

WOMEN'S VOLLEYBALL NATIONS LEAGUE FINALS 2024 – THAILAND

BANGKOK, 20th — 23rd JUNE 2024

Volleyball's most prestigious annual competition, the Volleyball Nations League, is coming to Bangkok in June 2024.

Women's Volleyball Nations League Finals 2024 — Thailand is the culmination of eight action-packed weeks of the Volleyball Nations League 2024, featuring 16 of the world's best volleyball teams.

The Women's Volleyball Nations League Finals 2024 — Thailand will feature eight teams, including the hosts Thailand, all competing to be crowned Champions!

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.

2023 SUCCESS

SOLD OUT

ALL FOUR THAI POOL MATCHES SOLD OUT WITHIN 90 -MINS OF GOING ON SALE, A RECORD!

VBTV RECORD NUMBERS

VIEWED THE FOUR THAI MATCHES!
[HTTPS://EN.VOLLEYBALLWORLD.COM](https://en.volleyballworld.com)

CHANNEL 7 RECORD NUMBERS

VIEWED THE FOUR THAI MATCHES!
[HTTPS://WWW.CH7.COM/](https://www.ch7.com/)

QUICK FACTS

WOMEN'S VOLLEYBALL NATIONS LEAGUE 2024

PARTICIPATING TEAMS

11 CORE TEAMS

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

5 CHALLENGER TEAMS

BULGARIA / CANADA / DOMINICAN REPUBLIC / FRANCE / POLAND

HOST VENUES

PRELIMINARY ROUNDS

JAPAN
BRAZIL
CHINA
USA

FINALS

THAILAND

SPECTATORS

50,000+ SPECTATORS

EXPECTED ACROSS FINALS EVENT MATCHES

500,000+

EXPECTED ACROSS ALL EVENTS

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 MATHES:

PRELIMINARY PHASE

8 MATCHES:

FINALS PHASE

SOCIAL CHANNELS

16 MILLION ACTIVE

VOLLEYBALL FOLLOWERS

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

Source: Volleyball World



FINALS COMMERCIAL PACKAGES

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

TIER 1: FINALS TITLE SPONSOR & FINALS PRESENTING SPONSOR

- One Event Title Sponsor with naming rights to the Women’s Volleyball Nations League Finals 2024 — Thailand
- One Event Presenting Sponsor with naming rights to the Women’s Volleyball Nations League Finals 2024 — Thailand

TIER 2: FINALS CO-SPONSORS

- Up to four Co-sponsors, from non-competing categories, of the Women’s Volleyball Nations League Finals 2024 — Thailand with branding around the event venue

TIER 3: FINALS OFFICIAL SUPPLIERS & MEDIA PARTNERS

- Up to six Official Suppliers providing goods and services essential to the Women’s Volleyball Nations League Finals 2024 — Thailand
- Up to six Media Partners providing advertising and guaranteed editorial for the Women’s Volleyball Nations League Finals 2024 — Thailand

TIER 4: TVA SPONSOR & PARTNER PACKAGES

- Packages for Thailand Volleyball Association (TVA) and its collective (grouped) Sponsors / Partners

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 2024
- 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 LANGAUGE 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

SCHEDULE: OVERALL EVENT TIMETABLE

WEEK 1 14 – 19 MAY

POOL A Host City TBD – TURKEY Venue TBD		POOL B RIO – BRAZIL Maracanazinho	
TURKEY	GERMANY	BRAZIL	CANADA
ITALY	NETHERLANDS	USA	DOM REP
POLAND	BULGARIA	SERBIA	THAILAND
JAPAN	FRANCE	CHINA	KOREA

WEEK 2 28 MAY – 2 JUNE

MACAU – MACAU Galaxy Arena		ARLINGTON – USA College Park Center	
CHINA	DOM REP	USA	CROATIA
ITALY	NETHERLAND	TURKEY	GERMANY
BRAZIL	THAILAND	SERBIA	THAILAND
JAPAN	FRANCE	POLAND	KOREA

WEEK 3 11 – 16 JUNE

HONG KONG – HONG KONG Hong Kong Coliseum		FUNABASHI – JAPAN LaLa Arena Tokyo-Bay	
CHINA	DOM REP	JAPAN	CANADA
TURKEY	GERMANY	TURKEY	NETHERLANDS
BRAZIL	BULGARIA	ITALY	FRANCE
POLAND	THAILAND	SERBIA	KOREA



FINALS 20 – 23 JUNE

BANGKOK – THAILAND
Indoor Stadium Huamark

FINALS VENUE

Indoor Stadium Huamark is a sporting arena, located in Bangkok with a seating capacity of up to 8,000 seats.

Owned by the Sports Authority of Thailand, the Stadium was built in 1966 for the 5th Asian Games. It was renovated in 2012 and has hosted a wide range of events including: 2023 Women’s Volleyball Nations League and the 2012 Futsal World Cup.

Huamark Indoor Stadium is used mainly for concerts, badminton, boxing, basketball, futsal and volleyball.



COMPETITION FORMAT

THE FINALS

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

POOL PHASE

16 TEAMS

8 X TEAMS IN EACH
POOL EVENT

PRELIMINARY (POOL) PHASE

96 X MATCHES
6 X VENUES INCLUDING
THAILAND EVENT

MINIMUM OF 12 MATCHES...
PER TEAM

RANKING

Following the end of the Women's Volleyball National League 2023, the 16 participating teams were ranked from 1st to 16th as per the FIVB Volleyball World Ranking.

PRELIMINARY PHASE

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 2024 will be the sixth edition of the premier annual competition for women's national teams. USA won the first three editions of the competition, with Turkey victorious in the most recent edition of the competition in 2023.

Year	Gold medallists	Silver medallists	Bronze medallists
2018	USA	Turkey	China
2019	USA	Brazil	China
2021	USA	Brazil	Turkey
2022	Italy	Brazil	Serbia
2023	Turkey	China	Poland

VOLLEYBALL AT A GLANCE

GLOBAL: QUICK FACTS

FANS

795 MILLION
CURRENT VOLLEYBALL
PARTICIPANTS GLOBALLY

700K
DATABASE OF EXISTING
PARTICIPANT DATA

VOLLEYBALL FANS
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

15M+ GLOBAL SOCIAL AUDIENCE

FACEBOOK — 4.3M
INSTAGRAM — 1.8M
YOUTUBE — 1.6M
TIKTOK — 1.1M
TWITTER — 330K
WEBO, WECHAT &
DOUYIN — 660K

4M
VOLLEYBALL WORLD
CHANNELS

400M TOTAL
ADDRESSABLE
ONLINE AUDIENCE

DIGITAL SAVVY
68% OF FANS STREAM
VOLLEYBALL DURING PAST
12 MONTHS

4TH MOST POPULAR
SPORT IN THE WORLD

A LEADING ADVOCATE FOR
GENDER EQUALITY IN SPORT

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

THAILAND: QUICK FACTS

26.7M
TOTAL VOLLEYBALL FANS

12.6M VERY INTERESTED
14.1M INTERESTED

VNL 2022
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

2.7M
VNL 2022 AVERAGE TV
AUDIENCE

NINE OF THE TOP 10
BROADCASTS IN 2021
WERE OF VNL
FIVB VOLLEYBALL
WOMEN'S NATIONS
LEAGUE

**TOP SPORTS
BROADCAST 2021**
ITALY vs. THAILAND

SOURCE: GLANCE / AGB NIELSEN MEDIA RESEARCH 2021



2023 FINALS – STREAM AUDIENCE FIGURES

The eight matches in the 2023 finals 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	Ratings	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 teroasia.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 teroasia.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 teroasia.com				135,315
2023	13/07/2023	14/07/2023	19:00	02:00	04:00	02:00:00	W	TÜR	ITA	Live	CH7HD ch7.com Bugaboo.tv teroasia.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 teroasia.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	TÜR	Live	CH7HD ch7.com Bugaboo.tv teroasia.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 teroasia.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	TÜR	Live	CH7HD ch7.com Bugaboo.tv teroasia.com	1.0	23	589	89,166

CHANNEL 7 BROADCAST PACKAGES

For 2024, broadcast packages include:

- Commercial spots during live & delay broadcast on CH7 HD
- Commercial spots during Primetime and Non-Primetime programs on CH7 HD
- Logo before program opening / VTR break bumper / end credit logo on TV
- MC announcement of brand sponsored intro & outro
- Logo on cover page to PR the program on Facebook and CH7 HD website
- Pre-roll ad before live broadcast on www.bugaboo.tv
- Skin player banner ad www.bugaboo.tv
- Logo on picpost / promotional clip in station's social media
- Sponsor name announcement & DJ live credit during promotional spot in Goodtime Radio
- Logo and brand mention during press conference

WHY GET INVOLVED

HOW VOLLEYBALL CAN HELP YOUR BUSINESS

WOMEN'S VOLLEYBALL NATIONS LEAGUE FINALS 2024 — 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 Women's Volleyball Nations League Finals 2024 — Thailand.

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

YOUR REPUTATION — Women's Volleyball Nations League Finals 2024 — 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 FINALS 2024 — THAILAND



EVENT BRANDING

HIGHLY VISIBLE LED DELIVERING
MILLIONS IN MEDIA VALUE



VOLUNTEERS

LOGO ON VOLUNTEER UNIFORM



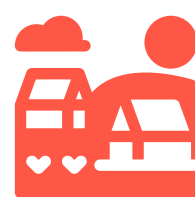
MEDIA AREAS

AT PRESS AREA, PRESS CONFERENCES
& PRESS INTERVIEW BACKDROPS



OFFICIAL HOTELS

HOME TO ATHLETES,
COACHES AND OFFICIALS



SPONSORS VILLAGE

DISPLAY AREA TO PROMOTE & SELL
PRODUCTS & SERVICES



TICKET BRANDING

LOGO ON REVERSE OF TICKETS



EVENT PROMOTIONAL CAMPAIGN

INCLUSION IN MARKETING COLLATERALS

WHY GET INVOLVED?

BROADCAST EXPOSURE

All matches from Women's Volleyball Nations League Finals 2024 — Thailand will be broadcast live on Channel 7 and on-demand on Volleyball TV as well as domestic AND INTERNATIONAL broadcasters across the globe.

All of Thailand's 12 Preliminary phase matches will be broadcast live on linear TV as well.

SIGNAGE

LED Signage

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

20 LED Courtside Boards (3m X 0.90m), subject to availability.

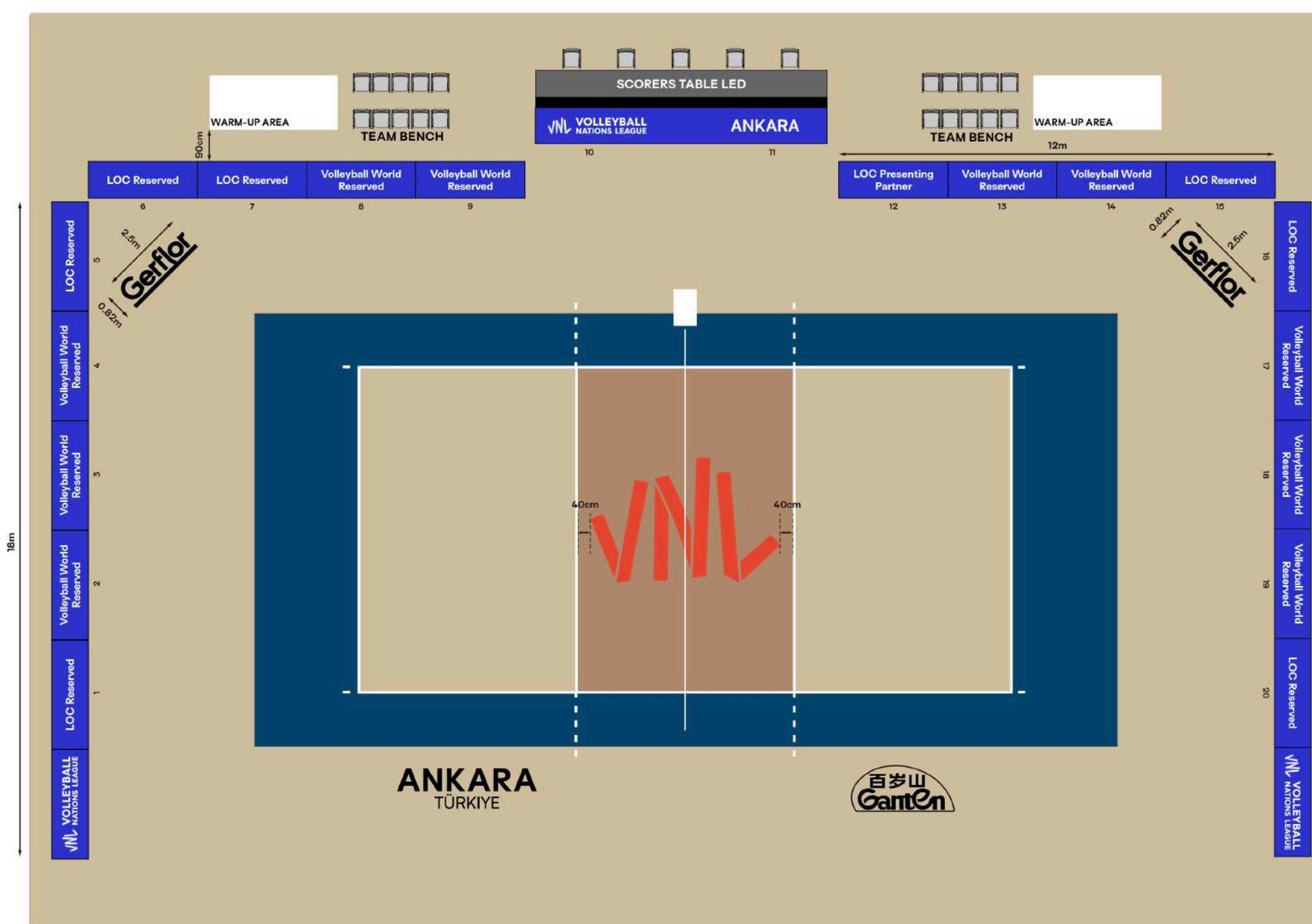
Sponsor logos and branding are split into shared rotations and solus rotations, which change during a match in accordance with a pre-set order determined by Volleyball World.

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

Court Floor Branding

2 x Gerflor — Floor Sponsor logo on courtside (2.5m X 0.82m)
1 x VNL logo in centre of court
1 x Tier 1 Sponsor logo on court floor



WHY GET INVOLVED?

BROADCAST EXPOSURE

TV & STREAMING 2022 — GLOBAL

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

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.

VOLLEYBALL NATIONS LEAGUE

BRANDS

	TV	STREAMING MEDIA	TOTAL
CUMULATIVE AUDIENCE (M)	1,039.05 2.50	43.45 1,082.50	1,082.50
BROADCAST TIME (HH:MM:SS)	10,355:04:21	931:28:55	11,286:33:16
NO. OF BROADCASTS (#)	10,132	849	10,981
EVENT IMPRESSIONS (M)	85,082.03	4,163.31	89,245.34
VISIBILITY (HH:MM:SS)	19,629:45:40	1,713:40:03	21,343:25:43
NO. OF SEQUENCES (#)	15,556,337	1,391,939	16,948,276
SPONSORSHIP IMPRESSIONS (M)	175,572.18	7,680.37	183,252.55
100% MEDIA VALUE (EURO)	1,776,427,504	241,887,895	2,018,315,399
Q1 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

TV & STREAMING IN THAILAND – WOMEN'S VNL 2022

112.07M
Cumulative
Audience

216
Broadcasts

35:50:10
Broadcast Time

10,181.66M
Event Impressions

	CHANEL 3 TH	CHANNEL 7 TH	THAIRATH TV
CUMULATIVE AUDIENCE (M)	40.21	17.71	13.09
BROADCASTS (#)	59	39	48
BROADCAST TIME (HH:MM:SS)	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.

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

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 Women's Volleyball Nations League Finals 2024 — 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 2024 event. Channel 7 Thailand will broadcast the event in Thailand.

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?

PROMOTION & PR RIGHTS

THAILAND EVENT PROMOTIONAL CAMPAIGN

Women's Volleyball Nations League Finals 2024 — 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.
- 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 and 2023, some of the Thai highlights matches got 1M+ views per game. NOTE as branding is built into the video, it cannot be geo-blocked 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?

PROMOTION & PR RIGHTS

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 Women's Volleyball Nations League Finals 2024 — 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:





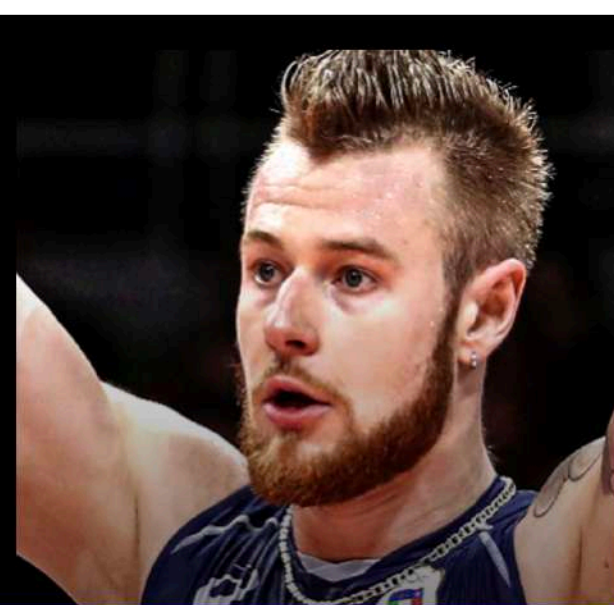
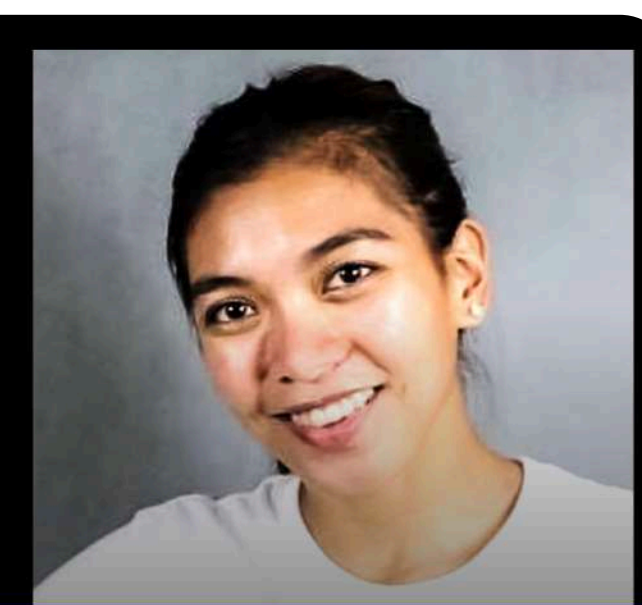
Content for Digital Outreach – using volleyball athlete and coaches as ‘incredible’ stories and inspirational role models



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...

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

WHY GET INVOLVED?

DIGITAL & SOCIAL RIGHTS

Inclusion in Women's Volleyball Nations League Finals 2024 — Thailand digital and social campaign.

15M+ SOCIAL AUDIENCE

FACEBOOK — 4.3M
INSTAGRAM — 1.8M
YOUTUBE - 1.6M
TIKTOK — 1.1M
TWITTER — 330K
WEB0, WECHAT AND DOUYIN — 660K
VOLLEYBALL WORLD CHANNELS — 4M

14M UNIQUE VISITORS

VNL WEBSITE 2023

VOLLEYBALL WORLD TV

STREAMING OF ALL MATCHES

1.2BN VIEWS

SOCIAL MEDIA CONTENT IN 2023



WHY GET INVOLVED?

COMMUNITY & SOCIAL RESPONSIBILITY RIGHTS EQUAL JERSEY INITIATIVE LAUNCHED IN 2021

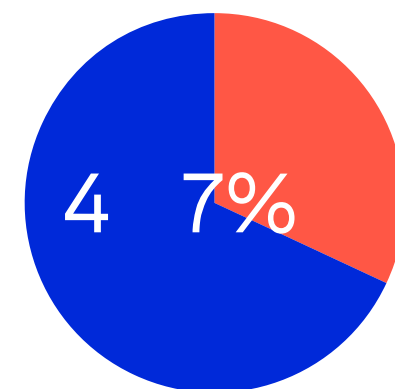
Volleyball World is one of sport's leading advocates for gender equality and female empowerment.

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

Opportunities for Women's Volleyball Nations League Finals 2024 — 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.

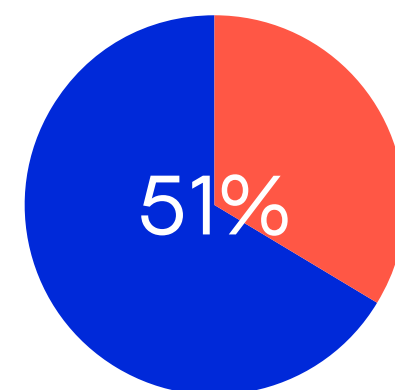
Diversity & Inclusion Summit — an annual event-based conference co-owned by Volleyball World, featuring volleyball's most influential female athletes invited as key speakers and brand ambassadors.



47% 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).

'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

Women's Volleyball Nations League Finals 2024 — 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 Women's Volleyball Nations League Finals 2024 — 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 Women's Volleyball Nations League Finals 2024 — Thailand.

As well as over 50,000 spectators expected to attend the matches, Bangkok attracts hundreds of thousands of visitors in June 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 (50,000), drink bottles (50,000) and clapper boards (50,000)

No merchandising of any description is allowed at the Women's Volleyball Nations League Finals 2024 — Thailand, without approval of Volleyball World.

EXPERIENTIAL RIGHTS

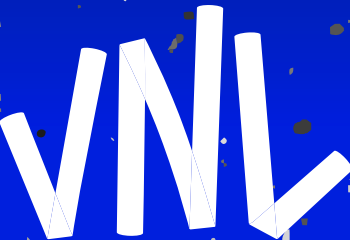
INVENTORY	TIER 1 OFFICIAL EVENT TITLE SPONSOR & PRESENTING SPONSOR	TIER 2 OFFICIAL EVENT CO-SPONSORS	TIER 3 OFFICIAL EVENT SUPPLIERS & OFFICIAL MEDIA PARTNERS
CATEGORY EXCLUSIVITY & TITLE RIGHTS			
Right to title — [Title Sponsor Name] Women's Volleyball Nations League Finals 2024 — Thailand presented 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 Finals 2024 — 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 Finals 2024 — 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 Finals 2024 — Thailand composite logo	Yes		
BRAND EXPOSURE — GENERAL			
Total branding available will be allocated in the following ratios: Tier 1 Title Sponsor: 30% Tier 1 Presenting Sponsor: 20% Tier 2 Co-sponsors / Host Partner: max 10% per Tier 2 Partner Tier 3 Official Supplier: max 5% per Tier 3 Partner	Yes	Yes	Yes
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		
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	Yes	Yes	Yes
Logo on Event Poster on Poster sites around venue (number tbc)	Yes	Yes	Yes
Logo on Directional Signs (numbers tbc)	Yes		
OUTSIDE EVENT BRANDING RIGHTS			
On screen graphics (Title only)	Yes		
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		

INVENTORY	TIER 1 OFFICIAL EVENT TITLE SPONSOR & PRESENTING SPONSOR	TIER 2 OFFICIAL EVENT CO-SPONSORS	TIER 3 OFFICIAL EVENT SUPPLIERS & OFFICIAL MEDIA PARTNERS
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		
Right to host press conference and a launch event to announce partnership	Additional	Additional	Additional
Personal Appearances of volleyball athletes at venues of your choice	Additional	Additional	Additional
Product and service endorsement by volleyball athletes	Yes	Yes	Additional
Use Of athlete name / fame and imagery in advertising and PR	Additional	Additional	Additional
DATA RIGHTS			
Promotion to Volleyball World Databases. Inclusion in e Newsletter mailings	Yes	Yes	
HOSPITALITY & NETWORKING RIGHTS			
Event VIP passes — access to VIP areas	X 28 Title / X 20 Presenting	X 10	X 5
Daily complimentary tickets to the event	X 30 Title / X 20 Presenting	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		
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
MERCHANDISING RIGHTS			
VNL / Sponsor Logo printed on bottles of Sponsor drink for the duration of the Volleyball Nations League (design to be approved by Volleyball World)	Yes		
Logo on event bags (50,000), hats (5,0000), drink bottles (50,0000) and clapper boards (50,000) (At partner's cost)	Yes	Yes	Yes
Right to produce and sell merchandise with the Official logos and trademarks of Volleyball World (Subject to Volleyball World approval)			

TIER 4 — TVA PACKAGES

Packages for Thailand Volleyball Association (TVA) and its collective (grouped) Sponsors / Partners include:

- Designation - TVA Official Sponsors / Partners
- 2 x Shared Rotation LED Perimeter (in camera) Boards (3m by 0.9m) - for all TVA Sponsors / Partners
- Media Backdrops — logo presence on bottom row. Structure as follows: Title - Presenting - Global Sponsor - TVA Sponsors / Partners
- Logo on Event Poster on poster sites around venue (number tbc)
- Branding presence for TVA Sponsors / Partners ribbon at Official Hotel where athletes, coaches and officials are staying
- Sponsor Village sales / show room stand within the venue, operated by Sponsors / Partners - 30% of sponsor village space
- Right to produce and sell merchandise with the Official logos and trademarks of Volleyball World (Subject to Volleyball World approval)



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