



BEACH VOLLEYBALL WORLD CHAMPIONSHIPS

HOST THE MOST PRESTIGIOUS
GLOBAL BEACH VOLLEYBALL EVENT



EVOLUTION OF BEACH VOLLEYBALL

BORN ON THE BEACH, WHAT
WAS ONCE JUST SUMMER FUN,
HAS NOW BECOME A GLOBAL
SPORT AND ENTERTAINMENT
PHENOMENON.

FROM THAT

TO THIS

BEACH VOLLEYBALL A SPORT LIKE NO OTHER.



INCLUSIVE



THRILLING



INTENSE



SPECTACULAR



BEACH VOLLEYBALL IS MASSIVE

THE SPORT OF VOLLEYBALL
WAS THE MOST WATCHED OF
THE 2016 RIO OLYMPIC GAMES

GLOBAL ADDRESSABLE
AUDIENCE OF BEACH
VOLLEYBALL IS

489 MILLION

VOLLEYBALL IS RANKED
#1 AMONG INTERNATIONAL
FEDERATIONS ON
SOCIAL MEDIA

BEACH VOLLEYBALL IS
7TH MOST POPULAR SPORT
(HANDBALL 8, ICE HOCKEY 9 & RUGBY 10)

AN ENGAGED COMMUNITY

OUR FANS ARE ABOVE AVERAGE
IN SPENDING MORE ON LEISURE &
ENVIRONMENTALLY SOUND PRODUCTS.

58% HAVE CHILDREN
32.9 AVERAGE AGE
45% HIGH INCOME
64% CONSIDER THEMSELVES AS REAL FANS







BEACH VOLLEYBALL WORLD CHAMPIONSHIPS OVERVIEW

48 TEAMS PER GENDER
10 DAYS OF COMPETITION
208 MATCHES
MULTI VENUE OR MULTI CITY

166M
CUMULATIVE AUDIENCE
2.43B
EVENT IMPRESSIONS

1690
BROADCAST
HOURS

80+
MARKETS COVERED
(OTT + BROADCAST
COMBINED)

=

USD 15.1M
PRESENTING SPONSOR,
QI MEDIA VALUE







HOST CITY BENEFITS

ECONOMIC BENEFITS

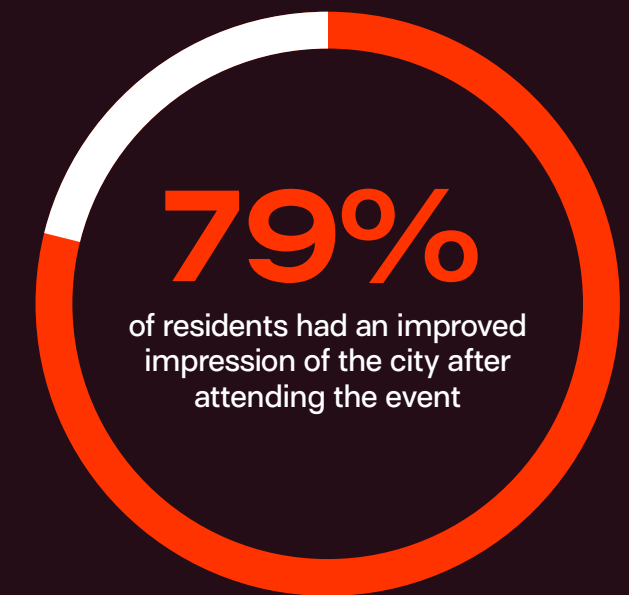
- Tourism
- Job creation
- Spending
- Place branding on a global scale

SOCIAL LEGACY

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

HOST CITY

- 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



HAMBURG

2019 CASE STUDY

WITH $\frac{2}{3}$ OF THE 130,000 VISITORS COMING FROM OUTSIDE OF THE CITY, THE EFFECT ON BRAND HAMBURG WAS SIGNIFICANT.

“The approval for hosting the Beach Volleyball World Championships in 2019 is one more achievement for Hamburg – the Active City – and yet further confirmation that beach volleyball belongs in a major German City.

ANDY GROTE, SENATOR FOR SPORT IN HAMBURG”

73% OF ATTENDEES WOULD RECOMMEND HAMBURG TO A FRIEND.

10 MILLION EUROS OF MEDIA VALUE TO BRAND HAMBURG CAN BE ATTRIBUTED TO THE EVENT.

DIRECT ECONOMIC VALUE AND TOTAL TANGIBLE VALUE TO THE CITY WITH MARKETING WAS 15.4 MILLION AND 52 MILLION EUROS RESPECTIVELY.





BEYOND THE SPORT



PARTIES



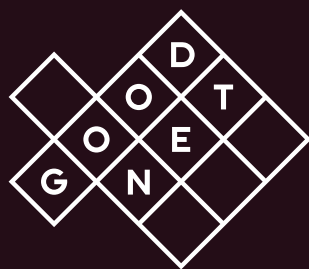
ACTIVATION

ENTERTAINING



HOSPITALITY





GOODNET PROJECT

LAUNCHED IN 2019, THE TRANSFORMATION OF FISHING NETS INTO VOLLEYBALL NETS MARKED THE START OF OUR SUSTAINABILITY JOURNEY.

“

As players, nets are at the centre of our game and of our joy. And we love the beach so, for us, it was really hard to learn that, in the oceans, there are so many nets that are doing so much harm out of sight.

GIBA, FIVB ATHLETES' COMMISSION PRESIDENT

”

DE MILHARES DE GOLFINHOS FICAM PRESOS EM REDES DE PESCA A CADA ANO. TRANSFORME UMA REDE FANTASMA COM O P









CONTACT QUESTIONS

**INTERESTED IN HOSTING THE
MOST PRESTIGIOUS GLOBAL
BEACH VOLLEYBALL EVENT?
...GET IN TOUCH!**

event.hosting@volleyball.world