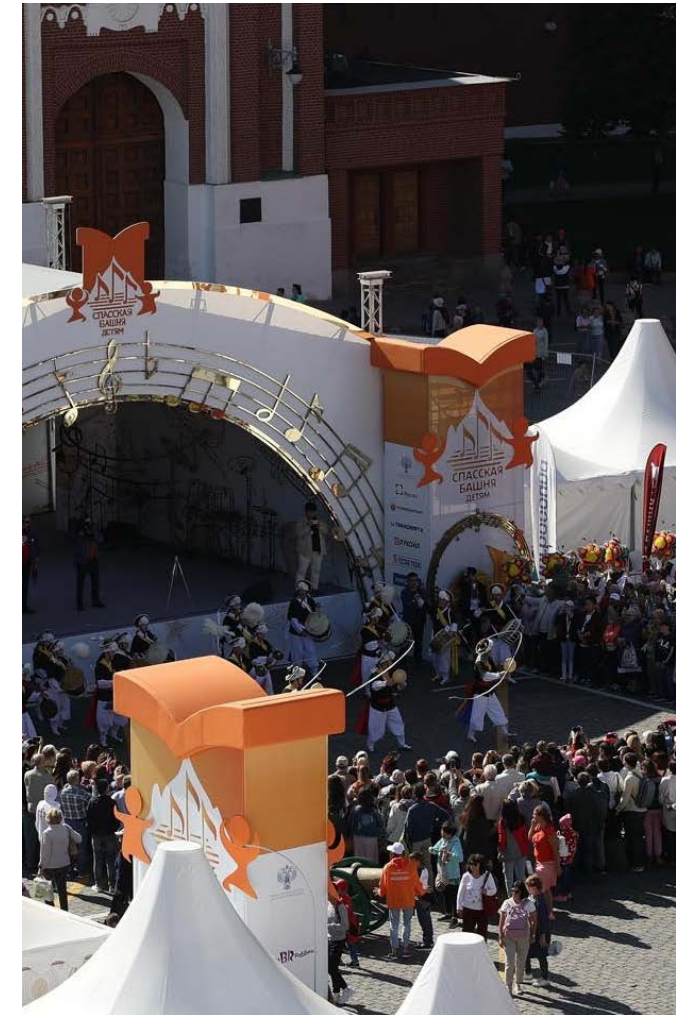
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## SPECIAL FESTIVAL PROGRAMS

### SPASSKAYA TOWER FOR KIDS

- **MAY: the Spasskaya Tower Children and Youth Wind Bands Contest**  
**AUGUST (during the Festival): the Spasskaya Tower Children and Youth Wind Bands Festival finale**
  - carried out annually since 2014
  - hosted over 100 bands from 24 Russian regions and abroad
- **AUGUST (during the Festival): the Spasskaya Tower Children and Youth Honor Guard Units Contest**
  - carried out annually since 2015
  - hosted over 50 teams from 25 Russian regions
- **AUGUST (during the Festival):** Moscow's Red Square turns into an **educational and entertainment space** offering numerous workshops, games and other interactive activities in history, military cultures, music, sports and etc.





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## THE SPASSKAYA TOWER FOR KIDS PROGRAM



**MAY, ANNUALLY:** the Children and Youth Wind Bands Contest (since 2014)





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## THE SPASSKAYA TOWER FOR KIDS PROGRAM



**AUGUST, ANNUALLY (during the FESTIVAL):** the Children and Youth Wind Bands Festival finale (since 2014)





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## THE SPASSKAYA TOWER FOR KIDS PROGRAM



**AUGUST, ANNUALLY (during the FESTIVAL):** the Children and Youth Honor Guard Units Contest (since 2015)



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## SPECIAL FESTIVAL PROGRAMS

### ВОЕННЫЕ ОРКЕСТРЫ В ПАРКАХ

- MAY-AUGUST (weekends and holidays): **military bands performing** in the parks, gardens and squares as well as on other iconic venues of Moscow and its region
- Annually, the program features the country's **best military bands** representing the MoD, FSO, FSB, Emergencies Ministry and National Guard Forces
- The program's been carried out annually since 2017
- **Over six years it**
  - hosted more than 140 concerts;
  - welcomed more than 500k viewers;
- In 2021, the program went beyond the city of Moscow into the Moscow region
- As a new venue in the Moscow region, the esplanade of the **Main Cathedral of the Russian Armed Forces** (part of the Russian MoD Armed Forces Museum and Cathedral Complex) hosts the program's most remarkable concerts.

ALL 'THE MILITARY BANDS IN THE CITY PARKS' PROGRAM CONCERTS  
ARE FREE







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## THE MILITARY BANDS IN THE CITY PARKS PROGRAM



**MAY-AUGUST, ANNUALLY (weekends and holidays):** military bands perform in the city's most popular leisure spaces (since 2017)

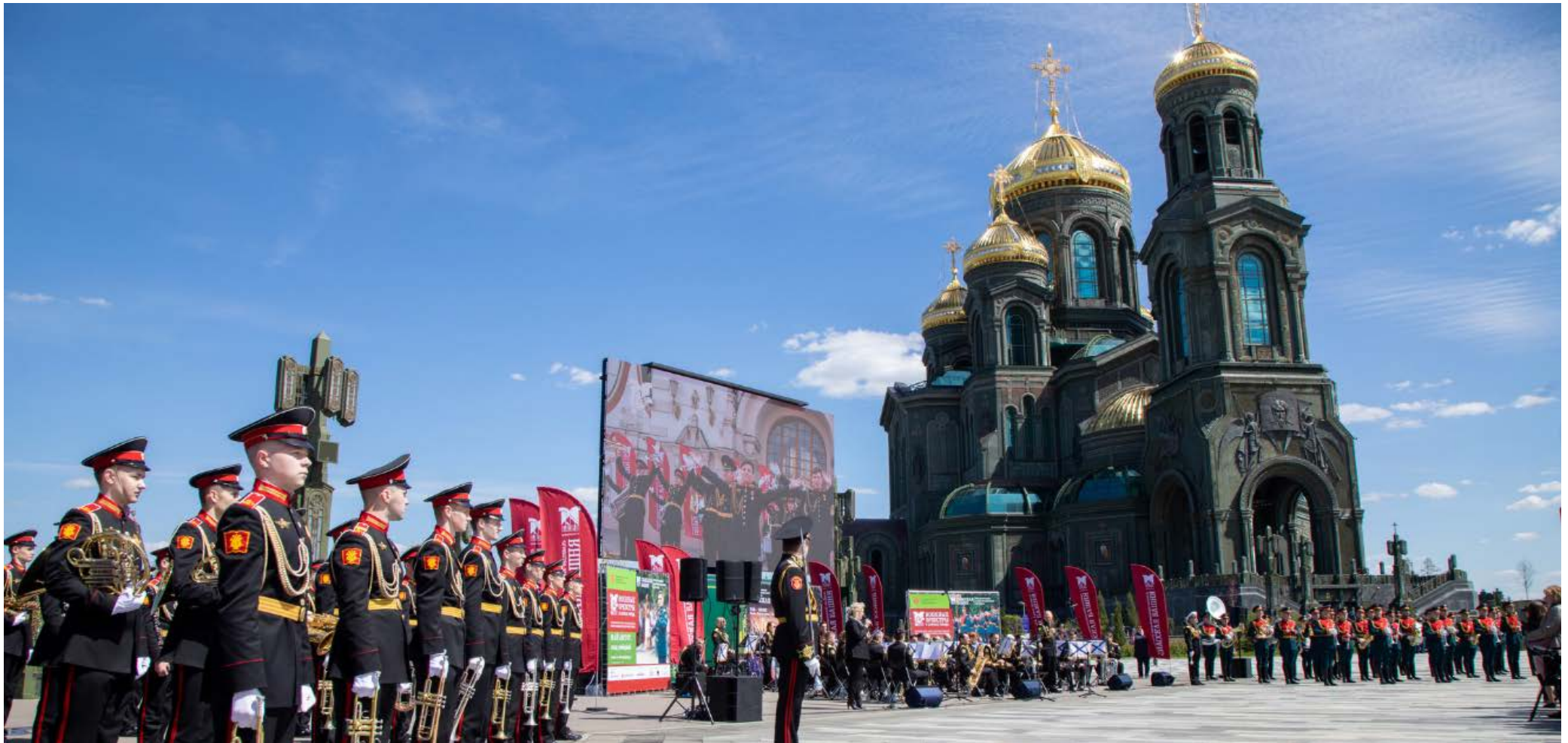




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## THE MILITARY BANDS IN THE CITY PARKS PROGRAM



Since 2021, the concerts are being organized in the Moscow region



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## THE FESTIVAL PARTICIPANTS' MARCHING PARADE ON VDNH



**AUGUST, ANNUALLY (during the Festival)**





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## THE FESTIVAL PARTICIPANTS' MARCHING PARADE ON VDNH



**AUGUST, ANNUALLY (during the Festival)**





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## PERFORMANCES AT CITY VENUES



**AUGUST, ANNUALLY** (during the Festival): the Festival participants' performances in the city parks and on railway stations





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## PERFORMANCES AT CITY VENUES



**AUGUST, ANNUALLY** (during the Festival): the Festival participants' performances in the city parks and on railway stations





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## THE FESTIVAL DAYTIME SHOW



THE 1st SATURDAY OF SEPTEMBER, ANNUALLY





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## THE FESTIVAL DAYTIME SHOW



**THE 1st SATURDAY OF SEPTEMBER, ANNUALLY.** In 2021, the Festival daytime show was first held on the esplanade of the Main Cathedral of the Russian Armed Forces





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**THE FESTIVAL MAIN PROGRAM IS  
MEANT FOR  
THE BROADEST AUDIENCE**



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## THE FESTIVAL MAIN PROGRAM

THE FESTIVAL MAIN PROGRAM includes two major blocks:

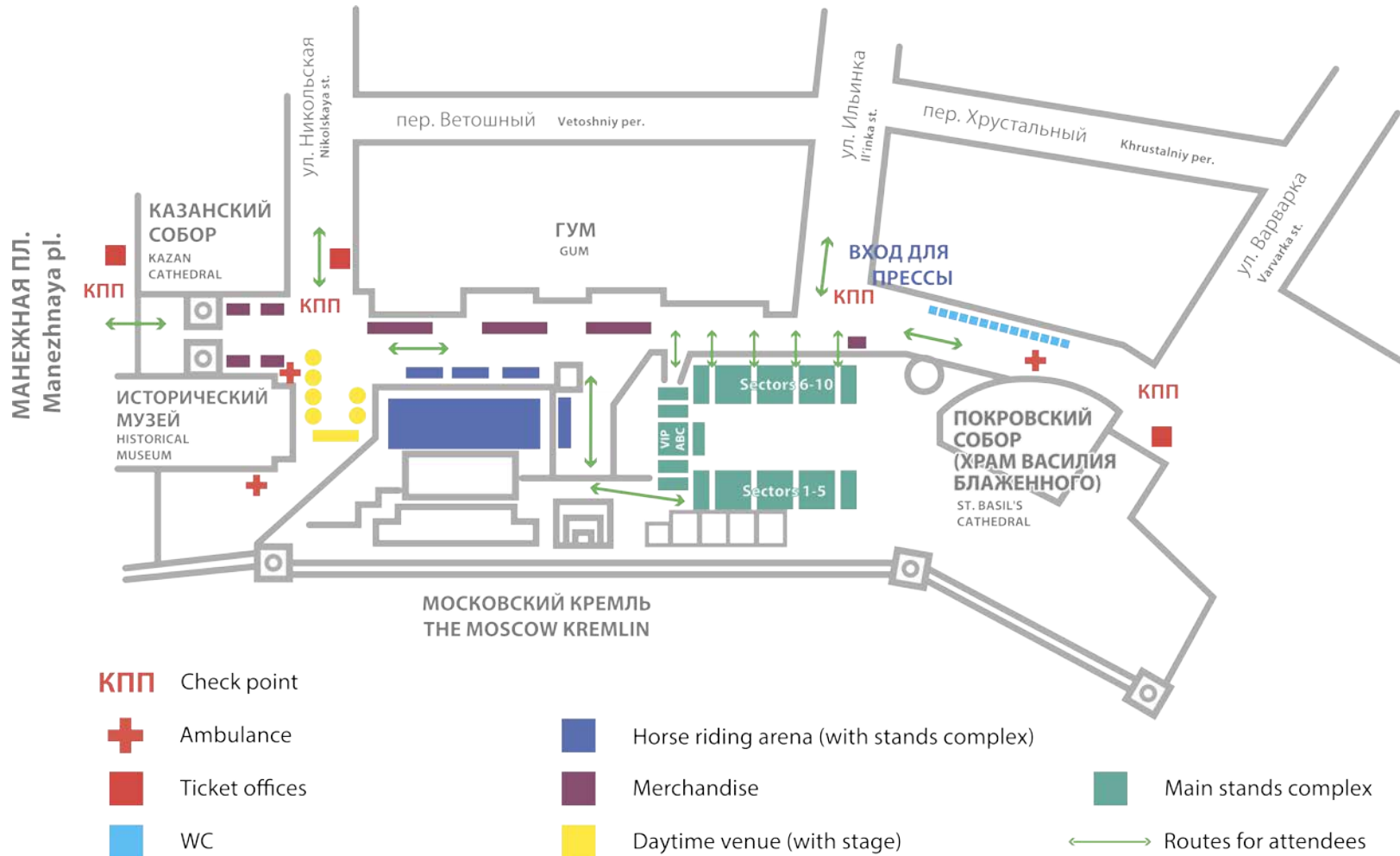
- **DAYTIME PROGRAM** offering educational and entertainment activities, **FREE ENTRANCE**;
- **EVENING PROGRAM** featuring the Festival's evening shows unfolding onstage of the stands complex, **TICKETS REQUIRED**







# THE FESTIVAL SITE BEFORE 2022

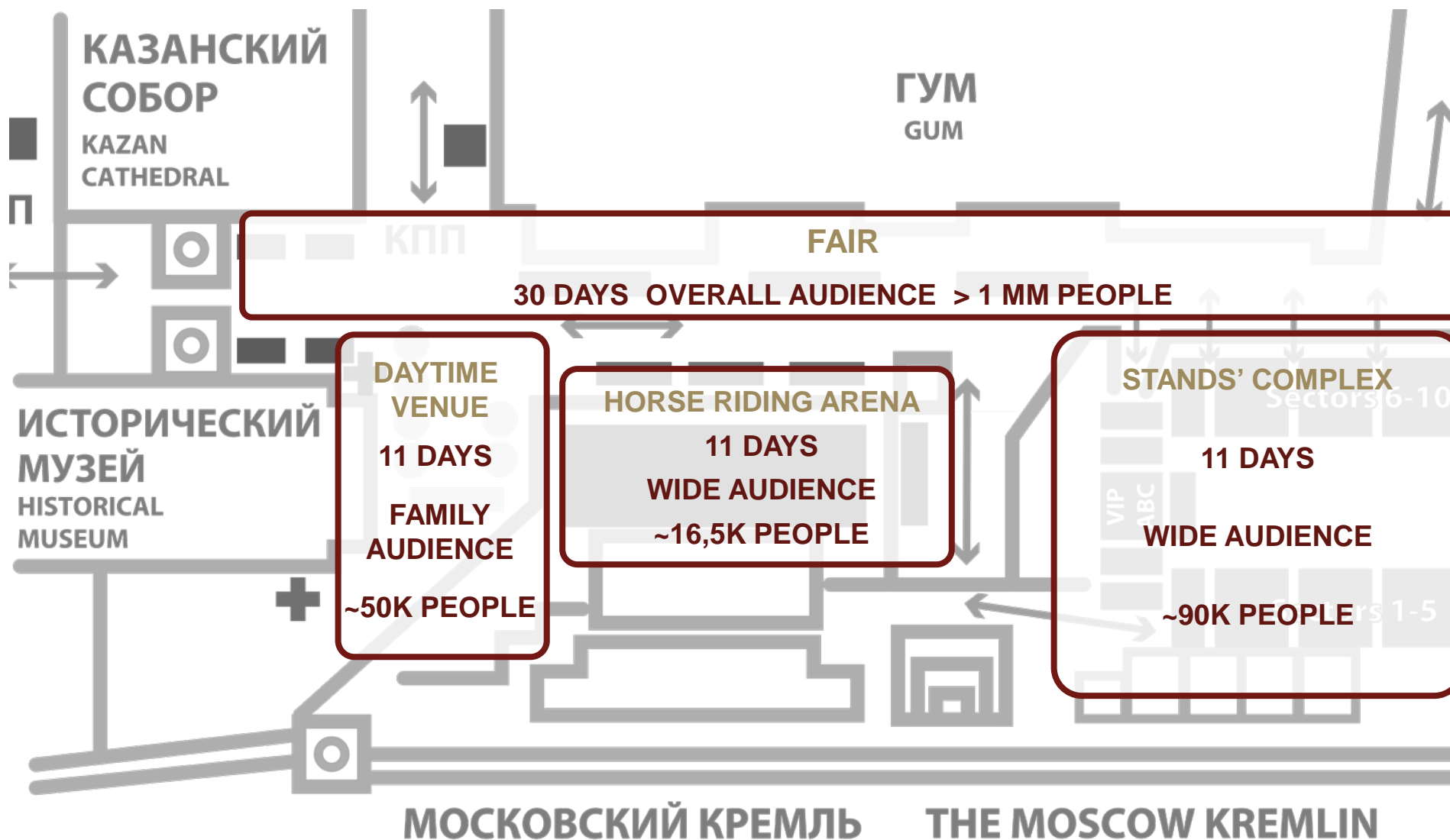




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## THE FESTIVAL SITE BEFORE 2022



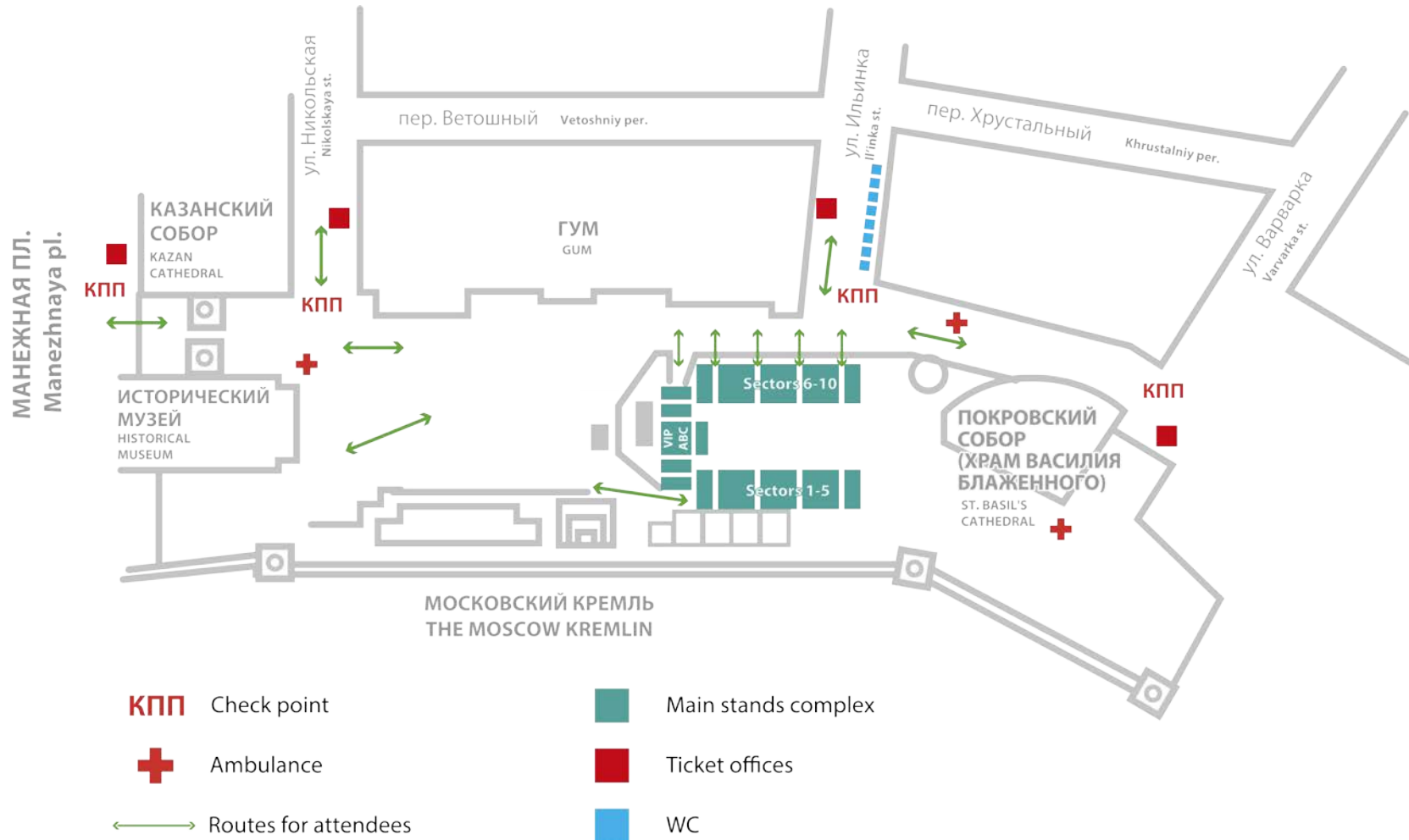




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# THE SITE OF THE 15<sup>TH</sup> FESTIVAL 2022





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## THE SITE OF THE 15<sup>TH</sup> FESTIVAL 2022







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## THE FESTIVAL STANDS COMPLEX





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# HORSE RIDING ARENA, VIP TENT, DAYTIME VENUE, FAIR







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## DAYTIME PROGRAM

### DAYTIME VENUE

- Families with children as the target group
- Educational and entertainment space with exhibition performances, artistic workshops, games and other interactive activities in history, military culture, music and etc.







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## DAYTIME PROGRAM

### HORSE RIDING ARENA



- Families with children as the target group
- The Kremlin Equestrian School as organizer
- Sports and entertainment activities
- In 2022, Moscow's VDNH became the Festival's official daytime venue







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**THE SPASSKAYA TOWER IS THE  
WORLD FAMOUS BRAND**



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## COLORS OF THE FESTIVAL







## PARTICIPANTS OF THE FESTIVAL

### COUNTRIES TAKING PART IN THE FESTIVAL ALONG 15-YEARS PERIOD



- The Festival welcomes some of the best military music bands and folk ensembles as well as honor guard units from Russia and all over the globe
  - In **2019**, it hosted over **30** ensembles from **13** countries;
  - In **2020**, it hosted **14** ensembles from **Russia** (**10** foreign participants sent their video messages);
  - In **2021**, it hosted **29** ensembles from **5** countries;
  - In **2022**, it hosted **27** ensembles from **8** countries (Russia, Armenia, Belarus, Venezuela, Germany, Egypt, India and Thailand)
- **Along its 15 years**
  - the Festival welcomed participants representing 57 countries, including 18 NATO, 13 SCO and 5 CSTO member states
  - the Festival audience scored over 860k people



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## PARTICIPANTS OF THE FESTIVAL







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## PARTICIPANTS OF THE FESTIVAL







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## SPECIAL GUESTS OF THE FESTIVAL







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## SPECIAL GUESTS OF THE FESTIVAL





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## GUESTS OF HONOR ATTENDING THE FESTIVAL

- Every year the Festival welcomes state officials representing various countries, as well as the world prominent artists and public figures
- Members of different European royal families, including Prince Michael of Kent, Prince Joachim of Denmark, Princess Stéphanie of Monaco, have been among the tattoo's guests of honor
- Every year among the Festival's guests there are military tattoos' directors and organizers from all over the world







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## AUDIENCES OF THE FESTIVAL



- **The Festival target audiences are**
  - residents and guests of Moscow and the region
  - 25 years and up
  - with an average (or above average) income
  - sticking to an active life position
- **Over 500k people** visit Red Square during the Festival (including daytime activities)





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## AUDIENCES OF THE FESTIVAL



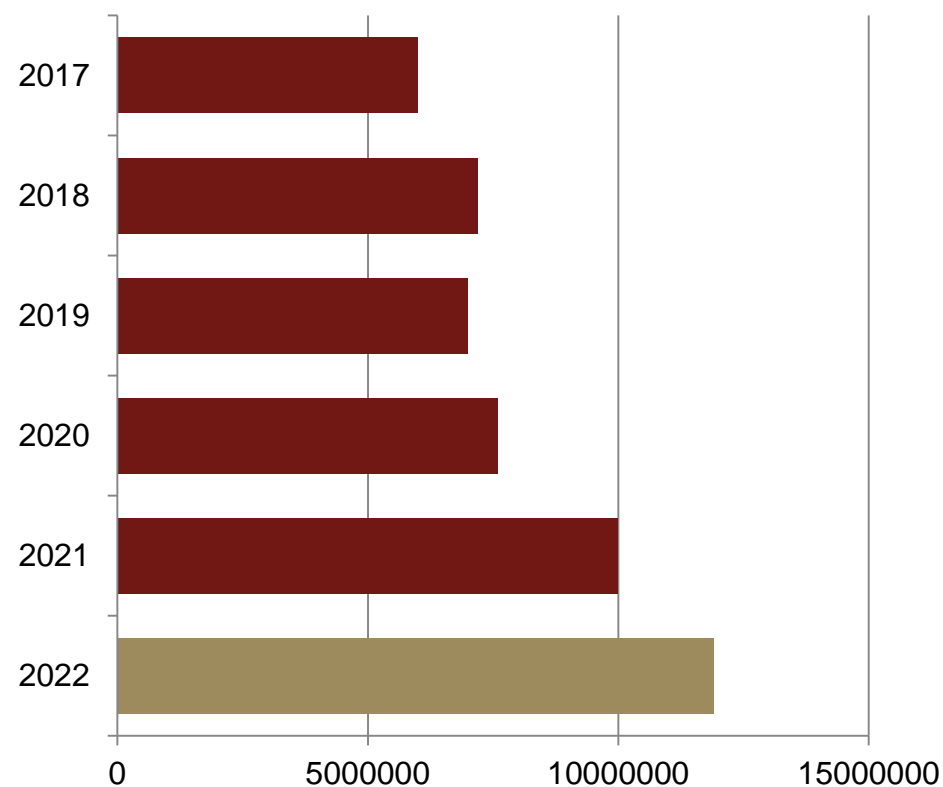
- Annually, the Festival's audience scores more than 90k people
- In **2022**, it scored **over 140k people** with
  - about 60k people at the stands complex on Red Square
  - about 6k people at the stands complex on the esplanade of the Main Cathedral of the Russian Armed Forces (daytime show on September 3, 2022)
  - about 75k people at the stands complex and venue of the Festival's daytime program on VDNH (August 19 - September 4, 2022, every Fr, St and Sun)





## AUDIENCES OF THE FESTIVAL

- Audiences of the live broadcast (TV and social media accounts of the Spasskaya Tower Festival and its partners)
  - 2017 - ~ 6MM people
  - 2018 - ~ 7.2MM people
  - 2019 - ~ 7MM people
  - 2020 - ~ 7.6MM people
  - 2021 - ~ 10MM people
  - 2022 - ~ 11.9MM people, including
    - ~ 720k people watching TV Center channel in Moscow
    - ~ 3.5MM people watching TV Center channel across Russia (except Moscow)
    - ~ 2MM people watching Zvezda TV channel
    - ~ 5.68MM people watching social media (the Festival's official website and VK community, Russia Today resources (various RT Russian language VK communities, RT Germany, RT Spain, RT Arabic, RUPTLY, etc.), other partners' resources (TASS, Komsomol'skaya Pravda, Rossiya Segodnya, etc.)





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## INFORMATION CAMPAIGN

- Annually, media representatives of **30 countries** work at the Festival
- Every year pieces covering the Festival are published in media outlets of Australia, Asia, America, Africa and Europe
- According to analysis, the Spasskaya Tower Festival has become the **most cited event by foreign media outlets** among its counterparts
- Media representatives from the EU, Great Britain, the USA, Germany and Israel pay special attention to the Festival events
- As far as the CIS region goes, the Spasskaya Tower Festival is widely covered by media from Kazakhstan, Belarus, Moldova and Azerbaijan

- In 2022, the Festival issued accreditation to
  - **81** media outlets, including **15** foreign ones
  - in total, **1291** media representatives and bloggers were accredited



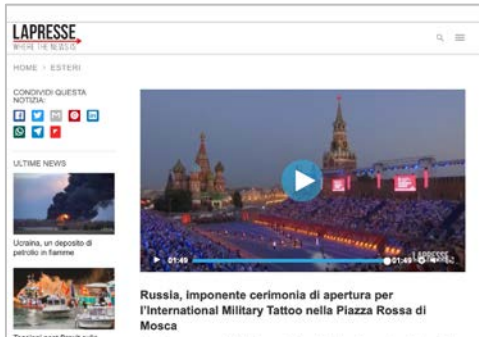
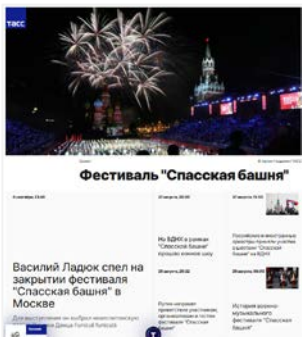




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# INFORMATION CAMPAIGN



In **2022**, the accounting period REGISTERED

- Media PR campaign
  - **5 161 publications** MENTIONING the Festival
  - **MEDIA INDEX** of **51 409.1**
  - **SCOPE** of **168.2MM people**
  - no negative reports
  - **over 1 336 media outlets** reported about the Festival
- Social media PR campaign
  - **26 897 messages** MENTIONING the Festival
  - **MEDIA INDEX** of **653 368**
  - **SCOPE** of **288.4MM people**
  - **over 12 800 different communities/users/blogs/channels** mentioned the Festival

according to Medialogia IAS



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## ADVERTISING CAMPAIGN



- As for the advertising campaign, from May to August 2022, its scale equaled to:
  - **over 1 100 outdoor advertising pieces** from city formats to media facades
  - **over 700 audio releases** (with length varying from 15 to 30 seconds) on Russkoe Radio, Zvezda and Moscow FM radio stations
  - **over 1 500 video releases** (with length varying from 15 to 30 seconds) on TV Center, Zvezda, Moscow 24, Doverie, 365 Days, Nashe novoe kino, Rodnoe Kino TV channels
  - **modules** printed in Rossiiskaya Gazeta and Vechernyay Moskva papers and **banners** on tass.ru, rusradio.ru, zvezda.ru, rg.ru, m24.ru and other Internet resources





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SEE YOU AT THE  
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ORGANIZING COMMITTEE OF  
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