

# WOMEN'S VOLLEYBALL NATIONS LEAGUE 2023 – THAILAND

BANGKOK, 27 JUNE — 2 JULY 2023

Volleyball's most prestigious annual competition, the Women's Volleyball Nations League, is coming to Bangkok in June 2023.

Played over six action-packed weeks, the Volleyball Nations League 2023 features 16 of the world's best volleyball teams all aiming to reach the promised land of the Volleyball Nations League Finals with the chance to be crowned Champions!

Thailand has been chosen as one of the six host nations of the Preliminary Rounds of the tournament along with Turkey, Japan, Brazil, China and Korea – the Finals being played in the USA.

With Volleyball enjoying huge growth and popularity in Thailand, and the continued success of the women's national team, the event represents a fantastic opportunity and a very powerful marketing platform for brands wishing to engage with hundreds of millions of volleyball fans in Thailand and around the world.

**BE PART OF THE WOMEN'S VOLLEYBALL NATIONS  
LEAGUE 2023 — THAILAND BECOME AN OFFICIAL  
SPONSOR / PARTNER / SUPPLIER**

## PARTICIPATING TEAMS

### 11 CORE TEAMS

BRAZIL / CHINA / GERMANY / ITALY /  
JAPAN / KOREA / NETHERLANDS / SERBIA  
/ THAILAND / TURKEY / USA

### 5 CHALLENGER TEAMS

BULGARIA / CANADA / CROATIA /  
DOMINICAN REPUBLIC / POLAND

## THAILAND EVENT

### PARTICIPATING TEAMS

BRAZIL / CANADA / CROATIA / JAPAN  
/ ITALY / NETHERLANDS / THAILAND /  
TURKEY

**16**

MATCHES

## SOCIAL CHANNELS

### 16 MILLION ACTIVE VOLLEYBALL FOLLOWERS

PREDOMINANTLY UNDER 35 YEARS  
OLD AND 47% FEMALE WITH HIGH  
DISPOSABLE INCOME

## SPECTATORS

**500,000+**

EXPECTED ACROSS ALL EVENTS

**50,000+**

EXPECTED ACROSS THAILAND EVENT  
MATCHES

## HOST VENUES

### PRELIMINARY ROUNDS

ANKARA – TURKEY  
BANGKOK – THAILAND  
BRASILIA – BRAZIL  
HONG KONG – CHINA  
NAGOYA – JAPAN  
SUWON – KOREA

### FINALS

TEXAS – USA

## GLOBAL TV AUDIENCE

**1.1 BILLION**

WATCHED IN COUNTRIES ACROSS  
PLATFORMS INCLUDING: LIVE, DELAYED  
& DIGITAL

**280 MILLION**

UNIQUE VIEWERS

**11,000+**

HOURS OF BROADCAST

## MATCHES

**104**

ACROSS THE PRELIMINARY & FINAL  
PHASES

**96**

PRELIMINARY PHASE

**8**

FINALS PHASE



Source: Volleyball World 2022



## COMMERCIAL PACKAGES

We have developed a comprehensive commercial sponsorship programme allowing business to integrate with this global event.

### TIER 1: EVENT TITLE SPONSOR, EVENT PRESENTING SPONSOR

- One Event Title Sponsor with naming rights to the Women's Volleyball Nations League 2023 — Thailand
- One Event Presenting Sponsor with naming rights to the Women's Volleyball Nations League 2023 — Thailand

### TIER 2: HOST PARTNER

- One Host Partner providing the venue for the Women's Volleyball Nations League 2023 — Thailand

### TIER 2: EVENT CO-SPONSORS

- Up to four Co-sponsors, from non-competing categories, of the Women's Volleyball Nations League 2023 — Thailand with branding around the event venue

### TIER 3: EVENT OFFICIAL SUPPLIERS & MEDIA PARTNERS

- Up to six Official Suppliers providing goods and services essential to the Women's Volleyball Nations League 2023 — Thailand
- Up to six Media Partners providing advertising and guaranteed editorial for the Women's Volleyball Nations League 2023 — Thailand

Official Supplier categories include, for example:

Airlines	Consulting	Food	Photography	Telecoms
Apparel	Consumer Electronics	Hotels	Pharmaceuticals	Timing
Automobiles	Courier	Insurance	Professional Services	Transport
Banking	Credit Cards	Legal	Recruitment	Travel
Beverages	Engineering	Logistics	Retail	Tyres
Car Hire	Environment	Manufacturing	Shipping	Utilities
Construction	Finance	Not For Profit	Technology	

NB. In addition to the above packages, sponsorship rights can be extended to the events Thailand play in other parts of the world, which will be televised in Thailand.

### NOTES ON RIGHTS AVAILABLE

- EVENTS: VOLLEYBALL NATIONS LEAGUE 2023
- RIGHTS: EXCLUSIVE RIGHTS FOR FREE-TO-AIR, PAY TV, BROADBAND AND MOBILE TRANSMISSION
- RESERVED RIGHTS: VBTv WILL BE AVAILABLE IN ALL TERRITORIES IN THE ENGLISH LANGUAGE AND BEHIND THE PAY WALL ONLY
- EXCLUSIONS: ONLY PROMOTIONAL CONTENT AND HIGHLIGHTS CAN BE SHOWN ON SOCIAL MEDIA
- TERRITORY: THAILAND
- MINIMUM BROADCAST OBLIGATIONS: FREE TO AIR COVERAGE OF ALL THAILAND WOMEN'S NATIONAL TEAM MATCHES





# GLOBAL: QUICK FACTS

## FANS

<b>795 MILLION</b> CURRENT VOLLEYBALL PARTICIPANTS GLOBALLY	<b>700K</b> DATABASE OF EXISTING PARTICIPANT DATA	<b>VOLLEYBALL FANS</b> AVERAGE AGE 38.2 YEARS 39% HIGH NETWORTH 64% UNDER 35 YEARS OLD 47% FEMALE / 53% MALE 62% SPONSOR FRIENDLY 69% SOCIAL MEDIA USAGE 67% INTERESTED IN MUSIC & CULTURAL ACTIVITIES
<b>15M+</b> GLOBAL SOCIAL AUDIENCE FACEBOOK — 4.3M INSTAGRAM — 1.8M YOUTUBE - 1.6M TIKTOK — 1.1M TWITTER — 330K WEBO, WECHAT & DOUYIN — 660K	<b>4M</b> VOLLEYBALL WORLD CHANNELS  <b>400M</b> TOTAL ADDRESSABLE ONLINE AUDIENCE	<b>DIGITAL SAVVY</b> 68% OF FANS STREAM VOLLEYBALL DURING PAST 12 MONTHS  <b>4TH MOST POPULAR</b> SPORT IN THE WORLD  <b>A LEADING ADVOCATE</b> FOR GENDER EQUALITY IN SPORT

## BROADCAST

<b>6 BILLION</b> SOCIAL IMPRESSIONS IN 2021 ALONE	<b>646 MILLION</b> UNIQUE BROADCAST VIEWERS IN LAST 12 MONTHS	<b>1.5 BILLION</b> YOUTUBE MINUTES WATCHED IN 2021
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SOURCES: NIELSEN, TUBULAR LABS, BRANDWATCH, FACEBOOK INSIGHTS, YOUTUBE ANALYTICS, TWITTER ANALYTICS, NIELSEN DATA REPORT 2020

# THAILAND: QUICK FACTS

<b>26.7M</b> TOTAL VOLLEY BALL FANS  12.6M VERY INTERESTED 14.1M INTERESTED	<b>TV VIEWING</b> VOLLEYBALL DELIVERS 19% OF ALL SPORTS VIEWING DESPITE OF ONLY 5% OF AIR TIME	<b>NINE OF THE TOP 10</b> BROADCASTS IN 2021 WERE OF VNL FIVB VOLLEYBALL WOMEN'S NATIONS LEAGUE
<b>VNL 2022</b> 5 GAMES WITH 3M+ AUDIENCE	<b>34.9M</b> VNL 2022 CUMULATIVE TV AUDIENCE  <b>2.7M</b> VNL 2022 AVERAGE TV AUDIENCE	<b>TOP SPORTS BROADCAST 2021</b> ITALY vs. THAILAND

SOURCE: GLANCE / AGB NIELSEN MEDIA RESEARCH 2021



## SCHEDULE: OVERALL EVENT TIMETABLE

WEEK 1  
30 MAY — 4 JUNE

ANKARA — TURKEY Ankara Sports Hall		NAGOYA — JAPAN Nippongaishi Hall	
TURKEY	THAILAND	JAPAN	DOM REP
ITALY	POLAND	BRAZIL	CROATIA
USA	KOREA	BULGARIA	GERMANY
SERBIA	CANADA	NETHERLANDS	CHINA

WEEK 2  
13 — 18 JUNE

HONG KONG — CHINA Hong Kong Coliseum		BRASILIA — BRAZIL Arena BRB Nilson Nelson	
CHINA	ITALY	BRAZIL	CROATIA
TURKEY	CANADA	USA	GERMANY
DOM REP	POLAND	JAPAN	THAILAND
NETHERLANDS	BULGARIA	SERBIA	KOREA

WEEK 3  
27 JUNE — 2 JULY

SUWON — KOREA Suwon Indoor Gymnasium		BANGKOK — THAILAND Host Partner Available	
KOREA	USA	THAILAND	ITALY
POLAND	GERMANY	BRAZIL	CROATIA
BULGARIA	SERBIA	JAPAN	CANADA
DOM REP	CHINA	NETHERLANDS	TURKEY

FINALS  
12 — 16 JULY

USA  
ARLINGTON, TEXAS  
College Park Centre



## COMPETITION FORMAT

**16 TEAMS**  
8 X TEAMS IN THAILAND  
EVENT

**PRELIMINARY (POOL) PHASE**  
96 X MATCHES  
6 X VENUES INCLUDING  
THAILAND EVENT

**MINIMUM OF 12 MATCHES...**  
PER TEAM

### FINAL PHASE — PLAYED IN USA

Final Phase will be played in a Final 8 direct elimination formula as follows:

**Quarter Final 1:** 1st Ranked vs 8th Ranked Team

**Quarter Final 2:** 2nd Ranked Team vs 7th Ranked Team

**Quarter Final 3:** 3rd Ranked Team vs 6th Ranked Team

**Quarter Final 4:** 4th Ranked Team vs 5th Ranked Team

**Semi Final 1:** Winner QF1 vs Winner QF4

**Semi Final 2:** Winner QF2 vs Winner QF3

**Final for Bronze:** Loser SF1 vs Loser SF2

**Final for Gold:** Winner SF1 vs Winner SF2

### RANKING

Following the end of the Women's Volleyball National League 2022, the 16 participating teams were ranked from 1st to 16th as per the FIVB Volleyball World Ranking.

### PRELIMINARY PHASE

In Women's Volleyball Nations League 2023, each team will play 12 matches over the 3-week Preliminary Phase, against equally strong opponents — against 3 teams ranked from 1st to 4th, 3 teams ranked from 5th to 8th, 3 teams ranked 9th to 12th and 3 teams ranked from 13th to 16th.

The top eight teams as per the Teams Ranking System at the end of the Preliminary Phase advance to the Final Phase (Quarter Finals).

### PREVIOUS WINNERS

The Women's Volleyball Nations League 2023 will be the fifth edition of the premier annual competition for women's national teams. USA won the first three editions of the competition, with Italy victorious in the most recent edition of the competition in 2022.

Year	Gold medallists	Silver medallists	Bronze medallists
2018	USA	Turkey	China
2019	USA	Brazil	China
2021	USA	Brazil	Turkey
2022	Italy	Brazil	Serbia



## WHY GET INVOLVED?

### HOW VOLLEYBALL CAN HELP YOUR BUSINESS

Women's Volleyball Nations League 2023 – Thailand offers Sponsors, Partners & Suppliers numerous benefits, including:

**YOUR BRAND** – be associated with volleyball – one of the most exciting, fastest growing, diverse and gender equal brands in sport. Drive awareness of your brand globally, through Volleyball World's broadcast and digital properties and its global, young and gender balanced audience demographics.

**YOUR VALUES** – drive trust and positive sentiment for your brand through engaging content that authentically integrates your product and delivers association with the sustainability and gender equality leader in sport.

**YOUR CLIENTS AND CUSTOMERS** – providing key customers, clients, internal stakeholders and new business prospects with once in a lifetime experiences at this Volleyball World global event.

**YOUR SALES** – use the immersive Volleyball World integrated platform to help drive new revenues, increase transactions with engaged customers and develop brand loyalty. Tapping into the Volleyball World commercial family and network of contacts can help enhance your sales.

**YOUR DATA** – converting efficient first-party data capture at scale, whilst gathering digital audience insights to inform impactful future partnership and marketing content.

**YOUR AMBASSADORS** – follow volleyball athlete's journeys, engage your staff, clients and customers with their story and the story of the Women's Volleyball Nations League 2023 — Thailand.

**YOUR STAFF** – inspire with volleyball athletes and performance coaches, advice and leadership training, reward with ticketing, involve through volunteering.

**YOUR REPUTATION** — the Women's Volleyball Nations League 2023 — Thailand provides an ideal platform for marketing activity. Access to 16 million active followers predominantly under 35 years old and 47% female with high disposable income through targeted content and strong brand cut-through.





## WHY GET INVOLVED?

### BRAND EXPOSURE

WOMEN'S VOLLEYBALL NATIONS LEAGUE 2023 — THAILAND



#### EVENT BRANDING

HIGHLY VISIBLE LED DELIVERING  
MILLIONS IN MEDIA VALUE



#### VOLUNTEERS

LOGO ON VOLUNTEER UNIFORM



#### MEDIA AREAS

AT PRESS AREA, PRESS CONFERENCES  
& PRESS INTERVIEW BACKDROPS



#### SPONSORS VILLAGE

DISPLAY AREA TO PROMOTE & SELL  
PRODUCTS & SERVICES



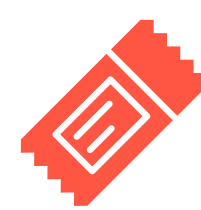
#### EVENT PROMOTIONAL CAMPAIGN

INCLUSION IN MARKETING COLLATERALS



#### OFFICIAL HOTELS

HOME TO ATHLETES, COACHES AND  
OFFICIALS



#### TICKET BRANDING

LOGO ON REVERSE OF TICKETS









WOMEN'S

VNL

VOLLEYBALL  
NATIONS LEAGUE

Volleyball World

2023  
THAILAND

## WHY GET INVOLVED?

### TV & STREAMING 2022 — GLOBAL

The VNL 2022 (Men's & Women's) reached a total cumulative audience of 1.08BN through TV and streaming broadcasts across the globe. Women's event accounting for a cumulative audience of 660.2M.

Thailand delivered 10.18 Million Impressions — the third highest market ranking. China was first with 54.98 Million impressions.

China and Poland are the markets with the highest audiences. Especially for the women's tournament.

China had the highest audience numbers with almost half of the total women's VNL audiences.

Live coverage is responsible for almost 21% of the total cumulative audience. China achieved the highest live audiences again followed by Poland and Thailand.

	TV	STREAMING MEDIA	TOTAL
VOLLEYBALL NATIONS LEAGUE	CUMULATIVE AUDIENCE (M)	1,039.05 2.50	43.45 1,082.50
	BROADCAST TIME (HH:MM:SS)	10,355:04:21	931:28:55
	NO. OF BROADCASTS (#)	10,132	849
	EVENT IMPRESSIONS (M)	85,082.03	4,163.31
	VISIBILITY (HH:MM:SS)	19,629:45:40	1,713:40:03
BRANDS	NO. OF SEQUENCES (#)	15,556,337	1,391,939
	SPONSORSHIP IMPRESSIONS (M)	175,572.18	7,680.37
	100% MEDIA VALUE (EURO)	1,776,427,504	241,887,895
	Qi MEDIA VALUE (EURO)	458,833,907	62,999,186
			521,833,093

Broadcasters of volleyball around the world include: ESPN, L'Equipe, CCTV, CBC, KBS, Rai, Sport TV, Ziggo, Globo, Polsat and BS-TBS.



Source: Mediametrie / Eurodata TV, The Nielsen Company, MMS, TNS Gallup /Adults 3+/Estimations by Nielsen Sports. All relevant brands and host cities included

## COMMERCIAL SPONSORSHIP & PARTNERSHIP MARKETING OPPORTUNITIES



BE PART OF  
THE GAME

### TV & STREAMING IN THAILAND – WOMEN'S VNL 2022

112.07M Cumulative Audience	216 Broadcasts	35:50:10 Broadcast Time	10,181.66M Event Impressions
CUMULATIVE AUDIENCE (M) BROADCASTS (#) BROADCAST TIME (HH:MM:SS)	CHANEL 3 TH	CHANNEL 7 TH	THAIRATH TV
	40.21	17.71	13.09
	59	39	48
	1:49:45	0:49:16	1:05:02
THAILAND V CHINA WOMEN'S MATCH ONE OF BIGGEST AUDIENCES WITH 3.66 MILLION IMPRESSIONS		WOMEN'S TV — CUMULATIVE AUDIENCE PRELIMINARY ROUND – 589.54 M QUARTER FINALS – 77.9 M FINALS – 72.47 M	

Source: FIVB VNL 2022 REPORT



# WHY GET INVOLVED?

## SPONSOR MEDIA VALUE

In 2022, 34 brands (including sponsors and host cities) were analysed during the VNL. The brands reached a total QI media value of more than €521.8M. The top 10 brands created a value of almost €440.7M and were responsible for 84% of the total value.

As in 2021, Ganten was the most successful of the analysed brands (€99.8M). The sponsor was visible on more than 10 tools around the VNL matches. Especially the On Surface Branding with its prominent position at the side of the field generated almost €65.8M, which corresponds to a share of 66%.

About 88% of the total QI media value was achieved through TV broadcasts — 70% through free TV. Most valuable channel was CCTV5 from China. The free TV channel is responsible for almost €292.2M. Live matches shown on volleyballworld.tv made up 12% of the media value.

TYPE OF BRANDING (TOOLS)	QI MEDIA VALUE (M EUROS)
On Surface Branding	199,237,506
LED Board Court Side	132,910,176
LED Board Middle	71,268,750
LED Board Court End	52,114,319
Static Board	20,699,227
TVGI	15,368,709
Net Post	6,902,819
Virtual Branding	4,559,685
Interview Backdrop	4,175,706
LED Board Highboard	3,512,349

## VOLLEYBALL WORLD TV

Volleyball World TV is owned by Volleyball World and provides unprecedented and exclusive access to all the best moments from volleyball competitions, match action and player profiles from around the world.

Every match from — the Women's Volleyball Nations League 2023 — Thailand will be streamed live and on-demand on all devices with local commentary. Coverage includes:

- Full match replays and highlights
- Access the Quick Set Show for in depth analysis from the coaches
- Stream every live and on-demand matches for all teams, plus studio shows

*Volleyball World is currently in talks with international, regional and domestic broadcasters regarding further broadcast coverage of the 2023 event.*

## Quality Index Media Value

To calculate the QI Media Value, we need to apply a Quality Index Score (QI score), which indicates the quality of the sponsor's visibility according to five criteria. The QI score helps not only to measure the quantity of sponsors' exposure, but also to evaluate its quality. A higher QI score stands for a better recall rate of an advertising message (claim and/or logo which were legible enough). So, considering the resulting QI score, the QI media value will be calculated by multiplying the (unweighted) media value with a spot price or a CPT (ad value).





## WHY GET INVOLVED?

### THAILAND EVENT PROMOTIONAL CAMPAIGN

The Women's Volleyball Nations League 2023 — Thailand will be supported by an all-encompassing promotional campaign running in the build-up to, during and post event. It covers:

#### CONTENT

Volleyball World will collaborate with Sponsors, Partners and Suppliers to create original content. For example, this could include:

- The Quickset (English) / The Thai Quickset – a mix of the Quickset formula, focusing on Thai team throughout VNL and intermixed with Thai players & Thai experts.
- A series filming the Thai team leading into, during and after VNL with deep story telling.
- Packaged Match Highlights with Tier 1 Partner logos e.g. Presenting Sponsor of the various highlights put on the Volleyball World YouTube Channel. In 2022, some of the Thai highlights alone for matches got 1M+ views per game. NOTE as branding is built into the video, it cannot be geoblocked so has global reach. This is available globally vs doing it country by country.
- Other Highlights for Tier 2 Sponsors — For non-Match Highlights such as Top Spikes, Longest Rallies etc.

#### PR

The PR campaign ensures wide coverage both during and after the event and will feature:

- Features on the event.
- Online campaign of advertising, editorial, blogging and social media.
- International and local news.



## WHY GET INVOLVED?

### ADVERTISING

A paid-for media campaign will include executions in television, print, radio and internet media. The campaign will be executed to achieve the maximum regional and national impact in the lead up to the event, during and post Event.

The campaign will be a significant six figure budget split across:



TV

50%



Out Of Home  
(OOH)

10%



Digital  
(focus on  
TikTok & Line)

35%



Print & Radio

5%

### YouTube AD-INVENTORY

Volleyball World is offering an opportunity to carve out all the ad spots on its YouTube channels so that a Thai Partner could exclusively own the ad-inventory on those channels that are viewed by Thai consumers.

### OFFICIAL PROGRAMMES

Sponsors, Partners & Suppliers will be included in the Official Programme — available online.

### YOUR OWN CAMPAIGN

As well as the organiser PR and advertising campaigns, all Sponsors, Partners & Suppliers will have rights to create their own campaigns and associate with the Women's Volleyball Nations League 2023 — Thailand through this PR and advertising activity.

Sponsors, Partners & Suppliers can create content through, for example: Q&As with volleyball athletes / officials; Fun Challenges; Celebrity and expert speaker features; Sponsor Village highlights; Onsite promotions; Press conferences; and Charity links.



## WHY GET INVOLVED?

### VOLLEYBALL ATHLETE ACCESS RIGHTS

Sponsors, Partners & Suppliers can potentially have access to volleyball athletes, coaches and officials. This association can be used to develop exclusive content for event exploitation campaigns, including for example:







Content for Digital Outreach – using volleyball athlete and coaches as ‘incredible’ stories and inspirational role models



Motivational Speaking – what better to inspire your staff or engage your customers than appearances from volleyball athletes and / or inspirational coaches. The overlap between high performance sport and business has been seen time and again. Our Sponsors, Partners & Suppliers can access these industry leaders for appearances, training materials or webinars for staff motivation, goal setting and improved performance.

Branding and availability of products / services in the volleyball athlete's hotels.

### VOLLEYBALL AMBASSADORS INCLUDE...

			
<b>DOUGLAS SOUZA</b>	<b>NOOTSARA TOMKOM</b>	<b>IVAN ZAYTSEV</b>	<b>ALYSSA VALDEZ</b>
Brazilian, 2019 World Cup Gold Medalist. <b>Active supporter of LGBTQ+ Community on his Instagram profile.</b>	Thai award winning player, 5x Asian Championship "Best Setter." <b>Posts environmentally conscious and nutrition content.</b>	<b>Ambassador for World Food Programme in Italy.</b> Big brand sponsor experience with Red Bull & DHL	<b>Sustainability Brand Ambassador for Allianz.</b> Biggest social media following for a Female Volleyball player
<b>3M DIGITAL FOLLOWERS</b>	<b>1.5M DIGITAL FOLLOWERS</b>	<b>1M DIGITAL FOLLOWERS</b>	<b>4M DIGITAL FOLLOWERS</b>



## WHY GET INVOLVED?

### DIGITAL & SOCIAL RIGHTS

Inclusion in the Women's Volleyball Nations League 2023 — Thailand digital and social campaign.

#### 15M+ SOCIAL AUDIENCE

INCLUDING...  
FACEBOOK — 4.3M  
INSTAGRAM — 1.8M  
YOUTUBE - 1.6M  
TIKTOK — 1.1M  
TWITTER — 330K  
WEBO, WECHAT AND DOUYIN — 660K  
VOLLEYBALL WORLD CHANNELS — 4M

#### VOLLEYBALL WORLD TV

STREAMING OF ALL MATCHES

#### 14M UNIQUE VISITORS

VNL WEBSITE 2022

#### 1.2BN VIEWS

SOCIAL MEDIA CONTENT IN 2021





## WHY GET INVOLVED?

### COMMUNITY & SOCIAL RESPONSIBILITY RIGHTS

Volleyball World is one of sport's leading advocates for gender equality and female empowerment.

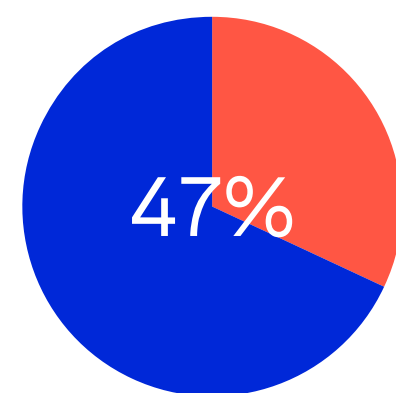
The sport embodies strong values around ESG, something every major sponsorship must now include.

Opportunities for Women's Volleyball Nations League 2023 — Thailand Sponsors, Partners & Suppliers to get involved with its campaigns, which include:

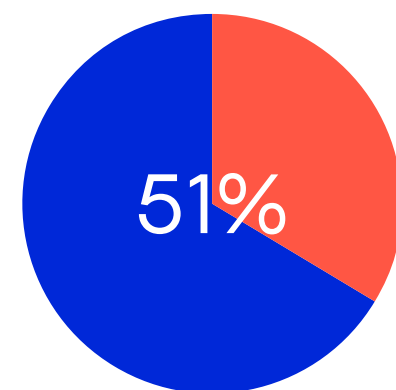
**Equal Jersey** – where the sport's top stars champion gender equality, provide a platform for fans and athletes to feel welcome and celebrate equality. This goes hand in hand with volleyball's inherent gender balance with equal prize money and match formats ensured across all major competitions to promote a level playing field.

**Diversity & Inclusion Summit** — an annual event-based conference co-owned by Volleyball World, featuring volleyball's most influential female athletes invited as key speakers and brand ambassadors.

### EQUAL JERSEY INITIATIVE LAUNCHED IN 2021



47% of volleyball and beach volleyball fans are female.



51% of volleyball fans are interested in both men's and women's volleyball (vs 27% for football).



Volleyball World believe in a fair and equal future for all, and are committed to supporting LGBTQIA+ athletes, colleagues and fans.

**'Gender equality and inclusivity are in volleyball's DNA and we will always refuse to accept the status quo.' Finn Taylor CEO, Volleyball World**





## WHY GET INVOLVED?

### HOSPITALITY & NETWORKING RIGHTS

#### SPONSOR VILLAGE

The Women's Volleyball Nations League 2023 — Thailand has a conveniently located Sponsor Village, available for all Sponsors, Partners, Suppliers, Broadcasters and Media to network and entertain their customers, clients, suppliers, staff and other audiences.

#### EVENTS & TICKETS

Sponsors, Partners & Suppliers are invited free of charge to any official functions, receptions and other events and occasions hosted by Volleyball World in connection with the Women's Volleyball Nations League 2023 — Thailand.

Sponsors, Partners & Suppliers will be allocated tickets to event matches as well as all official events and functions, for example any Opening Ceremony and any Pre-Event Dinner.

These cover VVIP and VIP tickets and where relevant accommodation, accreditation, and parking.

#### WORKSHOP

Workshop: Sponsors, Partners & Suppliers are invited to attend a Workshop prior to the event, to network and share ideas on how to exploit their involvement with the Women's Volleyball Nations League 2023 — Thailand.

### EXPERIENTIAL RIGHTS

As well as over 50,000 spectators expected to attend the matches, Bangkok attracts hundreds of thousands of visitors in June and July and with it huge opportunities for Sponsors, Partners & Suppliers to promote their products and services.

### MERCHANDISING RIGHTS

We offer our Sponsors, Partners & Suppliers the opportunity to produce joint branded merchandise. This could be used as give-aways through media and presence marketing promotions. For example, bags (50,000), hats (5,0000), drink bottles (50,000) and clapper boards (50,000)

No merchandising of any description is allowed at the Women's Volleyball Nations League 2023 — Thailand, without approval of Volleyball World.





INVENTORY

CATEGORY EXCLUSIVITY & TITLE RIGHTS

Right to title — [Title Sponsor Name] Women's Volleyball Nations League 2023 — Thailand presented by [Presenting SWponsor Name] for advertising & PR use in the host country and worldwide	Yes		
Right to title — Host Partner [Title Sponsor Name] Women's Volleyball Nations League 2023 — Thailand presented by [Presenting Sponsor Name] for advertising & PR use in the host country and worldwide		Yes	
Right to title — Official Co-sponsor [Title Sponsor Name] Women's Volleyball Nations League 2023 — Thailand presented by [Presenting Sponsor Name] for advertising & PR use in the host country and worldwide		Yes	
Right to title — Official Supplier / Official Media Partner [Title Sponsor Name] Women's Volleyball Nations League 2023 — Thailand presented by [Presenting Sponsor Name] for advertising & PR use in the host country and worldwide			Yes
Category Exclusivity The identity of the space in connection with the Title & Presenting Sponsor must always predominate and take precedence over others	Yes	Yes	Yes

BRANDING & INTELLECTUAL PROPERTY RIGHTS  
LOGO & IMAGE RIGHTS

Right to generate & use existing (with approval of Volleyball World) Women's Volleyball Nations League images (still and moving) in all Sponsor advertising & promotional materials	Yes	Yes	Yes
Development of Women's Volleyball Nations League 2023 — Thailand composite logo	Yes		

BRAND EXPOSURE — GENERAL

Total branding available will be allocated in the following ratios: Tier 1 Title & Presenting Sponsor: 50% shared between Tier 1 Sponsors Tier 2 Co-sponsors / Host Partner: 40% shared between Tier 2 Partners Tier 3 Official Supplier: 10% shared between Tier 3 Official Suppliers / Media Partners	Yes	Yes	Yes
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EVENT BRANDING RIGHTS

MATCH COURT

Match Court LED Perimetre (in camera) Boards (3m by 0.9m) – 20 LED boards allocated to Tier 1 — Tier 3	Yes	Yes	Yes
Match Court Two Corners — taken by Gerflor	Not available	Not available	Not available
Match Court Floor	Yes		

OTHER BRANDING AT VENUE

Media Backdrops — logo presence	Dominant	Yes	Yes
Event Title & Presenting Sponsor is entitled to have 30s Advertisement on event on the large screen, if the arena is equipped with it	Yes	Yes	
Logo on reverses of Event Tickets	Yes		
Logo on Accreditation Passes	Yes		
Branding presence in any Sponsorship Village	Yes	Yes	Yes
Branding presence in any official support event e.g. Pre-event Press Conference, Opening Ceremony, etc.	Yes	Yes	Yes
Logo on Event Poster on Poster sites around venue (number tbc)	Yes	Yes	Yes
Logo on Directional Signs (numbers tbc)	Yes		
Logo on volunteer clothing	Yes		

INVENTORY

EVENT BRANDING RIGHTS

OUTSIDE EVENT BRANDING RIGHTS

Logo on banner at the public entrance of the competition hall produced by the organising committee	Dominant	Yes	Yes
Branding presence at Official Hotel where athletes, coaches and officials are staying	Yes	Yes	Yes
BROADCAST RIGHTS Opportunity to purchase broadcast sponsorship rights to event	Yes		

PROMOTION, ADVERTISING & PR (EDITORIAL) RIGHTS  
(INCLUDING DIGITAL & NON-DIGITAL CONTENT)

Inclusion in digital and non-digital promotional campaign running throughout the year, including advertising campaigns and any print materials	Yes	Yes	
Inclusion in any official social and digital media opportunities. Including Volleyball World Facebook, Twitter, Instagram, YouTube and other digital channels	Yes	Yes	
Inclusion in PR / Editorial / Content campaigns running throughout the year	Yes	Yes	
Right to host press conference and a launch event to announce partnership	Yes	Yes	Yes
Official online programme advertisement	Full Page	Half page	Half page
Personal Appearances of volleyball athletes at venues of your choice	Additional	Additional	Additional
Product and service endorsement by volleyball athletes	Additional	Additional	Additional
Use Of athlete name / fame and imagery in advertising and PR	Additional	Additional	Additional
CSR — opportunity to be part of the Equal Jersey and Diversity & Inclusion Summit	Additional	Additional	Additional

DATA RIGHTS

Access to attendee data	Yes		
Promotion to Volleyball world databases. Inclusion in e-newsletter mailings	Yes	Yes	
SMS campaign targeting venue visitors	Yes	Yes	

HOSPITALITY & NETWORKING RIGHTS

Event VVIP & VIP passes — access to VVIP & VIP areas	X 20	X 10	X 5
Daily complimentary tickets to the event	X 20	X 10	X 5
Access to other Sponsors & Partners, where applicable e.g. Hotel Partners	Yes	Yes	Yes
Additional passes for staff operating sales stands	Yes	Yes	Yes
Right to a private VIP-room at each match day	Yes		
Branding & presence at: Meet Player Events; Launch Event; Build Up Event; Networking with stakeholders	Yes	Yes	Yes
VIP Passes to any Event gatherings e.g. Opening Ceremony / Pre-Event Dinner	Yes	Yes	Yes

EXPERIENTIAL RIGHTS

Sponsor Village sales / show room stand within the venue, operated by Sponsor	minimum 40 square meters	minimum 20 square meters	minimum 10 square meters
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MERCHANDISING RIGHTS

Logo on event bags (50,000), hats (5,0000), drink bottles (50,0000) and clapper boards (50,000)	Yes		
Right to produce and sell merchandise with the Official logos and trademarks of Volleyball World	Yes	Yes	Yes



## ORGANISERS

### VOLLEYBALL WORLD

Volleyball World is a Swiss limited company that is majority owned by the Fédération Internationale de Volleyball (FIVB), the international governing body for the sport, covering 222 national associations. Volleyball World is exclusively entrusted with the exploitation of all commercial rights owned and controlled by the FIVB.

Volleyball World is aiming to create an international

network and integrated ecosystem connecting all volleyball stakeholders, including fans, athletes and corporate partners through digital and live events.

Volleyball World is responsible for the commercial operation of key volleyball and beach volleyball international events, including: the World Championships, Volleyball Nations League, Olympic Qualifiers and Beach Pro Tour.

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### VOLLEYBALL WORLD

#### BEACH

ANNUAL EVENTS  
BEACH PRO

EVERY 2 YEARS  
WORLD CHAMPIONSHIPS

#### INDOOR

ANNUAL EVENTS  
VOLLEYBALL NATIONS LEAGUE  
CLUB WORLD CHAMPIONSHIPS

EVERY 4 YEARS  
MEN'S & WOMEN'S WORLD CHAMPIONSHIPS  
OLYMPIC QUALIFYING TOURNAMENT

### STAKEHOLDERS

BROADCASTERS

FANS

CLUBS

HOST CITIES

LOCAL  
PROMOTERS

FEDERATIONS