



VOLLEYBALL WORLD BEACH PRO TOUR

2022 TERM SHEET

So, what is Volleyball?

Volleyball is a sport like no other.

We bring people together, cheer for all & enjoy team play.

Our mindset is to act as one.

We treat men and women equal and welcome everyone who wants to join our family.

Our events and matches are celebrations of the best of the game, where fans get as sweaty as the athletes.

It's our "togetherness" mindset and the Electrifying experience, that makes us unique.

Volleyball World Beach Pro Tour

The Volleyball World Beach Pro Tour is the annual international Beach Volleyball circuit featuring the best beach athletes in the world.

The tour travels across the globe, showcasing the best of beach volleyball action and events that are engaging, vibrant and where fans leave feeling inspired and part of a community!

We bring the beach to your city!

We are always looking for new cities to host events...

We are looking to add cities to the tour and if you're interested in hosting an event, get in touch with **Lara Marich**: lara.marich@volleyball.world for more information

Who are we? Volleyball World (VW)

Volleyball World is a new partnership between the FIVB and CVC Capital which will drive innovation, growth and investment in volleyball around the globe. We are the commercial entity for the sport around the world.

We believe that Volleyball has the potential to become a leader in team sports around the globe. Our aim is to increase the profile and popularity of the sport, through fresh investment for the benefit of fans, players, partners and National Federations.

We are focusing on event hosting, growth of our digital engagement platform, enhancing fan experiences, driving media opportunities, and building partnerships with you!



COMPETITION

Competition title	Volleyball World Beach Pro Tour – Event name subject to approval by Volleyball World. Organiser is permitted to obtain naming rights for tournament title sponsor subject to VW approval
Season	Volleyball World Beach Pro Tour will run from November until September each year.
Competition days	4 competition days (normally Thursday- Sunday)
Competition Format	16 teams per gender Pool play (4 pools of 4 teams) followed by knock-out rounds
Number of teams	16 Teams per gender 15 top teams by ranking 1 Wild Card
Rules of the game	Official Beach Volleyball Rules of the Games (fivb.com)
Team Entry, Ranking & Seeding	VW will ensure that the top ranked Beach Volleyball teams are competing and FIVB will manage all entry, ranking and seeding processes.

ORGANISERS RESPONSIBILITIES

Establish the

Competition venue

(see event rider for details)

- 2 competition courts (1 centre court min. 2'000 pax + 1 side court min. 500 pax)
- 2 warm up courts
- Provision of sand
- Lighting system on both courts
- Fan engagement Area

Provide Facilities and equipment

(see event rider for details)

- Facilities for players, officials, referees
- Office spaces
- Hospitality area
- Medical area
- Anti-doping control facilities
- Catering area (see catering below)
- Media centre
- Physiotherapy room
- Volunteer area
- Accreditation area
- Video wall for center court
- LED banners for both courts
- E-lite scoresheet for scoring purposes

Accommodation and Catering

Organiser to provide and bear the cost of accommodation and board for:

- Athletes (64 in total) in double rooms
- Officials (30) single rooms
- (Athletes to check out, the day after elimination from tournament)

Organiser shall prepare and implement a food and beverage plan for the Proposed Tournament for the above stakeholders (breakfast, lunch, dinner, snacks) as well as for the hospitality area.

Local transportation

Organiser is responsible for local transportation for athletes, officials and service providers starting -3 days before the start of the competition until 1 day after the finals.

Local transportation from airport to hotel and hotel to venue.

Fan Engagement Village

In partnership with VW, the Organiser shall establish a fan engagement village to enhance the overall experience for our fans. Such as:

- Food and beverage outlets
- Giant screen with area for fans to enjoy matches
- Space for sponsor booths and activation
- FIVB sport development area
- Corporate social responsibility activities

See Rider for details

Sport Presentation

VW to provide guidelines for overall sport presentation requirements, including MC, DJ and on court activities.

Hospitality

Hospitality is a key revenue driver for Beach Volleyball events for both for sponsors and fans. Organiser shall establish a hospitality program, determine the hospitality packages available and manage the hospitality program during the Proposed Tournament in accordance with the guidelines provided in the VW rider.

- Organiser to ensure a unique Beach Volleyball experience
- Organiser to be responsible for all costs associated with hospitality activities
- Hospitality sales to be managed by ORGANISER. (VW to assist)
- Organiser to retain all net revenue from hospitality activities.

Media & Promotion

Organiser to develop a complete promotional plan and activate local media, subject to approval by VW.

Ticketing

Organiser shall establish the prices and packages of tickets as well as manage the physical ticket sales process at the competition venue. Prices and packages will be approved by VW in advance of the opening of ticket sales.

- Organiser shall manage all ticketing matters related to event.
- VW to approve ticketing strategy & pricing.
- Tickets to be also sold through VW website. (Secondary channel)

License Fee

Organiser to pay license fee (USD 350'000), which includes covering all of the prize money, to VW via international bank transfer as designated by VW. A deposit of 10% is required to confirm the date in the calendar.

ORGANISERS BENEFITS

Commercial & Marketing Rights

- Retain 100 percent of ticketing revenue (excluding hospitality)
- Retain 100 percent of domestic Tournament Sponsorship revenue sold by organiser subject to VW's category exclusivity
- Retain 100 percent of hospitality revenue, excluding VW commissions for hospitality packages sold on VW online platforms
- 100 percent of food and beverage sales during the Proposed Tournament
- Retain all private governmental contributions and subsidies.
- Merchandise opportunities on-site – to be defined in a separate agreement

Sponsorship

Organiser will have the opportunity to sell a significant number of sponsorship packages providing different levels of visibility. Packages offered shall be subject to VW approval before concluding agreement with the sponsor.

Some inventory opportunities available:

- On court LED boards visibility,
- Event back drops,
- Event Staff, Sporting Official and athlete uniforms,
- Hospitality area,
- Referee stands,
- Fan engagement village

VW has a list of reserved categories for existing or prospective sponsors see below. All other categories shall be subject to the approval of VW before concluding an agreement with the sponsor.

- Balls
- Beach volleyball sports equipment (including nets, antennae, posts, post pads, poles basis, referee chairs)
- Betting and gambling
- Sports and other apparel (including, without limitation, headwear)
- Courier, freight forwarding & logistics
- Time keeping and game-related technology (e.g. VCS, statistics, LED net, etc.)
- Data
- Water

Alcohol (spirits), tobacco and pornography are prohibited categories.

Any additional sponsorship opportunities can be discussed between Organiser and VW.

Economic Benefits

Beyond the commercial rights granted by VW, the following points can bring further economic impact and return to the host city:

- Tourism
- Job creation
- Spending
- Place branding on a global scale
- Auxiliary events potential (associated events with economic value)

Organisational

VW provides support in the event organisation through:

- Experience in major event hosting
- Partnership working and knowledge transfer
- Technical assistance from the FIVB and VW departments
- Masterplan & organisational handbook
- Site Visits

Social Legacy

VW aims to support the wider social goals of the host city:

- To inspire & engage local communities
- To encourage positive behaviours
- To support in building CSR campaigns around gender, youth, health, the environment and inclusion

Host City Image

VW aims to enhance the profile and visibility of the host cities through:

- Developing and enhancing the identity, reputation, image and profile of city
- Recognition, awareness and exposure locally and internationally
- Marketing rights – branding visibility & promotion
- Media reach
- Showcasing the local culture

VW RESPONSIBILITIES & SUPPORT

Sporting

FIVB Recognition: VW warrants that the Proposed Tournament is recognised by FIVB as an official event on the international beach volleyball calendar.

Players: VW to secure the top available beach volleyball players in the world for the Proposed Tournament by working with FIVB and its member national federations.

Referees and Technical Officials: VW to provide qualified referees and technical officials with experience working in elite international beach volleyball competitions.

VW will provide the event the following Sporting Equipment

- Mikasa balls
- Senoh Net System
- VIS (Volleyball Information System to manage the competition)
- E-scoresheet system
- Referee Communication system

Global Event/ Tour Promotion

VW will support the event, through a global touring marketing campaign including all social media channels, website, app etc.

Delegates/ Officials

VW will provide VW officials and staff as well as FIVB sporting delegates, officials and referees

TV & Digital production & distribution

VW will manage all production of TV broadcast and manage all distribution agreements (domestic and international)

Branding

VW will provide the official Branding Kit. All onsite and event branding is subject to approval by VW.

**MORE INFORMATION ABOUT BEACH VOLLEYBALL:
VOLLEYBALLWORLD.COM**

**CONTACT: LARA MARICH:
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SEE YOU ON
THE BEACH!



FIVB
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★★★★

MIKASA

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