



VOLLEYBALL WORLD  
**BEACH  
PRO TOUR**

**CHIANG MAI  
THAILAND**  
CHALLENGE 2023  
16 - 19 NOVEMBER



**Volleyball** - One Of The Most Exciting, Fastest Growing, Diverse And Gender Equal Sports



**The Ultimate Beach Party**

[www.volleyball.world](http://www.volleyball.world)



Marketing Support by Paul Poole (South East Asia) Co., Ltd. - The Sponsorship Experts



**Volleyball - One Of The Most Exciting, Fastest Growing, Diverse And Gender Equal Sports**

Volleyball World Beach Pro Tour, a unique event, combining outstanding beach volleyball, sport, entertainment and live music, is coming to Thailand in November 2023.

Hosted in Chiang Mai, Beach Pro Tour – Challenge 2023 – Thailand is part of the global Beach Pro Tour, featuring 11 events across 10 countries including: Brazil, Canada, China, India, Latvia, Maldives, Mexico, Philippines, Portugal and Thailand giving fans amazing experiences throughout the year.

Now in its second year, Beach Pro Tour is bringing beach volleyball to a rapidly expanding and passionate audience around the world with its festival-like atmosphere keeping fans entertained day and night.

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.

### THE ULTIMATE BEACH PARTY

Beach Pro Tour – Challenge 2023 – Thailand is the perfect opportunity to leverage the unifying power of beach volleyball to:

- ✔ Promote positive change
- ✔ Create meaningful activations with athletes and fans
- ✔ Serve our community and drive long-term prosperity
- ✔ Protect natural habitat and organise beach clean-ups

**BE PART OF BEACH PRO TOUR - CHALLENGE 2023 - THAILAND  
BECOME AN OFFICIAL SPONSOR / PARTNER / SUPPLIER**



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## QUICK FACTS: BEACH PRO TOUR

### GLOBAL PRESENCE

**300+ TEAMS**

**25+ EVENTS**

**20+ COUNTRIES**

**6 CONTINENTS**

**12 MONTHS**

### 3 EVENT TOUR CATEGORIES

**ELITE 16** – FEATURING THE BEST TEAMS

**CHALLENGE** – PRIMARY TOUR EVENT FEEDING INTO ELITE 16

**FUTURES** – FOR UP AND COMING STARS OF TOMORROW

### 509 MILLION FANS GLOBALLY

**47% FANS** - FEMALE

**AVERAGE AGE** - 36

**67% REGULARLY PARTICIPATE** IN THE SPORT

**YOUNG, AFFLUENT AND DIGITALLY NATIVE**

### EVENT VISITORS

**60% VISITORS** FROM OUTSIDE CITY

**86% OF VISITORS** TRAVEL TO THE CITY SPECIFICALLY FOR THE EVENT

**74% OF VISITORS** SAID EVENT IMPROVED IMPRESSION OF THE CITY

**81% LOCALS** STATED EVENT INCREASED THE ATTRACTIVENESS OF THE CITY TO LIVE IN

### 19M VOLLEYBALL FANS IN SOCIAL COMMUNITY

**+37%**  
GROWTH IN 2022

**66M VIEWS**  
ON SOCIAL AND YOUTUBE  
**+4M ENGAGEMENT**

### BROADCAST

EVERY SINGLE MATCH ON TOUR IS BROADCASTED WITH MATCHES PRODUCED IN MULTI-LANGUAGE COMMENTARY AND SUBTITLES.

**51+ TERRITORIES** COVERED

**7.7M CUMULATIVE AUDIENCE** IN 2022

**7,530 BROADCAST HOURS**

### ICONIC LOCATIONS

EVENTS HOSTED AT SOME OF THE WORLD'S MOST ICONIC BEACHES AND CITY CENTRE LOCATIONS

### ECONOMIC VALUE

EVENTS GENERATE OVER **15M** IN ADDITIONAL ECONOMIC VALUE TO EACH CITY

### OLYMPIC QUALIFICATION

INTENSE COMPETITION THROUGHOUT SEASON AS PLAYERS COMPETE FOR OLYMPIC QUALIFICATION POINTS

### INCREDIBLE ATHLETICISM

BEACH VOLLEYBALL PLAYERS DISPLAY AMAZING FEATS OF HUMAN ATHLETICISM UNSEEN IN OTHER SPORTS

### PARTY ATMOSPHERE

FANS ARE ENTERTAINED THROUGHOUT THE GAME WITH IN-VENUE DJS AND STADIUM MCS

### TROPHY

MADE ENTIRELY FROM RECYCLED BEACH PLASTIC COLLECTED FROM THE WORLD'S BEACHES - SYMBOLISES THE NEED TO ACT. CAMPAIGN TO TACKLE BEACH POLLUTION, WILL SEE BEACH CLEAN-UP EVENTS AROUND A COMMON GOAL TO BLOCK POLLUTION FROM ENTERING OUR OCEANS

Source: Nielsen Sports February 2023

## BEACH VOLLEYBALL FANS

### VOLLEYBALL INTERESTED MARKET AVERAGES

**36.7**  
AVERAGE AGE

**48% FEMALE**  
**52% MALE**

**70%**  
HIGHER EDUCATION

**76%**  
SOCIAL MEDIA USAGE

**74%**  
INTERESTED IN CULTURAL  
ACTIVITIES / MUSIC

**39%**  
HIGH INCOME

Source: Nielsen Sports February 2023



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## 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 Beach Pro Tour - Challenge 2023 - Thailand
- ♥ One Event Presenting Sponsor with naming rights to the Beach Pro Tour - Challenge 2023 - Thailand

### TIER 2: EVENT CO-SPONSORS

- ♥ Up to four Co-sponsors, from non-competing categories, of the Beach Pro Tour - Challenge 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 Beach Pro Tour - Challenge 2023 - Thailand
- ♥ Up to six Media Partners providing advertising and guaranteed editorial for the Beach Pro Tour - Challenge 2023 - Thailand

Official Supplier categories include, for example:

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





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## EVENT TIMETABLE

### CHALLENGE TOUR

16 – 19 MARCH	LA PAZ	MEXICO
6 – 9 APRIL	ITAPEMA	BRAZIL
13 – 16 APRIL	SAQUAREMA	BRAZIL
15 – 18 JUNE	JURMALA	LATVIA
13 – 16 JULY	ESPINHO	PORTUGAL
20 – 23 JULY	EDMONTON	CANADA
19 – 22 OCTOBER	GOA	INDIA
26 – 29 OCTOBER	MALDIVES	MALDIVES
2 – 5 NOVEMBER	HAIKOU	CHINA
<b>16 – 19 NOVEMBER</b>	<b>CHIANG MAI</b>	<b>THAILAND</b>
30 NOVEMBER – 3 DECEMBER	NUVALI	PHILIPPINES

### FINALS

6 – 9 DECEMBER	DOHA	QATAR
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## EVENT FORMAT

### PRIMARY EVENT

The Challenge level tournament is the Beach Pro Tour's primary tour event, feeding into the Elite16 tournament

### TEAMS

24 of the world's best men's and women's teams in Main Draw (32 teams in qualification)

### MATCHES

Total matches per gender: 40

First phase: Six pools of four teams each; modified pool play

Second phase: Single elimination bracket

### RANKING POINTS - ROAD TO PARIS 2024

Athletes fight for ranking points including the Road To Paris 2024 Olympic Qualification

### PRIZE MONEY

USD 150,000 - USD 75,000 per gender

### DURATION

4 days

### THE FINALS

The Finals are the ultimate finale to the Beach Pro Tour season featuring the best eight teams and two wild cards per gender. The superstars of the sport all in one location competing to be crowned champions of the season.



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## VOLLEYBALL GLOBALLY AT A GLANCE

### FANS

**795 MILLION**  
**CURRENT**  
**VOLLEYBALL**  
**PARTICIPANTS**  
**GLOBALLY**

**16M**

FACEBOOK 4.5M  
INSTAGRAM 2M  
YOUTUBE 2M  
TIKTOK 2.2M  
TWITTER 390K  
WEBO, WECHAT  
& DOUYIN 660K

VOLLEYBALL WORLD  
CHANNELS **4M**

**4<sup>TH</sup> MOST**  
**POPULAR**  
SPORT IN THE WORLD

**4M** VOLLEYBALL  
WORLD  
CHANNELS

**400M**  
**ADDRESSABLE**  
**ONLINE AUDIENCE**

**A LEADING ADVOCATE**  
FOR GENDER EQUALITY

**IN SPORT**

**DIGITAL SAVVY**

**68% OF FANS STREAM**  
**VOLLEYBALL DURING**  
**PAST 12 MONTHS**

**VOLLEYBALL FANS**

**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**

### BROADCAST

**6 BILLION**

SOCIAL IMPRESSIONS  
IN 2021 ALONE

**646 MILLION**

UNIQUE BROADCAST  
VIEWERS IN LAST  
12 MONTHS

**1.5 BILLION**

YOUTUBE MINUTES  
WATCHED IN 2021

Sources: Nielsen, Tubular Labs, Brandwatch, Facebook Insights, Youtube Analytics, Twitter Analytics, Nielsen Data Report 2020



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## WHY GET INVOLVED?

HOW VOLLEYBALL CAN HELP YOUR BUSINESS

### BEACH PRO TOUR - CHALLENGE 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

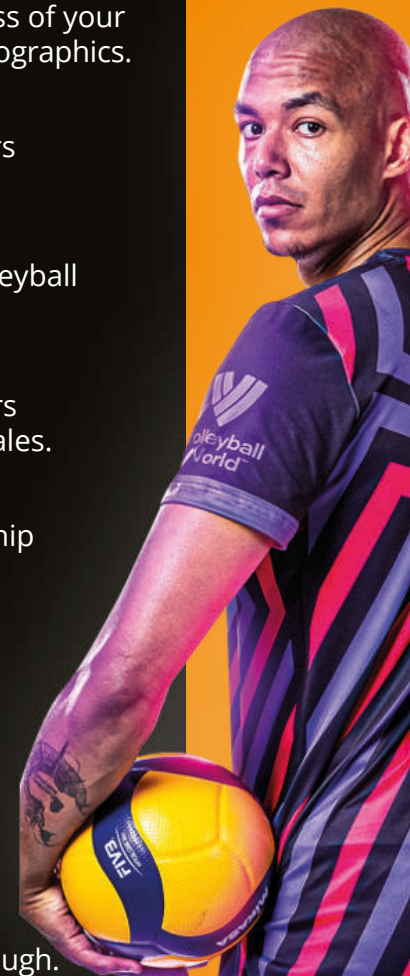
Follow volleyball athlete's journeys, engage your staff, clients and customers with their story and the story of the Beach Pro Tour - Challenge 2023 - Thailand.

#### YOUR STAFF

Inspire with volleyball athletes and performance coaches, advice and leadership training, reward with ticketing, involve through volunteering.

#### YOUR REPUTATION

Beach Pro Tour - Challenge 2023 - Thailand provides an ideal platform for marketing activity. Access to 15 million active followers predominantly under 35 years old and 47% female with high disposable income through targeted content and strong brand cut-through.



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## WHY GET INVOLVED?

### BRAND EXPOSURE

BEACH PRO TOUR - CHALLENGE 2023 - THAILAND

#### EVENT BRANDING

HIGHLY VISIBLE BOARDS DELIVERING  
MILLIONS IN MEDIA VALUE

#### 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

#### VOLUNTEERS

LOGO ON VOLUNTEER UNIFORMS

#### OFFICIAL HOTELS

HOME TO ATHLETES, COACHES AND  
OFFICIALS

#### TICKET BRANDING

LOGO ON REVERSE OF TICKETS

#### ATHLETE BRANDING

ON FRONT OF JERSEY



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## WHY GET INVOLVED?

### BROADCAST EXPOSURE

All matches from Beach Pro Tour - Challenge 2023 - Thailand will be broadcast live and on-demand on Volleyball TV as well as domestic AND INTERNATIONAL broadcasters across the globe.

### SIGNAGE

In camera match signage via perimeter advertising boards with Sponsor, Partner & Supplier logos clearly visible.

20 Static Courtside Boards (3m X 0.90m), consisting of...  
20 x boards (subject to availability)

### 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 Beach Pro Tour - Challenge 2023 - Thailand will be streamed live and on-demand on all devices with local commentary.

### VB.TV

VB.TV is the first over-the-top (OTT) digital streaming platform in volleyball history. The platform offers fans both live action and unmissable highlights from all of the sport's major events.

Fans can stream games lives and on-demand from their mobile, tablet or laptop.

Extended highlights of the competitions and full match replays for all competitions are all available on the OTT.

VB.TV is available on Apple TV and Chromecast to project.

### BROADCAST PARTNERS



**HIGHLY VISIBLE ON-COURT BRANDING**



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## WHY GET INVOLVED?

### PROMOTION & PR RIGHTS

#### THAILAND EVENT PROMOTIONAL CAMPAIGN

Beach Pro Tour - Challenge 2023 – Thailand will be supported by an all-encompassing promotional campaign running in the build-up to, during and post event. It covers:

#### 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

#### CONTENT

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

- ❖ A series filming the Thai team leading into, during and after the event 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.

#### 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.

Right to run 30 sec ads on in venue giant screen.

#### 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 Beach Pro Tour - Challenge 2023 - Thailand through this PR and advertising activity.



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## WHY GET INVOLVED?

### VOLLEYBALL ATHLETE ACCESS RIGHTS THAILAND EVENT PROMOTIONAL CAMPAIGN

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.

### DIGITAL & SOCIAL RIGHTS

Inclusion in Beach Pro Tour - Challenge 2023 - Thailand digital and social campaign.

### BEACH VOLLEYBALL WORLD SOCIALS

 **INSTAGRAM - 256K FOLLOWERS** [instagram.com/beachvolleyballworld](https://www.instagram.com/beachvolleyballworld)

 **YOUTUBE - 199K SUBSCRIBERS** [youtube.com/@BeachVolleyballWorld](https://www.youtube.com/@BeachVolleyballWorld)

 **FACEBOOK - 808K FOLLOWERS** [facebook.com/BeachVolleyballWorld](https://www.facebook.com/BeachVolleyballWorld)

 **TWITTER - 12K FOLLOWERS** [twitter.com/beachvbworld](https://twitter.com/beachvbworld)

 **TIKTOK - 2.7M FOLLOWERS** [tiktok.com/@volleyballworld](https://www.tiktok.com/@volleyballworld)

**VOLLEYBALL WORLD TV** STREAMING OF ALL MATCHES

**OTT PLATFORM** MATCHES WILL BE STREAMED ON VOLLEYBALL WORLD TV APP  
OR VOLLEYBALLWORLD.TV





## 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 Beach Pro Tour - Challenge 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.

***"Gender equality and inclusivity are in volleyball's DNA and we will always refuse to accept the status quo."***

Finn Taylor CEO, Volleyball World

**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



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## WHY GET INVOLVED?

### HOSPITALITY & NETWORKING RIGHTS

#### SPONSOR VILLAGE

Beach Pro Tour - Challenge 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 Beach Pro Tour - Challenge 2023 - Thailand.

These cover 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 Beach Pro Tour - Challenge 2023 - Thailand.

### EXPERIENTIAL RIGHTS

As well as the thousands of spectators expected to attend the matches, Chiang Mai attracts many visitors in November and with it huge opportunities for Sponsors, Partners & Suppliers to promote their products and services.

RETAIL OPPORTUNITIES - In venue concessions booth and activations / sampling.

### 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, hats, drink bottles and clapper boards.

No merchandising of any description is allowed at Beach Pro Tour - Challenge 2023 - Thailand, without approval of Volleyball World.



# INVENTORY

	PARTNER LEVEL		
	TIER 1 OFFICIAL EVENT TITLE SPONSOR & PRESENTING SPONSOR	TIER 2 OFFICIAL EVENT CO-SPONSORS	TIER 3 OFFICIAL EVENT SUPPLIERS & OFFICIAL MEDIA PARTNERS
<b>CATEGORY EXCLUSIVITY &amp; TITLE RIGHTS</b>			
Right to title – [Title Sponsor Name] Beach Pro Tour - Challenge 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] Beach Pro Tour - Challenge 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] Beach Pro Tour - Challenge 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
<b>BRANDING &amp; INTELLECTUAL PROPERTY RIGHTS</b>			
LOGO & IMAGE RIGHTS			
Right to generate & use existing (with approval of Volleyball World) Beach Pro Tour images (still and moving) in all Sponsor advertising & promotional materials	Yes	Yes	Yes
Development of Beach Pro Tour - Challenge 2023 – Thailand composite logo	Yes		
<b>BRAND EXPOSURE – GENERAL</b>			
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
<b>BRANDING - EVENT</b>			
MATCH COURT			
Match Court Static Perimetre (in camera) Boards (3m by 0.9m) - 20 boards allocated to Tier 1 – Tier 3	Yes	Yes	Yes
<b>OTHER BRANDING AT VENUE</b>			
Media Backdrops – logo presence	Dominant	Yes	Yes
Event Title & Presenting Sponsor is entitled to have 30s Advertisement on event on the large screen	Yes	Yes	
Logo on reverses of Event Tickets	Yes		
Logo on Accreditation Passes	Yes	Yes	Yes
Branding presence in any Sponsorship Village	Yes	Yes	Yes
Branding presence in any official support event e.g. Pre-event Press Conference	Yes	Yes	Yes
Logo on Event Poster on Poster sites around venue (number tbc)	Yes		
Logo on Directional Signs (numbers tbc)	Yes		
Logo on volunteer clothing	Yes		
<b>OUTSIDE EVENT BRANDING RIGHTS</b>			
Logo on banner at the public entrance of the competition area, produced by the organising committee	Dominant	Yes	Yes
Branding presence at Official Hotel where athletes, coaches and officials are staying	Yes	Yes	Yes



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## INVENTORY

	PARTNER LEVEL		
	TIER 1 OFFICIAL EVENT TITLE SPONSOR & PRESENTING SPONSOR	TIER 2 OFFICIAL EVENT CO-SPONSORS	TIER 3 OFFICIAL EVENT SUPPLIERS & OFFICIAL MEDIA PARTNERS
<b>BROADCAST RIGHTS</b>			
Every match from the Beach Pro Tour - Challenge 2023 – Thailand will be streamed live and on-demand on all devices with local commentary.	Yes	Yes	Yes
Opportunity to purchase broadcast sponsorship rights to event	Yes		
<b>PROMOTION, ADVERTISING &amp; PR (EDITORIAL) RIGHTS (INCLUDING DIGITAL &amp; NON-DIGITAL CONTENT)</b>			
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
<b>DATA RIGHTS</b>			
Access to attendee data if Sponsor runs activity in fan zone and collect data themselves	Yes		
Promotion to Volleyball World Databases. Inclusion in e Newsletter mailings	Yes	Yes	
SMS Campaign targeting venue visitors	Yes	Yes	
<b>HOSPITALITY &amp; NETWORKING RIGHTS</b>			
Event VIP passes – access to 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 access the VIP tent at each match day	Yes		
Branding & presence at: Meet Player Events; Launch Event; Build Up Event; Networking with stakeholders	Yes	Yes	Yes
<b>EXPERIENTIAL RIGHTS</b>			
Sponsor Village - In venue concessions booth and activations / sampling, operated by Sponsor	size tbc	size tbc	size tbc
<b>MERCHANDISING RIGHTS</b>			
Logo on event bags, hats, drink bottles and clapper boards	Yes		
Right to produce and sell merchandise with the Official logos and trademarks of Volleyball World	Yes	Yes	Yes

NB All branding to accommodate TVA Sponsor branding, where applicable



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## 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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## CONTACT

### VOLLEYBALL WORLD

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Tel. +41 21 345 35 35  
www.volleyball.world

### Fergus Bennett - Commercial (English Speaking)

email: fergus.bennett@volleyball.world  
Tel. +41 79 514 11 78

### PAUL POOLE (SOUTH EAST ASIA) CO., LTD.

198 Tanou Road  
Bovernives  
Pranakorn  
Bangkok 10200  
Thailand  
Tel./Fax: +66 2622 0605 - 7  
www.paulpoole.co.th

### Paul Poole - Managing Director (English Speaking)

email: paul@paulpoole.co.th  
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