Commercial Sponsorship & Partnership Marketing Opportunities



Women's Volleyball Nations League Finals 2027 - Thailand 21- 25 July

VOLLEYBALL NATIONS LEAGUE



WOMEN'S VOLLEYBALL NATIONS LEAGUE FINALS 2027 – THAILAND

BANGKOK, 21ST – 25TH JULY 2027

The Women's Volleyball Nations League Finals return to Bangkok in July 2027, with eight of the world's leading national teams battling it out for the Volleyball Nations League title.

The Women's Volleyball Nations League Finals 2027 – Thailand are the culmination of a season featuring 19 national teams in the preliminary rounds. Thailand qualify automatically as hosts, with seven qualifying teams joining them at Bangkok's Indoor Stadium Huamark for five days of world-class women's volleyball.

Thailand's passionate volleyball following, combined with the competition's international broadcast and digital coverage, offers brands a powerful platform to connect with audiences at home and around the world.

Sponsors and Partners can build awareness, engage fans and showcase their products and services through event branding, content and live experiences.

Thailand will also host a VNL preliminary-round event in 2028, offering Sponsors and Partners the opportunity to extend their involvement through a multi-year agreement.



BE PART OF THE WOMEN'S VOLLEYBALL NATIONS LEAGUE FINALS 2027 - THAILAND

BECOME AN OFFICIAL SPONSOR OR PARTNER



QUICK FACTS

WOMEN'S VOLLEYBALL NATIONS LEAGUE FINALS 2027 - THAILAND

DATE
21 – 25 JULY 2027

VENUE
INDOOR STADIUM HUAMARK, BANGKOK

19 PARTICIPATING PRELIMINARY ROUND TEAMS
BELGIUM / BRAZIL / CANADA / CHINA / CZECH REPUBLIC / DOMINICAN REPUBLIC / FRANCE / GERMANY / ITALY / JAPAN / NETHERLANDS / POLAND / RUSSIA / SERBIA / SLOVENIA / THAILAND / TURKEY / UKRAINE / UNITED STATES

BROADCAST IN THAILAND
JAS / MONO — FREE-TO-AIR TV ON MONOMAX SPORTS AND STREAMING ON MONOMAX

SPECTATORS
50,000+ SPECTATORS
EXPECTED ACROSS FINALS EVENT MATCHES

500,000+
EXPECTED ACROSS ALL EVENTS INCLUDING THE PRELIMINARY ROUNDS & FINALS

FINALS TEAMS
THAILAND AUTOMATICALLY QUALIFY AS HOSTS – JOINED BY SEVEN BEST TEAMS FROM THE PRELIMINARY ROUNDS

8 FINALS MATCHES
4 QUARTER-FINALS / 2 SEMI-FINALS / BRONZE MEDAL MATCH / GOLD MEDAL MATCH



WOMEN'S VOLLEYBALL NATIONS LEAGUE 2026 – THAILAND

In 2026, Thailand hosted one of the competition's nine preliminary-round events, with the Finals held in Macau.

The Bangkok event featured six teams — Bulgaria, Canada, the Netherlands, Poland, Thailand and Ukraine — at Indoor Stadium Huamark.

PR COVERAGE & REACH

41 ARTICLES - COVERING VNL BANGKOK WITH SPONSOR AS TITLE SPONSOR

336M PEOPLE - REACHED BY THOSE ARTICLES

US$ 2.75M - MEDIA VALUE ASSOCIATED WITH THE COVERAGE

TV AUDIENCE

10,040,114 - CUMULATIVE LIVE AND DELAYED VIEWERS FOR VNL BANGKOK 2026

INCLUDING **5,567,739 THAI VIEWERS**

SOCIAL CHANNELS DATA

34M - IMPRESSIONS

4.58% - ENGAGEMENT RATE

315 - DEDICATED POSTS

SPECTATORS

38,242 - ACROSS THE FIVE DAY BANGKOK EVENT

Source: Volleyball World



COMMERCIAL PACKAGES

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

FINALS TITLE SPONSOR & FINALS PRESENTING SPONSOR

- One Event Title Sponsor with naming rights to the Women's Volleyball Nations League Finals 2027 – Thailand
- One Event Presenting Sponsor with naming rights to the Women's Volleyball Nations League Finals 2027 – Thailand

TIER 1: EVENT PARTNERS

- Up to four Tier 1 Event Partners, from non-competing categories, of the Women's Volleyball Nations League Finals 2027 – Thailand

TIER 2: EVENT PARTNERS

- Up to six Tier 2 Event Partners, from non-competing categories, of the Women's Volleyball Nations League Finals 2027 – Thailand

TIER 3: EVENT PARTNERS

- Up to ten Tier 3 Event Partners, from non-competing categories, of the Women's Volleyball Nations League Finals 2027 – Thailand

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.





THE PRELIMINARY ROUNDS

19 teams will compete in the Women's Volleyball Nations League 2027.



Belgium	Germany	Slovenia
Brazil	Italy	Thailand
Canada	Japan	Turkey
China	Netherlands	Ukraine
Czech Republic	Poland	United States
Dominican Republic	Russia	
France	Serbia	

Seven qualifying teams will join hosts Thailand at the Finals, taking place at Bangkok's Indoor Stadium Huamark from **21–25 July 2027**.

FINALS VENUE



INDOOR STADIUM HUAMARK
Indoor Stadium Huamark is a multi-purpose sports and entertainment arena in Bangkok, with a seating capacity of up to 8,000.

Owned by the Sports Authority of Thailand, the venue was built for the 1966 Asian Games and renovated in 2012.

Its international volleyball credentials include the 2024 Women's Volleyball Nations League Finals, the 2025 FIVB Volleyball Women's World Championship and Bangkok's 2026 Women's VNL preliminary-round event.

The arena also hosted matches at the 2012 FIFA Futsal World Cup and stages concerts, badminton, boxing, basketball, futsal and volleyball.



FINALS FORMAT

THE FINALS
Eight teams will compete in a knockout format, comprising four quarter-finals, two semi-finals and the bronze and gold medal matches.

The fixtures below refer to the teams' Finals seedings.

Quarter Final 1: 1st seed vs 8th seed
Quarter Final 2: 2nd seed vs 7th seed
Quarter Final 3: 3rd seed vs 6th seed
Quarter Final 4: 4th seed vs 5th seed

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

PREVIOUS WINNERS
The Women's Volleyball Nations League 2027 will be the ninth edition of the competition. USA and Italy have each won three titles, while Turkey have two and will defend the crown they won in 2026.

WOMEN'S VOLLEYBALL NATIONS LEAGUE MEDALLISTS

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
2024	Italy	Japan	Poland
2025	Italy	Brazil	Poland
2026	Turkey	Brazil	Italy

Source: Volleyball World





WHY GET INVOLVED?

Sponsor was the Title Sponsor and Hatari the Presenting Sponsor of VNL Bangkok 2026. The following case studies show the benefits delivered across their 2026 VNL preliminary-round partnerships.



SPONSOR CASE STUDY

WOMEN'S VNL 2026 — NANJING, BANGKOK & OSAKA PRELIMINARY ROUNDS

Thai drink brand Sponsor combined title-sponsor status in Bangkok with LED branding across three preliminary-round stops of the 2026 Women's Volleyball Nations League. In Bangkok, a branded fan section, set-break entertainment and an interactive promotional booth brought the partnership into the spectator experience.

Results reported across Nanjing, Bangkok and Osaka included:

- $16.86 million in television media value
- 168 hours 22 minutes of clear brand exposure
- 18.9 million social media impressions across 180 posts
- 1.2 million social media engagements
- 12.2 million video views

Broadcast coverage of the three preliminary-round events generated a **130.7 million cumulative television audience across 29 territories**. In Bangkok specifically, Sponsor achieved a **13.8% share of television media value**.

Source: Volleyball World 2026 Sponsor Audience & Exposure Report. Measurement sources: Kantar Media and Shikenso Analytics.



HATARI CASE STUDY

WOMEN'S VNL 2026 — BANGKOK & PASIG CITY PRELIMINARY ROUNDS

Hatari combined courtside visibility with product sampling, a promotional booth and crowd activation during the 2026 Women's Volleyball Nations League. Presenting-sponsor branding in Bangkok, court-floor logos and LED boards gave the brand visibility in the arena and through televised coverage.

Results reported across Bangkok and Pasig City included:

- $5.69 million in television media value
- 61 hours 10 minutes of clear brand exposure
- 3.9 million social media impressions across 58 posts
- 231,300 social media engagements
- 1.7 million video views

Broadcast coverage of the two preliminary-round events generated a **36.3 million cumulative television audience across 28 territories**.

Source: Volleyball World 2026 Hatari Audience & Exposure Report. Measurement sources: Kantar Media and Shikenso Analytics.



WHY GET INVOLVED?

HOW VOLLEYBALL CAN HELP YOUR BUSINESS

Women's Volleyball Nations League Finals 2027 – Thailand offers Sponsors and Partners a range of commercial benefits, depending on the selected partnership level.

YOUR BRAND - Build awareness among volleyball fans in Thailand and internationally through courtside LED branding, media backdrops and event promotional materials.

YOUR VALUES - Align your brand with elite women's sport and Volleyball World's commitment to gender equality. Use your partnership campaigns to communicate your shared values

YOUR CLIENTS AND CUSTOMERS - Use the VIP passes and complimentary tickets included in your package to host key customers, clients and business prospects at world-class women's volleyball

YOUR SALES - Use your on-site presence to showcase your products and services, engage potential customers and support your wider sales campaigns.

YOUR CONTENT - Bring your partnership campaigns to life with approved VNL imagery for your advertising and promotional materials. Footage and archive rights are also available at the relevant partnership levels.

YOUR PRODUCTS - Introduce fans to your products and services through demonstrations and promotional activity at your event booth.

YOUR STAFF - Reward employees through your package's ticket allocation and involve your team in planning and delivering your on-site activation.

YOUR REPUTATION – Communicate your official Sponsor or Partner status through the partnership press announcement and permitted use of the event name in your own advertising and PR.



Women's Volleyball Nations League 2027 - Thailand

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



WHY GET INVOLVED?

BRAND EXPOSURE



EVENT BRANDING

PROMINENT COURTSIDE BRANDING VISIBLE IN THE ARENA AND THROUGH BROADCAST COVERAGE

- LED BOARDS: ALL SPONSOR & PARTNER LEVELS
- NET STRIP: TITLE SPONSOR
- MATCH COURT FLOOR: TITLE & PRESENTING SPONSORS

PARTNER ACTIVATION

ON-SITE BOOTH SPACE TO SHOWCASE PRODUCTS AND SERVICES AND ENGAGE FANS

BOOTH OPERATED AND FUNDED BY THE SPONSOR OR PARTNER

PROMOTIONAL MATERIALS

LOGO PRESENCE ON VOLLEYBALL WORLD'S EVENT PROMOTIONAL MATERIALS

MEDIA & PRESS BACKDROPS

LOGO BRANDING ON MEDIA AND PRESS BACKDROPS, WITH POSITIONING DETERMINED BY VOLLEYBALL WORLD

Rights and allocations vary by partnership level, as detailed in the Inventory of Rights.



WHY GET INVOLVED?

BROADCAST EXPOSURE

THAILAND & SOUTHEAST ASIA

In March 2026, Volleyball World announced a regional broadcast partnership with JAS as exclusive rights holder and MONO as exclusive broadcaster. The seven-year agreement covers Thailand, Vietnam, Cambodia, Laos and Myanmar and includes the Volleyball Nations League.

In Thailand, the current arrangements combine free-to-air coverage on MONOMAX SPORTS, Channel 29, formerly MONO29, with live and on-demand streaming on MONOMAX.

The partnership places particular emphasis on Thailand's national team matches and domestic events. For Sponsors and Partners, the combination of television and streaming creates opportunities for courtside branding to reach viewers beyond the arena.

VNL 2026 BROADCAST DATA

609 MILLION
LIVE & DELAYED TV VIEWS

31 COUNTRIES
COVERED

24 MILLION
LIVE & DELAYED THAI TV VIEWERS

5.57 MILLION
LIVE & DELAYED THAI TV VIEWERS FOR VNL BANGKOK

Source: FIVB.

2026 WOMEN'S VNL PRELIMINARY-ROUND BROADCAST EXAMPLES

Measure	Nanjing, Bangkok & Osaka	Bangkok & Pasig City
Number of broadcasts	1,118	783
Broadcast coverage	2,206 hours 36 minutes	1,520 hours 21 minutes
Territories covered	29	28
Live share of cumulative audience	71.84%	68.74%

Sources: Volleyball World 2026 Sponsor and Hatari Audience & Exposure Reports. Figures cover the named groups of 2026 preliminary-round events. Both reports include Bangkok, so the datasets overlap. Measurement sources: Kantar Media and Shikenso Analytics.





WHY GET INVOLVED?

BROADCAST EXPOSURE

COURTSIDE BRANDING
Courtside branding places Sponsor and Partner logos within camera view during match coverage, extending their visibility from the arena to television and streaming audiences.

LED SIGNAGE
In-camera branding through LED perimeter advertising boards, with Sponsor and Partner logos clearly visible.

20 LED courtside boards (3m x 0.90m), subject to availability.

Sponsors and Partners receive the match-court LED share of voice allocated to their partnership level.

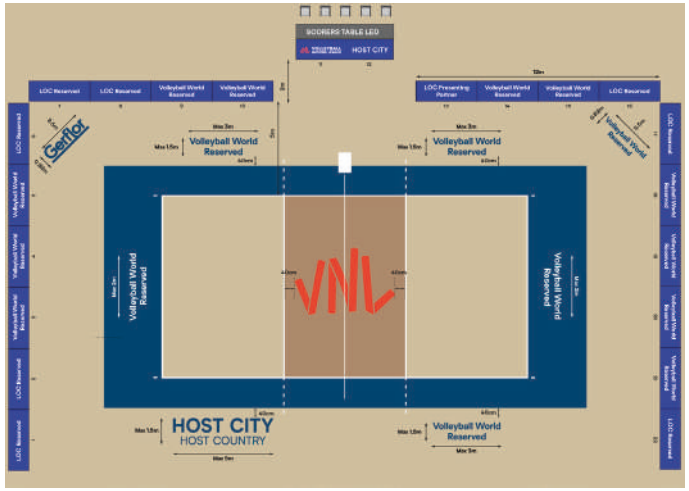
Partnership level	Match-court LED share of voice
Title Sponsor	12.5%
Presenting Sponsor	10%
Tier 1 Event Partners	7.5%
Tier 2 Event Partners	5%
Tier 3 Event Partners	2.5%

2026 PRELIMINARY-ROUND LED BRANDING RESULTS

SPONSOR
$15.28 MILLION IN REPORTED TELEVISION MEDIA VALUE FROM LED BRANDING
Across the 2026 Women's VNL preliminary-round events in Nanjing, Bangkok and Osaka.

HATARI
$5.62 MILLION IN REPORTED TELEVISION MEDIA VALUE FROM LED BRANDING
Across the 2026 Women's VNL preliminary-round events in Bangkok and Pasig City.

Sources: Volleyball World 2026 Sponsor and Hatari Audience & Exposure Reports.



COURT FLOOR BRANDING
- 1 x Gerflor floor sponsor logo - courtside (2.5m x 0.82m)
- 1 x VNL logo - centre of court

The commercial floor-sticker positions available are: Sideline – top right; Service line – left; Corner – top right.

Court-floor branding is included in the Title Sponsor and Presenting Sponsor packages.

NET-STRIP BRANDING
Net-strip branding is included for the Title Sponsor.

BROADCAST SPONSORSHIP OPPORTUNITIES
Sponsors and Partners have the opportunity to purchase broadcast sponsorship rights to the event.

Volleyball World will make best endeavours to facilitate these opportunities, which are outside its direct control.

Rights and allocations vary by partnership level, as detailed in the Inventory of Rights.



WHY GET INVOLVED?

PROMOTION & PR RIGHTS

PROMOTIONAL CAMPAIGN

Women's Volleyball Nations League Finals 2027 – Thailand will be supported by promotional activity in the build-up to, during and after the event.

Sponsor and Partner branding is included on Volleyball World's event promotional materials, as detailed in the Inventory of Rights.

PR

The PR campaign aims to generate coverage through:

- Event features and news stories
- Online editorial, blogs and social media
- Thai and international media

Packages include a partnership press announcement.

ADVERTISING

An advertising campaign will support promotion of Women's Volleyball Nations League Finals 2027 – Thailand, helping to build awareness and attract spectators. Media channels, campaign schedule and budget to be confirmed.

COMMUNICATION ASSETS

Volleyball World can explore the development of dedicated communication assets with the Title Sponsor.

The content, formats and delivery would be agreed as part of the sponsorship discussions.

YOUR OWN CAMPAIGN

Sponsors and Partners can promote their involvement in Women's Volleyball Nations League Finals 2027 – Thailand through their own advertising, PR and promotional campaigns, using their official Sponsor or Partner designation and approved VNL imagery.

Campaigns can incorporate on-site promotions and product demonstrations through the Sponsor or Partner's event activation. Footage and archive rights, together with athlete product placement, are available at the relevant partnership levels.

Use of imagery and footage is subject to Volleyball World approval and the applicable usage conditions, as detailed in the Inventory of Rights.





WHY GET INVOLVED?

CONTENT RIGHTS

Sponsors and Partners can use approved VNL imagery in their advertising and promotional campaigns, creating an association with Women's Volleyball Nations League Finals 2027 – Thailand.

Footage and archive rights are available at the relevant sponsorship levels, as detailed in the Inventory of Rights.

Use of imagery and footage is subject to Volleyball World approval and the applicable usage conditions.

DIGITAL & SOCIAL RIGHTS

Sponsors and Partners can use approved VNL imagery to support their own digital and social campaigns.

Sponsor and Partner branding is included on Volleyball World's event promotional materials, as detailed in the Inventory of Rights.

CAMPAIGN CHANNELS

Proposed channels for the event's digital and social campaign include:

- Facebook, Instagram, YouTube, TikTok, X, Weibo, WeChat and Douyin
- Volleyball World and Volleyball Nations League websites
- Volleyball World TV (VBTV)

2026 BANGKOK PRELIMINARY-ROUND RESULTS

The 2026 Women's VNL preliminary-round event hosted in Bangkok generated:

34M SOCIAL MEDIA IMPRESSIONS

4.58% ENGAGEMENT RATE

315 DEDICATED POSTS

Source: Volleyball World. Figures relate to the 2026 Bangkok preliminary-round event.





WHY GET INVOLVED?

EQUALITY & THAILAND SPECTATOR / FAN PROFILE

EQUALITY IN SPORT

The men's and women's Volleyball Nations League competitions offer equal prize money, reflecting Volleyball World's commitment to gender equality.

Launched in 2021, Volleyball World's Equal Jersey initiative champions gender equality and inclusion, providing a platform for athletes and fans to celebrate equality through volleyball.

THAILAND'S VOLLEYBALL FANBASE

Volleyball World's 2026 research with Colganbauer highlights the scale of volleyball's following in Thailand.

37 MILLION
VOLLEYBALL FANS IN THAILAND

57% WOMEN
AMONG COMMITTED VOLLEYBALL FANS

Source: Volleyball World / Colganbauer, Thailand fan research, 2026.

VNL BANGKOK 2026 — SPECTATOR PROFILE

Research conducted with TSC at the 2026 Women's VNL preliminary-round event in Bangkok provides insight into the event's spectators.

57%
FEMALE

40%
AGED 25–34

31%
AGED 35–44

43%
FROM OUTSIDE BANGKOK

SPECTATOR SPENDING

US$139
AVERAGE DAILY NON-ACCOMMODATION SPEND PER NON-LOCAL, EVENT-SPECIFIC SPECTATOR

US$2.9 MILLION
TOTAL SPEND BY NON-LOCAL, EVENT-SPECIFIC SPECTATORS

Total spending includes commercial accommodation and daily non-accommodation expenditure.

Source: Volleyball World / TSC, VNL Bangkok 2026 spectator research. Figures relate to the 2026 preliminary-round event.





WHY GET INVOLVED?

HOSPITALITY & NETWORKING RIGHTS

SPONSOR VILLAGE

The Sponsor Village provides a space for Sponsors and Partners, broadcasters and media to network and entertain customers, clients, staff and other guests during Women's Volleyball Nations League Finals 2027 – Thailand.

Facilities and access arrangements for 2027 to be confirmed.

EVENTS & TICKETS

Bring clients, customers and colleagues together at Women's Volleyball Nations League Finals 2027 – Thailand through your package's hospitality and ticket allocations.

Packages include:

- VIP passes with access to VIP areas
- Daily complimentary tickets
- Additional passes for staff operating booths, subject to Volleyball World approval

Allocations and request conditions are detailed in the Inventory of Rights.

EXPERIENTIAL & ON-SITE ACTIVATION RIGHTS

With 50,000+ spectators expected across the Finals matches, Sponsors and Partners can connect directly with fans, showcase their products and services and bring their brands to life through on-site experiences.

Experiential activation opportunities include set-break activities, giant-screen content and promotional booths within the venue's Fan Festival, according to the selected sponsorship package.

Promotional booths are operated and funded by the Sponsor or Partner. Activation entitlements and conditions are detailed in the Inventory of Rights.



INVENTORY OF RIGHTS

	TITLE SPONSOR	PRESENTING SPONSOR	TIER 1 EVENT PARTNERS	TIER 2 EVENT PARTNERS	TIER 3 EVENT PARTNERS
CATEGORY EXCLUSIVITY & TITLE RIGHTS					
Right to title – [Title Sponsor Name] Women's Volleyball Nations League Finals 2027 – Thailand **presented by [Presenting Sponsor Name]** for advertising & PR use in the host country and worldwide	Yes	Yes	-	-	-
Right to title – Official Tier 1 Event Partner [Title Sponsor Name] Women's Volleyball Nations League Finals 2027 – Thailand presented by [Presenting Sponsor Name] for advertising & PR use in the host country and worldwide	-	-	Yes	-	-
Right to title – Official Tier 2 Event Partner [Title Sponsor Name] Women's Volleyball Nations League Finals 2027 – Thailand presented by [Presenting Sponsor Name] for advertising & PR use in the host country and worldwide	-	-	-	Yes	-
Right to title – Official Tier 3 Event Partner [Title Sponsor Name] Women's Volleyball Nations League Finals 2027 – 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	Yes	Yes
BRANDING & INTELLECTUAL PROPERTY RIGHTS					
LOGO & IMAGE RIGHTS					
Development of Women's Volleyball Nations League Finals 2027 – Thailand lock-up logo	Yes	-	-	-	-
Right to generate & use existing, with approval of Volleyball World, Women's Volleyball Nations League images (still and moving) in all Sponsor and Partner advertising & promotional materials	Yes	Yes	Yes	Yes	Yes
Footage and archive *	Yes	Yes	Yes	Yes	-
BRAND EXPOSURE – GENERAL					
Right to generate & use existing (with approval of Volleyball World) Women's World Championships & Volleyball Nations League images (still and moving) in all advertising & promotional materials	Yes	Yes	Yes	Yes	-

INVENTORY OF RIGHTS

	TITLE SPONSOR	PRESENTING SPONSOR	TIER 1 EVENT PARTNERS	TIER 2 EVENT PARTNERS	TIER 3 EVENT PARTNERS
EVENT BRANDING RIGHTS					
Match Court Floor Sticker	Yes (side-line, top right)	Yes (corner top right)	-	-	-
Branding on net strip	Yes	-	-	-	-
Match Court LED (% of share of voice)	Yes (12.5%)	Yes (10%)	Yes (7.5%)	Yes (5%)	Yes (2.5%)
Event Branding on Volleyball World Promotional Materials	Yes	Yes	Yes	Yes	Yes
Media & Press Backdrop Branding - positioning to be defined by Volleyball World	Yes	Yes	Yes	Yes	Yes
Branding presence in the Fan Fest	Yes	Yes	Yes	Yes	Yes
BROADCAST RIGHTS					
Opportunity to purchase broadcast sponsorship rights to event (VW will make best endeavours, but not in VW direct Control)	Yes	Yes	Yes	Yes	Yes
PROMOTION, ADVERTISING & PR RIGHTS					
Partnership Press Announcement	Yes - featuring Title designation	Yes - featuring Presenting designation	Yes	Yes	Yes
Inclusion in promotional, advertising and PR campaign	Yes	Yes	Yes	Yes	Yes
HOSPITALITY & NETWORKING RIGHTS					
Event VIP passes – access to VIP areas (Subject to request made 60 days before event)	x 10 per Day	x 8 per Day	x 5 per Day	x 3 per Day	x 2 per Day
Daily complimentary tickets to the event (VNL Bangkok) (Subject to request made 60 days before event)	x 20 per Day	x 15 per Day	x 10 per Day	x 5 per Day	x 4 per day
Additional passes for staff operating booths (Subject to VW approval)	Yes	Yes	Yes	Yes	Yes
EXPERIENTIAL / ON-SITE ACTIVATION RIGHTS					
Set Break activation	1 per match	1 per match	When possi-ble (between 3rd and 4th set)	-	-
Giant Screen activation	1 per match	1 per match	1 per match	1 per match	-
Fan Festival stand booth within the venue, operated by the Sponsor or Partner (all costs covered by Partner) (minimum 3m x 3m)	Yes	Yes	Yes	Yes	Yes

*VW shall make available to the Company a wide selection of good quality video content, broadcast footage and still photography of the Event(s) [as collected starting from the Volleyball Nations League 2023, and not before] and the Company shall have the non-exclusive right to use such footage and photography for internal, promotional and advertising purposes in all Company's mediums worldwide during Term. The Company is granted the non-exclusive right to use, free of charge (other than the payment of reasonable technical, duplication, shipping and handling costs) high resolution pictures of each Event, which shall be free from anybody's portrait and show Company advertising in the background and can be used for all advertising purposes of Company.

The Company is granted the non-exclusive right to use the names and likenesses of players who are going to participate in the Event only in a group of three (3) or more and only for the promotion and advertising of the Event(s), VW and the sponsorship association between the Company and VW. Such use may not appear in any way as if a player is endorsing a product or service. This right may be exercised only after the players have signed the O2bis Form (as required by VW prior to the Event(s)), which includes the respective grant of rights by the players to FIVB/VW. The pictures that will be used for advertising purposes may either portrait unidentifiable players or not less than three (3) players for indoor volleyball in order to avoid individual player image exploitation. The approval process set out in Clause 4 of the Agreement shall apply.



ORGANISERS

Volleyball World is a Swiss company established in 2021 through a partnership between the Fédération Internationale de Volleyball (FIVB) and CVC Capital Partners. It is majority owned by the FIVB, the international governing body for the sport, which brings together 222 national federations.

Volleyball World connects fans, athletes, Sponsors and Partners through digital platforms and live events. Its activities include event hosting, media rights, fan experiences and commercial sponsorship, supporting the growth of volleyball and beach volleyball worldwide.

Volleyball World is responsible for the commercial operation of major international competitions, including the Volleyball Nations League, FIVB Volleyball World Cup and Beach Pro Tour.

VOLLEYBALL WORLD

BEACH VOLLEYBALL	INDOOR VOLLEYBALL
ANNUAL EVENTS BEACH PRO TOUR	**ANNUAL EVENTS** VOLLEYBALL NATIONS LEAGUE FIVB VOLLEYBALL CLUB WORLD CHAMPIONSHIPS
EVERY 2 YEARS FIVB BEACH VOLLEYBALL WORLD CHAMPIONSHIPS	**EVERY TWO YEARS** FIVB VOLLEYBALL WORLD CUP - MEN'S & WOMEN'S COMPETITIONS

STAKEHOLDERS

BROADCASTERS | FANS | CLUBS | HOST CITIES | LOCAL PROMOTERS | FEDERATIONS

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