

Commercial Sponsorship & Partnership Marketing Opportunities



**VOLLEYBALL WOMEN'S
WORLD CHAMPIONSHIP**
THAILAND
2025
FIVB



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



FIVB VOLLEYBALL WOMEN'S WORLD CHAMPIONSHIP THAILAND 2025

22 AUGUST - 7 SEPTEMBER 2025

The FIVB VOLLEYBALL WOMEN'S WORLD CHAMPIONSHIP THAILAND 2025 will be the 20th staging of this global sporting event, contested by the senior women's national teams of the members of the Fédération Internationale de Volleyball (FIVB).

In 2025 the tournament will feature 32 teams, playing in 88 matches in four hosts cities: Bangkok, Chiang Mai, Nakhon Ratchasima and Phuket. The final being held in Bangkok.

The 32 teams include: hosts Thailand and current world champions Serbia; the top three teams from each continent – Africa, Asia, Europe, North & Central America and South America; plus the remaining teams from the world's top 30 rankings.

Over 200,000 spectators are expected to attend across all matches with 10,000+ watching the Thailand team in their pool matches.

BE PART OF THE...

**FIVB VOLLEYBALL WOMEN'S
WORLD CHAMPIONSHIP THAILAND 2025**

BECOME AN OFFICIAL EVENT SPONSOR



Qualifying Teams

Argentina	Cuba	Japan	Slovenia
Belgium	Czech Republic	Kenya	Spain
Brazil	Dominican Republic	Mexico	Sweden
Bulgaria	Egypt	Netherlands	Thailand
Cameroon	France	Poland	Turkey
Canada	Germany	Puerto Rico	Ukraine
China	Greece	Serbia	USA
Colombia	Italy	Slovakia	Vietnam

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.



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COMMERCIAL PACKAGES

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

TIER 1: OFFICIAL EVENT SPONSORS

Up to six official Event Sponsors

TIER 2: OFFICIAL EVENT CO-SPONSORS

Up to six official Event Co-Sponsors

RIGHTS AVAILABLE INCLUDE

- CATEGORY EXCLUSIVITY & TITLE RIGHTS
- LOGO & IMAGE RIGHTS
- EVENT BRANDING RIGHTS
- PROMOTION, ADVERTISING & PR RIGHTS
- HOSPITALITY RIGHTS
- EXPERIENTIAL RIGHTS
- MERCHANDISING RIGHTS



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VOLLEYBALL AT A GLANCE

GLOBAL: QUICK FACTS

FANS

795 MILLION CURRENT VOLLEYBALL FANS GLOBALLY	700K DATABASE OF EXISTING PARTIC- IPANT DATA	VOLLEYBALL FANS AVERAGE AGE 34.7 YEARS 39% HIGH NETWORK 55% UNDER 35 YEARS OLD 51% FEMALE 49% MALE 80% SPONSOR FRIENDLY 94% SOCIAL MEDIA USAGE 67% INTERESTED IN MUSIC & CULTURAL ACTIVITIES
19M+ GLOBAL SOCIAL AUDIENCE FACEBOOK – 5.3M INSTAGRAM – 2.7M YOUTUBE – 3.2M TIKTOK – 3.2M TWITTER – 500K WEBO, WECHAT & DOUYIN – 660K	FIVB VOLLEYBALL WOMEN'S WORLD CHAMPIONSHIP 2022 1,088M REACH THROUGH TV & STREAMING BROADCASTS IN 28 COUNTRIES INCLUDING 97.69M IN THAILAND	DIGITAL SAVVY 91% OF FANS STREAM VOLLEYBALL AT LEAST ONCE A MONTH 3rd MOST POPULAR SPORT IN THE WORLD A LEADING ADVOCATE FOR GENDER EQUALITY IN SPORT

BROADCAST

2.3 BILLION VNL CUMULATIVE IN 2024 42% GROWTH FROM 2023	344 MILLION UNIQUE BROADCAST VIEWERS IN VNL 2024	2.8 BILLION YOUTUBE MINUTES WATCHED IN the last 12 months
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SOURCES: NIELSEN, TUBULAR LABS, BRANDWATCH, FACEBOOK INSIGHTS, YOUTUBE ANALYTICS, TWITTER ANALYTICS, NIELSEN DATA REPORT 2020, Global Web Index (GWI)

VNL 2024:

- 22.9M unique individuals reached in Thailand during VNL 2024
- Best match (China-Thailand) achieved a live average audience of 3.7M, this highest sport audience in Thailand for 2024 on channel 7, with a peak of 4.6M individuals
- The match Brazil vs. Thailand reached 7M unique individuals
- 57.3M cumulative audience of the event from live matches, a 19% growth from VNL 2023

THAILAND: QUICK FACTS

21.1M TOTAL VOLLEYBALL FANS
VNL 2024 5 GAMES WITH 3M+ AUDIENCE
TV VIEWING VOLLEYBALL DELIVERS 19% OF ALL SPORTS VIEWING DESPITE OF ONLY 5% OF AIR TIME
34.9M VNL 2022 CUMULATIVE TV AUDIENCE
NINE OF THE TOP 10 BROADCASTS IN 2021 WERE OF VNL FIVB VOLLEYBALL WOMEN'S NATIONS LEAGUE
2.7M VNL 2022 AVERAGE TV AUDIENCE

SOURCE: GLANCE / AGB NIELSEN MEDIA RESEARCH
2021, GWI, KANTAR MEDIA

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COMPETITION FORMAT

POOL PHASE

32 teams spread across eight pools of four teams playing in a round robin system.
The top two teams from each pool then advance to the direct elimination phase.
Total – 72 matches

DIRECT ELIMINATION PHASE

In the direct elimination phase, there will be four knock out rounds...

- Round of 16
- Quarter-Finals
- Semi-Finals
- Third Place Play-off
- Final

Total – 16 matches

AWARDS

The tournament also features Awards for...

- Most Valuable Player
- Best Setter
- Best Outside Spikers
- Best Opposite Spiker
- Best Middle Blockers
- Best Libero

VENUES

The competition features 88 matches across the four hosts cities Bangkok, Chiang Mai, Nakhon Ratchasima and Phuket. The final being held in Bangkok.

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HISTORY

The history of the Volleyball World Championship goes back to the beginnings of volleyball as a professional, high level sport. One of the first concrete measures taken by the FIVB after its foundation in 1947 was the establishment of an international competition involving teams from more than one continent. In 1949, the first edition of the Men's Volleyball World Championship was played in Prague, Czechoslovakia. At that point, the tournament was still restricted to Europe.

Three years later, a women's version was introduced; the events were synchronised and expanded to include nations from Asia and began to be held in four-year cycles. By the following edition, there were also teams from South, Central and North America.

Since volleyball was to be added to the Olympic Program in 1964, the four-cycles were advanced in two years after the fourth edition (1960), so that the World Championship may alternate with the Summer Olympics. As of 1970, teams from Africa also took part in the competition, and the original goal of having members from all five continental confederations in the games was achieved.

The number of teams involved in the games has changed significantly over the years. Today, the FIVB Volleyball World Championship is the most comprehensive of all events organised by the FIVB, and arguably the second most important, surpassed in prestige only by the Olympic Games.

YEAR	HOST	WINNER	RUNNER UP
1952	SOVIET UNION	SOVIET UNION	POLAND
1956	FRANCE	SOVIET UNION	ROMANIA
1960	BRAZIL	SOVIET UNION	JAPAN
1962	SOVIET UNION	JAPAN	SOVIET UNION
1967	JAPAN	JAPAN	USA
1970	BULGARIA	SOVIET UNION	JAPAN
1974	MEXICO	JAPAN	SOVIET UNION
1978	SOVIET UNION	CUBA	JAPAN
1982	PERU	CHINA	PERU
1986	CZECHOSLOVAKIA	CHINA	CUBA
1990	CHINA	SOVIET UNION	CHINA
1994	BRAZIL	CUBA	BRAZIL
1998	JAPAN	CUBA	CHINA
2002	GERMANY	ITALY	USA
2006	JAPAN	RUSSIA	BRAZIL
2010	JAPAN	RUSSIA	BRAZIL
2014	ITALY	USA	CHINA
2018	JAPAN	SERBIA	ITALY
2022	NETHERLANDS / POLAND	SERBIA	BRAZIL
2025	THAILAND		

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WHY GET INVOLVED?

HOW VOLLEYBALL CAN HELP YOUR BUSINESS

FIVB VOLLEYBALL WOMEN'S WORLD CHAMPIONSHIP THAILAND 2025 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 - provide key customers, clients, internal stakeholders and new business prospects with once in a lifetime experiences at this 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 - convert 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 FIVB VOLLEYBALL WOMEN'S WORLD CHAMPIONSHIP THAILAND 2025.

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

YOUR REPUTATION - FIVB VOLLEYBALL WOMEN'S WORLD CHAMPIONSHIP THAILAND 2025 provides an ideal platform for marketing activity. Access to 15+ million active followers on social media 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?

"The future of Volleyball is in Asia", according to Volleyball World CEO, Finn Taylor. Over 50% of volleyball's global fan base is in Asia with four countries – Thailand, India, Japan and China – dominating the sponsorship scene. The women's game is particularly strong in these markets, which sits well with the inherent values of the sport around diversity, equity and inclusion (DEI), gender equality and so on.

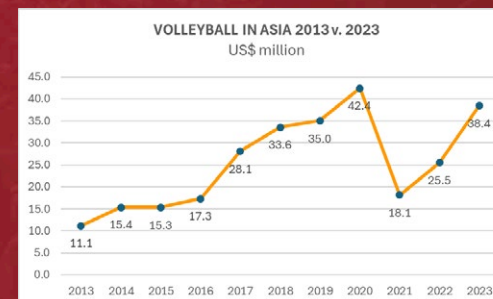
In 2023, 25% of all volleyball sponsorship went to Women's sub-platforms (as opposed to sub-platforms for both men and women).

As a sponsorship platform, Volleyball is still in its infancy compared to the giants such as football, cricket, motorsports and basketball – but the potential for growth demonstrated since 2019 is promising – especially with the success of Volleyball Nations League.

At US\$415 million, global volleyball sponsorship in 2023 accounted for just 0.7% of all sports sponsorship worldwide (US\$63.74 billion).

In Asia in 2023, US\$38.4 million was invested in volleyball, ranking 11th, accounting for only 1% of all regional sport sponsorship but 9.3% of the global volleyball sponsorship market.

Between 2013 and 2020, volleyball sponsorship grew by 280% before falling victim to the COVID-19 pandemic, falling back to 2016 levels in 2021. Demonstrating the strength of the platform in Asia, 2023 saw investment climb rapidly back to just below the 2020 high point, reflecting the rapid rise in popularity of volleyball globally and in Asia particularly.



Sources: ASN Brands In Volleyball Report 2024 & Volleyball Asia Market Analysis 2023

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WHY GET INVOLVED?

BRAND EXPOSURE

EVENT BRANDING

HIGHLY VISIBLE LED PERIMETRE BOARDS -
DELIVERING MILLIONS IN MEDIA VALUE

PUBLIC ENTRANCE BANNER

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 – POSTER SITES

BROADCAST EXPOSURE

All matches from the FIVB VOLLEYBALL WOMEN'S WORLD CHAMPIONSHIP THAILAND 2025 will be broadcast on-demand on Volleyball TV as well as domestic and international broadcasters across the globe.

SIGNAGE

In camera match signage via LED perimeter advertising boards with Sponsor logo clearly visible. 20 LED Courtside Boards (3m X 0.90m).

Sponsor logos and branding are split into shared rotations and solus rotations, which change during a match in accordance with a pre-set order determined by Volleyball World.

Each LED cycle lasts approximately 360 secs and is split between Sponsors, Partners & Suppliers in accordance with a Commercial Matrix and will be calculated during match play time.

A solus rotation is a period of time during which a single Commercial Affiliate is identified on the LED System. A shared rotation is a period of time during which, in principle, all of the Commercial Affiliates are identified on the LED System at the same time. Shared rotations are at: the Start and End of Sets, Technical Timeouts, Between Sets, After The Final Whistle.

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 FIVB VOLLEYBALL WOMEN'S WORLD CHAMPIONSHIP THAILAND 2025 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

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WHY GET INVOLVED?

BROADCAST EXPOSURE

VNL 2024 – Top 10 matches on Channel 7

Territory	Channel	Date	Start Time	End Time	Duration	Programme Name/Match	Type	Gender	Competition Round	Age Audit	Share %	Peak Audience 000's	Reach 000's
Thailand	Channel 7HD	01/06/2024	18:19:00	19:59:50	01:40:50	Thailand v China	Live	Women	Macau - Pool 3	3'739'000	32.00	4628.00	6514.00
Thailand	Channel 7HD	20/06/2024	20:15:00	21:58:35	01:43:35	Thailand v Brazil	Live	Women	Bangkok - Quarter-Finals	3'692'000	32.00	4781.00	6941.00
Thailand	Channel 7HD	23/06/2024	20:14:00	22:36:45	02:22:45	Japan v Italy	Live	Women	Bangkok - Final	3'069'000	32.00	3889.00	6257.00
Thailand	Channel 7HD	22/06/2024	20:15:00	22:56:51	02:41:51	Brazil v Japan	Live	Women	Bangkok - Semi-Finals	2'533'000	28.00	3101.00	5733.00
Thailand	Channel 7HD	21/06/2024	20:13:00	22:54:01	02:41:01	Poland v Turkey	Live	Women	Bangkok - Quarter-Finals	2'268'000	23.00	3088.00	6539.00
Thailand	Channel 7HD	23/06/2024	16:44:00	19:18:15	02:34:15	Brazil v Poland	Live	Women	Bangkok - 3rd/4th Playoff	2'197'000	28.00	3493.00	5702.00
Thailand	Channel 7HD	15/06/2024	15:43:00	17:27:32	01:44:32	Poland v Thailand	Live	Women	Hong Kong - Pool 5	2'190'000	44.00	2670.00	3746.00
Thailand	Channel 7HD	16/06/2024	12:15:00	14:01:42	01:46:42	Germany v Thailand	Live	Women	Hong Kong - Pool 5	2'145'000	37.00	2845.00	3980.00
Thailand	Channel 7HD	13/06/2024	12:15:00	14:53:48	02:38:48	Bulgaria v Thailand	Live	Women	Hong Kong - Pool 5	2'006'000	48.00	2624.00	3671.00
Thailand	Channel 7HD	31/05/2024	11:15:00	13:53:40	02:38:40	France v Thailand	Live	Women	Macau - Pool 3	1'977'000	47.00	2500.00	3505.00

2023 VNL FINALS - STREAM AUDIENCE FIGURES

As a guide, the eight matches in the 2023 Volleyball Nations League finals held in Thailand attracted the following audiences...

Year	Date	Date (Local)	GMT	Start Time (Local)	Estimated End Time (Local)	Duration	Event (M or W)	Description (grouped) / Variable / Match	Program Type	Channel	Rating	Share	000s	Online Total View
2023	12/07/2023	13/07/2023	21:00	04:00	06:00	02:00:00	W	POL GER	Live	CH7HD ch7.com Bugaboo.tv teraoasia.com	0.4	25	235	23,664
2023	13/07/2023	13/07/2023	0:30	07:30	09:30	02:00:00	W	USA JPN	Live	Bugaboo.tv teraoasia.com				110,366
2023	13/07/2023	13/07/2023	15:30	22:30	00:30	02:00:00	W	BRA CHN	Live	Bugaboo.tv teraoasia.com				135,315
2023	13/07/2023	14/07/2023	19:00	02:00	04:00	02:00:00	W	TUR ITA	Live	CH7HD ch7.com Bugaboo.tv teraoasia.com	0.1	12	52	18,929
2023	15/07/2023	16/07/2023	21:00	04:00	06:00	02:00:00	W	POL CHN	Live	CH7HD ch7.com Bugaboo.tv teraoasia.com	0.4	41	260	30,316
2023	16/07/2023	16/07/2023	0:30	07:30	09:30	02:00:00	W	USA TUR	Live	CH7HD ch7.com Bugaboo.tv teraoasia.com	1.8	24	1,132	112,124
2023	16/07/2023	17/07/2023	19:00	02:00	04:00	02:00:00	W	POL USA	Live	CH7HD ch7.com Bugaboo.tv teraoasia.com	0.2	28	112	23,898
2023	16/07/2023	17/07/2023	22:30	05:30	07:30	02:00:00	W	CHN TUR	Live	CH7HD ch7.com Bugaboo.tv teraoasia.com	1.0	23	589	89,166

Channel 7 is the broadcast partner.

Source: FIVB VNL 2022 REPORT

TV & STREAMING VNL 2022 – GLOBAL FIGURES

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.

Broadcasters of volleyball around the world include



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WHY GET INVOLVED?

BROADCAST EXPOSURE

SPONSOR MEDIA VALUE VNL 2022

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.

Sponsor Value By Type Of Branding – VNL 2022

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

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).

SPONSOR MEDIA VALUE VNL 2024

	EXPOSURE	MEDIA VALUE
Court Floor	58,031,356	556,504,402
Digital Board Static	41,855,529	358,574,716
Digital Board Revolving	15,180,855	273,949,702
Cooler	9,617,944	82,674,693
On Screen logo	2,374,049	49,126,679
Vest	3,987,851	46,916,022
Signage	8,091,544	44,393,815
Microphone	2,928,657	27,897,256
Net Post	2,774,586	21,910,456
Net	2,100,770	20,183,842

NB: 107 brands have been monitored for VNL 2024, which explains the big increase in Media value from previous editions.

(Media value is equivalent to QI Media Value)

1.6 Billion total MV

Top 10 brands generated 70% of the total MV, for 1.123B USD of MV.



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WHY GET INVOLVED?

PROMOTION & PR RIGHTS

PROMOTIONAL CAMPAIGN

FIVB VOLLEYBALL WOMEN'S WORLD CHAMPIONSHIP THAILAND 2025 will be supported by an all-encompassing promotional campaign running in the build-up to, during and post event. It covers:

PR

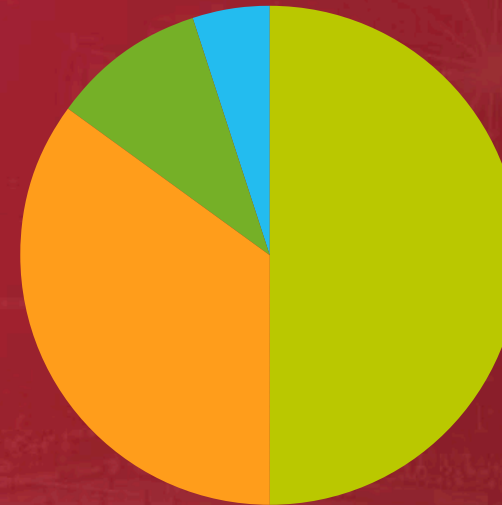
The PR campaign ensures wide coverage both during and after the event and will feature:

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

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:



50% TV

35% Digital (focus on TikTok & Line)

10% Out Of Home (OOH)

5% Print & Radio

OFFICIAL PROGRAMMES

Sponsors will be included in the Official Programme – available online.

YOUR OWN CAMPAIGN

As well as the organiser PR and advertising campaigns, all Sponsors will have rights to create their own campaigns and associate with the FIVB VOLLEYBALL WOMEN'S WORLD CHAMPIONSHIP THAILAND 2025 through PR and advertising activity.

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WHY GET INVOLVED?

VOLLEYBALL ATHLETE ACCESS RIGHTS

Sponsors 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 the FIVB VOLLEYBALL WOMEN'S WORLD CHAMPIONSHIP THAILAND 2025 digital and social campaign.

15M+ SOCIAL AUDIENCE

1.2BN VIEWS

SOCIAL MEDIA CONTENT IN 2023

VOLLEYBALL WORLD TV

STREAMING OF ALL MATCHES

- 19M fans on social media
- 1.5M members on VBTv
- 100M+ engagement in the last 12 months on social media



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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 FIVB VOLLEYBALL WOMEN'S WORLD CHAMPIONSHIP THAILAND 2025 Sponsors 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

EQUAL JERSEY INITIATIVE
LAUNCHED IN 2021

**49% OF VOLLEYBALL
AND BEACH VOLLEYBALL
FANS ARE FEMALE**

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

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



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WHY GET INVOLVED?

HOSPITALITY & NETWORKING RIGHTS



SPONSOR VILLAGE

The FIVB VOLLEYBALL WOMEN'S WORLD CHAMPIONSHIP THAILAND 2025 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 are invited free of charge to any official functions, receptions and other events and occasions hosted by Volleyball World in connection with the FIVB VOLLEYBALL WOMEN'S WORLD CHAMPIONSHIP THAILAND 2025.

Sponsors 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.

EXPERIENTIAL RIGHTS



As well as over 200,000 spectators expected to attend the matches, Thailand attracts hundreds of thousands of visitors in August and September, with it huge opportunities for Sponsors, Partners & Suppliers to promote their products and services.

MERCHANDISING RIGHTS



We offer our Sponsors the opportunity to produce joint branded merchandise. This could be used as give-aways through media and presence marketing promotions.

No merchandising of any description is allowed at the FIVB VOLLEYBALL WOMEN'S WORLD CHAMPIONSHIP THAILAND 2025, without approval of Volleyball World.



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INVENTORY

	TIER 1 OFFICIAL EVENT SPONSOR	TIER 2 OFFICIAL EVENT CO-SPONSORS
CATEGORY EXCLUSIVITY & TITLE RIGHTS		
Right to title – [Event Sponsor Name] Official Event Sponsor FIVB VOLLEYBALL WOMEN'S WORLD CHAMPIONSHIP THAILAND 2025 for advertising & PR use in the host country and worldwide	Yes	
Right to title – [Event Co-sponsor Name] Official Event Co-Sponsor FIVB VOLLEYBALL WOMEN'S WORLD CHAMPIONSHIP THAILAND 2025 for advertising & PR use in the host country and worldwide		Yes
Category Exclusivity	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
Development of FIVB VOLLEYBALL WOMEN'S WORLD CHAMPIONSHIP THAILAND 2025 composite logo	Yes	Yes
BRAND EXPOSURE – GENERAL		
LED Exposure	10%	5%
EVENT BRANDING RIGHTS		
MATCH COURT		
Match Court LED Perimetre (in camera) Boards (3m by 0.9m) - 20 LED boards allocated to Tier 1 – Tier 2	Yes	Yes
OTHER BRANDING AT VENUE		
Media Backdrops – logo presence	Yes	Yes
Branding presence in any Sponsorship Village	Yes	Yes
Branding presence at Press Conference (if implemented)	Yes	Yes
Logo on Event Poster on Poster sites around venue (number tbc)	Yes	Yes
OUTSIDE EVENT BRANDING RIGHTS		
Logo on banner at the public entrance of the competition hall produced by the organising committee	Yes	

INVENTORY

	TIER 1 OFFICIAL EVENT SPONSOR	TIER 2 OFFICIAL EVENT CO-SPONSORS
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 (where appropriate)	Yes	Yes
Right to host press conference and a launch event to announce partnership (subject to personnel availability and date of signature)	Yes	Yes
Personal Appearances of volleyball athletes at venues of your choice (subject to availability)	Additional	Additional
Product and service endorsement by volleyball athletes (by separate negotiation and subject to availability)	Additional	Additional
Use Of athlete name / fame and imagery in advertising and PR (by separate negotiation and subject to availability)	Additional	Additional
Promotion to Volleyball World Databases. Inclusion in e Newsletter mailings	Yes	Yes
HOSPITALITY & NETWORKING RIGHTS		
Event VVIP & VIP passes – access to VVIP & VIP areas	X 4	X 2
Daily complimentary tickets to the event	X 10	X 5
Access to other Sponsors & Partners, where applicable e.g. Hotel Partners	Yes	Yes
Additional passes for staff operating sales stands	Yes	Yes
VIP Passes to any Event gatherings e.g. Opening Ceremony / Pre-Event Dinner	Yes	Yes
EXPERIENTIAL RIGHTS		
Sponsor Village sales / show room stand within the venue, operated by Sponsor - minimum 20 square meters	Yes	Yes
Opportunity to own in game activation (i.e. ownership of limited number of set breaks for bespoke activation)	Yes	Yes
MERCHANDISING RIGHTS		
Right to produce and sell merchandise with the Official logos and trademarks of Volleyball World	Yes	Yes

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



ORGANISERS

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.

VOLLEYBALL WORLD

BEACH			INDOOR		
ANNUAL EVENTS BEACH PRO			ANNUAL EVENTS VOLLEYBALL NATIONS LEAGUE CLUB WORLD CHAMPIONSHIPS		
EVERY 2 YEARS WORLD CHAMPIONSHIPS			EVERY 4 YEARS MEN'S & WOMEN'S WORLD CHAMPIONSHIPS OLYMPIC QUALIFYING TOURNAMENT		
STAKEHOLDERS					
BROADCASTERS	FANS	CLUBS	HOST CITIES	LOCAL PROMOTERS	FEDERATIONS

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