4.1 Introduction

A. Purpose of this Chapter

The Marketing Chapter is intended to achieve the following:
– Introduce FIVB’s marketing approach, key concepts and principles;
– Define the scope of work and roles of FIVB and the organizers;
– Outline the FIVB regulations and guidelines for the organizers;
– Present the various FIVB marketing programs and how they can support FIVB Beach Volleyball events;
– Help organizers maximize the success of FIVB events;
– Generate new ideas for revenue maximization;
– Improve the overall competitiveness of FIVB Beach Volleyball events relative to other sport and entertainment properties.

Please note that this chapter covers the relevant marketing content for FIVB Beach Volleyball Senior World Championships, FIVB Beach Volleyball World Tour Grand Slam and FIVB Beach Volleyball Open tournaments.

B. How to Use this Chapter

The Marketing Chapter should be used as a reference guide for organizers and their marketing service teams for all topics related to sponsorship sales, marketing, event positioning and promotion of FIVB Beach Volleyball events. The Chapter has been divided into a number of sections, including:
– 4.2 FIVB Marketing Approach, Key Concepts and Principles
– 4.3 Role of FIVB Versus the Organizers
– 4.4 FIVB Brand and Event Marks
– 4.5 Event Promotions
– 4.6 FIVB Heroes
– 4.7 Commercial Marketing Rights
– 4.8 Brand Exposure via Printed Material
– 4.9 Additional Local Sponsor Exposure / Activation
– 4.10 Hospitality
– 4.11 Uniforms and Official Sports Apparel

The Marketing Chapter should contain the basic information required by The FIVB to carry out a successful marketing program for an FIVB Beach Volleyball event. If additional information about any of the FIVB marketing activities is required, the FIVB encourages organizers to contact the FIVB TV & Marketing Department directly at +41 21 345 3535 or via email at tv.marketing@fivb.org.

C. What is New in this Chapter from Previous Editions?

Previous versions of the FIVB Beach Volleyball Handbook were targeted almost exclusively at National Federations / event promoters for the FIVB Beach Volleyball World Championships and FIVB World Tour Grand Slam tournament organizers. In the 2013 edition of the handbook, the target audience has expanded to cover three different FIVB Beach Volleyball categories – FIVB Senior World Championships, FIVB World Tour Grand Slam and FIVB Open in accordance with the FIVB Beach Volleyball events structure.

Marketing Concepts and Principles – The expansion of the audience group for this handbook means that additional content on basic marketing concepts and principles has been added to i) cater to a new set of event organizers and ii) create a common base of knowledge and understanding about marketing and the FIVB’s approach to marketing overall.

FIVB Approach to Marketing – The FIVB and FIVB events are currently undergoing a transition from to an approach that is much more centralized. This means that FIVB is investing to promote consistency and create a stronger global brand – both of which will benefit FIVB event organizers. The FIVB has added additional content to this handbook to help organizers understand the changes to the marketing approach for this season, but also the vision for the FIVB Marketing Program in the future. This content is further complimented by a clear definition of marketing program activities for an FIVB event and the addition of high-level roles and responsibilities related to all major activities.

Ease of Use – The Marketing Chapter in this edition of the handbook has been designed to be much more user-friendly, with a focus on changes to the content, format, structure and style and the addition of new, easy-to-read tables and charts. Readers should be able to use this chapter as a reference guide, flipping to the relevant section depending on their inquiry.

Composite Logo – FIVB Senior World Championships and FIVB World Tour Grand Slam organizers have the opportunity to use an event logo that creates an affiliation between the FIVB event / tournament and the local sponsor / supplier / partner. In this edition of the handbook, new templates and uses for composite logo have been introduced.

All of the changes implemented in this version of the handbook are intended to help event organizers plan, design and execute the FIVB event / tournament with greater ease and to maximize success of the event overall.
4.2 FIVB Marketing Approach, Key Concepts and Principles

The FIVB Marketing Approach, Key Concepts and Principles section is intended to clarify the approach used by the FIVB to market and promote FIVB Beach Volleyball events worldwide, provide some insight into how the FIVB Marketing approach may evolve over the coming seasons, as well as, to provide baseline information about “key marketing principles” in order to help all FIVB event organizers “speak the same language”. The marketing concepts and principles presented are fundamental to FIVB’s marketing approach, including the basics about marketing, key marketing activities, why marketing is important and its benefits and how FIVB and event organizers can work together to deliver a successful FIVB Beach Volleyball event.

A. The FIVB Approach to Marketing

Marketing, in the context of FIVB and FIVB events, can be defined as the set of activities and processes involved in creating, communicating, delivering and exchanging “offerings” that have value to FIVB members, organizers, fans, athletes, partners / sponsors / suppliers, media and society at large.

In the past, FIVB’s marketing program supported event organizers by implementing a new brand identity for FIVB, by providing guidelines for the brand implementation (and customization) at events, by offering FIVB Heroes activation at events and by defining, selling and delivering commercial and sponsorship rights for FIVB sponsors / suppliers / partners. In addition, FIVB’s marketing program helped outline marketing elements that could be included in the local event, such as hospitality and merchandising.

Building up to Rio 2016, under the guidance of President Ary S. Graça F., FIVB’s marketing program is focused on building value for the sport of volleyball, for FIVB, for FIVB member federations and for NF event organizers. In order to improve the overall perception of volleyball to sponsors, fans, TV and media, etc., the FIVB has to broaden its marketing focus to include:

- Macro-Perspective of all FIVB Properties – FIVB properties include the likes of FIVB events, tours, leagues, championship tournaments, athletes (including FIVB Heroes), etc. Evaluating the FIVB properties from a macro-perspective means looking at what FIVB offers as a whole and how these properties contribute to the overall perception of volleyball in the industry. To continue to improve the perceived “value” of volleyball, FIVB has to continue to evaluate:
  - What FIVB properties offered are
  - How the properties are positioned next to one another
  - The structure and hierarchy of events (and whether it is clearly understood by the media and the general public)
  - How the properties are positioned in the market
  - What can be improved to better position select volleyball events as premier sports entertainment events (e.g., event naming, calendar, look and feel of event, etc.);

- Rights Management – The FIVB will start managing the event rights on a more “global” level, combining the rights from all FIVB events to create a stronger more appealing package for potential sponsors. The goal of this approach is to raise the value of the “whole FIVB package”, so that the FIVB can begin to contribute funds back to organizers for the rights sold globally.

- “The Volleyball Experience” – “The volleyball experience” could be considered a mix between what is traditionally known as sport presentation, fan experience and the FIVB brand, including all of the sights, sounds, music, experiences, verbal cues, behaviors, etc. that are communicated by and/or associated with the FIVB and FIVB events. This experience should begins from the moment potential customers learn about our event through to arrival in the host country, to their experience in the host city and at the venue before, during and after the match, through to their departure. For more information about Sport Presentation, please refer to Chapter 7.

- Brand / Marketing Promotions – The new FIVB brand was launched in 2011, so the past couple seasons, FIVB Beach Volleyball events have seen quite a number of changes to the promotional tools, venue dressing, etc. A welcome addition to the FIVB marketing promotions has been the addition of the FIVB Heroes campaign, placing FIVB’s global stars front-and-center, focusing on increased awareness of the sport and fan engagement.
This overall marketing program is part of the FIVB vision to push volleyball into the global spotlight before the Rio Olympic Games 2016, by creating – more recognition, more awareness, more exposure and more interest from fans, media and sponsors. As FIVB and event organizers continue to strengthen the marketing program of FIVB events, ongoing communication, cooperation and collaboration – will be necessary to maximize the success of the FIVB Beach Volleyball events. A combined effort from all parties will pave the way to a brighter future.

B. FIVB Marketing Objectives

The role of the FIVB TV & Marketing Department will continue to evolve as the team continues to focus on improving alignment with the needs of fans, TV and media, event organizers and sponsors.

Focused on the overall success of FIVB event properties and the FIVB commercial program, the FIVB TV & Marketing Department, specific to marketing, strives to deliver:

- Strategic planning of FIVB commercial and marketing activities
- Market research to better understand our audience and spectator base
- Product development (i.e., an item that satisfies what a customer wants or needs)
- Creation, development and implementation of the FIVB brand and FIVB event marks
- Creation and execution of FIVB Heroes (www.fivbheroes.com)
- Promotional programs for the sport of volleyball and FIVB events
- Licensing and merchandising
- Definition and management of the commercial inventory available to sponsors
- Negotiation of marketing rights with organizers beyond the terms of the FIVB-Organizer Agreement
- Negotiation of marketing rights with FIVB sponsors / suppliers
- Evaluation of the commercial success of FIVB event properties

The FIVB and the FIVB event organizers have a shared role in delivering a strong marketing program to support the best possible event delivery to our consumers.

C. Who is the “Consumer” of an FIVB Event?

The “FIVB consumer” is defined as anyone who perceives value in what the FIVB is offering, which expands the traditional definition of consumer (i.e., ticketholder for an FIVB event) greatly. The FIVB and FIVB event organizers create events and offer products that cater to:

1. Live spectators (domestic);
2. Live spectators (international);
3. Television / radio / online audiences;
4. Television broadcasters;
5. FIVB sponsors / suppliers / partners;
6. Local sponsors / suppliers / partners;
7. Media / journalists / bloggers;
8. Host countries / host cities;
9. Community-at-large; and
10. Other stakeholders (such as the National Federations, national governments, charitable foundations, sport development organizations, local volleyball clubs, etc.).

With such an expanded group of consumers to cater to, the FIVB and the FIVB event organizers would benefit from working in a collaborative fashion, leveraging each other’s strengths, to reduce complexity and deliver the strongest possible product to all FIVB consumer groups.
4.3 Role of FIVB versus the Organizers

There are a number of areas where FIVB has invested to improve the look, feel and overall positioning of FIVB events. By referring to each of the relevant topic areas below, organizers should have a better understanding about the various activities involved in a strong FIVB event marketing program and additional clarity about roles and responsibilities of the organizer versus the FIVB.

A. What Are the Major Activities Involved in an FIVB Event Marketing Program?

The following activities are those that are currently included in an FIVB event marketing program, either offered by the FIVB or by the event organizer. Once defined, the roles and responsibilities of the FIVB and the FIVB event organizer can be further clarified.

Marketing Research – Represents the function that links the various FIVB consumer groups to the FIVB and the FIVB event organizers through information that identifies and defines marketing opportunities and problems; generates, refines and evaluates marketing actions; monitors marketing performance; and improves understanding of marketing as a process. This information can help the FIVB and the FIVB event organizer analyze data, identify opportunities for improvement and communicate findings and implications to the event, the FIVB and the sport of volleyball overall.

Government Relations – For many organizers, government support at the national, regional and municipal level is paramount to the success of an FIVB Beach Volleyball event. Not only are the governments central to the funding structure of an event, but also to the media coverage, promotions, preparation of infrastructure, legislative changes, etc. As such, government relations (prior to bidding for an event), government engagement throughout event planning and execution, as well as, host country / host city activation during the event (to promote the city, region or country) is key to the event’s success and long-term sustainability.

Definition of Terms and Conditions – The process of defining the various contractual terms and conditions between FIVB event organizers and the FIVB (as part of the National Federation / Promoter Agreement), including appointment of the promoter, commercial and sponsorship rights, definition of the commercial inventory available to event organizers, category exclusivity and reserved categories for the FIVB, promoter obligations, National Federation obligations, marks and visuals, etc.

FIVB Brand and Event Marks – This group of activities refers to anything involving event naming, event logos, event visuals, trademarks and intellectual property of the FIVB, FIVB Heroes, sponsor logos and marks, venue and host city dressing, etc. Activities include concept creation, design, implementation, implementation support and monitoring, creation and maintenance of guidelines and toolkits for organizers and evaluation of the brand and event marks, etc.

Customization of Visuals – Customization of visuals is the process of adapting the FIVB event visuals to the specific Beach Volleyball event (FIVB Senior World Championships, FIVB World Tour Grand Slam and FIVB Open), as well as any customization required from city to city. FIVB is moving towards a more “universal” approach to event visuals to create greater consistency between events and to minimize cost implications to the event overall.

Sport Presentation / Fan Experience – Sport presentation and the fan experience are an extension of the FIVB brand and include all of the sights, sounds, verbal cues and behaviors that are communicated by and/or associated with the FIVB and FIVB Beach Volleyball events. “The volleyball experience” for an FIVB Beach Volleyball event begins from the moment customers learn about the event, through arrival in the host country, to their experience in the host city and at the venue before, during and after the match, through to their departure.

Commercial and Sponsorship Rights – Commercial and sponsorship rights refer to the items that are identified as part of the FIVB commercial inventory (i.e., a list of all of the opportunities for sponsor exposure to target audiences) that can be sold to sponsors to help them associate with the FIVB event and increase their exposure to FIVB spectators and audiences. All of these rights are owned by and originate with the FIVB.

Packaging – For all FIVB assets and properties (e.g., FIVB events, FIVB publications and websites, FIVB Heroes, etc.), the FIVB TV & Marketing Department is responsible for identifying all of the various opportunities for sponsors / suppliers / partners to gain exposure to target audiences (collectively known as the commercial inventory). Formal identification of these items, as well as the grouping of these items into “packages” is necessary in order to value the package and enter into sales negotiations with any interested parties (either for cash or in exchange for goods or services – known as “value-in-kind”).

Definition of Sponsor Categories – Sponsorship rights traditionally involve the “packaging” or definition of the commercial inventory available to sponsors. Some sponsorship programs may request “category exclusivity”, meaning that if one company agrees to sponsor one or multiple FIVB events, then direct competitors are not permitted to become sponsors. This exclusivity is typically defined by sponsor category, or rather the category of products or services offered. The definition of sponsor categories is often defined by the industry, so the role of the FIVB and event organizers would be to become familiar with these categories and uphold the categories through all stages.
of negotiation and event execution, as required by potential sponsors.

- Evaluation – In order to sell the FIVB commercial inventory, a process to valuate the various items within the commercial inventory is necessary. There are various different approaches to valuation, many of which need to be supported by local market research. Even if FIVB or the organizer has a desired price for the sale of the commercial inventory, the value placed on any individual item or “package” created from the FIVB commercial inventory lies in the eyes of the beholder.

- Sales – Once the commercial inventory has been evaluated and packaged, the FIVB begins a sales process (with either organizers or sponsors / suppliers / partners). This is the process of negotiating which party has the rights to each of the elements identified within the FIVB commercial inventory.

- Contractual Delivery of Rights – Advertisers / sponsors / suppliers or partners who have purchased the rights to individual items or “packages” within the FIVB commercial inventory expect the delivery of purchased rights. Delivery of commercial and sponsorship rights means accurately representing and clarifying what has been purchased, coordinating with the sponsor and graphic designer(s) to gather and prepare brand elements that should be included in the “package”, monitoring the implementation of the rights (with adherence to the FIVB brand guidelines), balancing the sponsor needs between the FIVB, the organizer and the athlete, and providing services and support to those sponsors before, during and after the event. In some cases, sponsors may want an understanding of the “return on investment” (ROI) for a particular item within the commercial inventory or for the performance of their whole “package”. The FIVB event organizers must be prepared to measure the effectiveness of the rights implementation, in order to meet sponsor needs and strengthen the relationship for future events.

Ticketing – Ticketing refers to all of the activities related to the definition of ticket categories, pricing strategy and ticket distribution / sales strategy. Event organizers and the FIVB should ideally aim to put on an event where ticket sale revenues contribute to the overall financial success of the event. The ticketing strategy for the event is indicative of “the perceived value” of the event. So while it is important to fill the stands (often achieved by offering tickets for little to no cost), it is critical to develop a product that is appealing and “valued” by various target consumer groups. Key to this strategy involves strong promotion of the event, but also strong and diversified distribution channels – by selling online or via ticketing agents, tourism agencies, tourism bureaus, sponsor websites, local volleyball clubs, etc.
Event Promotions – Event promotions are a vital component to the overall success of an FIVB event. The FIVB, National Federations, the FIVB event organizer and all sponsors / suppliers / partners have an opportunity to "spread the word" about FIVB Beach Volleyball events. A strong event promotions program would involve activation of all channels by the host country / host city, FIVB event organizers, the National Federation, broadcasters, media partners, the FIVB, FIVB Heroes, etc. – in hopes of reaching the widest possible target audience.

FIVB Heroes – FIVB Heroes is a marketing / image campaign for the sport of volleyball that was started in 2011, placing volleyball’s top athletes at the heart of the sport. The goal of the campaign is to raise the profile and awareness of the sport, while simultaneously engaging a new generation of fans worldwide. FIVB Heroes has over 80 heroes from approximately 25 countries, each of whom contributes to the atmosphere, excitement and buzz before and during FIVB events, through ongoing engagement with the media, active participation in volleyball development programs, creation of editorial content for film and television, event promotions, on-site fan interaction, etc. While use of the FIVB Heroes campaign as part of the overall event promotions and fan experience activities on-site is not mandatory, each and every event organizer has the opportunity to use FIVB Heroes to help propel their event into the global spotlight.

B. What Are the Recommended Roles and Responsibilities of the FIVB Versus the National Federation / Event Organizer?

The FIVB is the world governing body for volleyball and has the exclusive right to sanction and to stage all volleyball and beach volleyball (2-person, 4-person, 6-person, etc.) world competitions. The FIVB is the sole owner of FIVB events and of all publicity rights, media rights, marketing rights and any other commercial rights in relation to FIVB events and tournament competitions.

Beyond the National Federation / Promoter Agreement, there are a number of activities that could be undertaken by both the FIVB and the event organizer to maximize the event’s success. The table below identifies the potential roles and responsibilities for the FIVB and organizers of the FIVB Senior World Championships, FIVB World Tour Grand Slam and FIVB Open events as related to FIVB marketing activities (as defined in Section 4.3). Please note that while some of the activities are highlighted as mandatory, a large number are recommended and left to the discretion of the organizer. This table should be used in conjunction with other existing FIVB agreements, checklists, guidelines, etc., but should not be considered an exhaustive list of FIVB or event organizer responsibilities.

C. Master Plan and Marketing Checklist

The verification and monitoring of major contractual obligations between the parties in the NF-Promoter Agreement are guided by two checklists which are constantly updated by the FIVB Beach Volleyball Department (beach@fivb.org).

One checklist is featuring the status of the Global Master Plan concerning the payments of the license fee, Appendix E, approval of the sand, inspection visits, reports, previous season final report (WT/35), etc., while the second checklist, the Marketing Checklist, focuses on a number of marketing items (including the media plan). Both checklists are available via a dedicated web site. The web site address, username and password have been communicated to all FIVB event organizers concerned.
## Roles and Responsibilities

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<tr>
<th>Activity</th>
<th>FIVB</th>
<th>FIVB World Championships (Senior)</th>
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</thead>
</table>
| **Marketing Research** | – Appoint market research company  
  – Define scope of global research  
  – Analyze research and distribute to interested parties | RECOMMENDED: Invest in market research for event, including on-site, television and online audiences |
| **Government / Host City Relations** | – Support government relations activities of National Federations (NFs), when necessary  
  – Establish stronger relationships with host cities and government bodies through the development of an event bidding process  
  – Create an opportunity for host city / host country exposure and promotions as part of the FIVB event | RECOMMENDED:  
  – Establish relationships with local governments and authorities  
  – Proposal and seek approval for best possible event location  
  – Actively create a stakeholder engagement plan for government bodies and officials  
  – Secure funds / grants from government bodies for event  
  – Seek all necessary approvals for a successful event  
  – Lobby for legislative changes and support when required to maximize event success |
| **Definition of Terms and Conditions** | – Responsible for defining terms and conditions between the FIVB and the National Federation (NF) / Event Organizer  
  – Appoint FIVB event organizers  
  – Manage, develop and communicate all forms of Beach Volleyball events globally  
  – Owns all commercial, media and marketing rights associated with FIVB events  
  – Responsible for defining and granting rights to event organizers and third parties | MANDATORY:  
  – Provide feedback to the FIVB regarding terms and conditions  
  – Enter into terms and conditions prior to hosting event  
  – Comply with and abide by the defined terms and conditions  
  – Seek clarity when terms and conditions are unclear |
| **FIVB Brand and Event Marks** | – Responsible for defining the official name of all FIVB events  
  – Manage the concept design, creation, and production of all FIVB event marks and brand elements  
  – Approve all variations and uses of the FIVB brand and event marks  
  – Responsible for the proper implementation of FIVB sponsor / supplier / partner logos  
  – Create and communicate FIVB brand and event mark guidelines  
  – Register FIVB event name and event marks as intellectual property of the FIVB  
  – Evaluate brand equity and overall success of the FIVB brand, FIVB Heroes and FIVB event marks | MANDATORY:  
  – Implement the FIVB brand and event marks properly, according to guidelines  
  – Send all concepts and proposed use of the FIVB brand and event marks to the FIVB for approval  
  – Avoid creating event logos that are not part of the FIVB Branding Kit  
  – Prohibit local sponsor affiliation with event name and logo, unless clearly specified in the NF / Promoter Agreement  
  – Monitor the proper implementation of the FIVB brand and event marks  
  – Manage relationships with local sponsors to help them understand new brand guidelines |
| **Customization of Visuals** | – Create a concept for FIVB Beach Volleyball event visuals that is impactful, yet cost-effective for all parties involved (with the exception of Open tournaments)  
  – Maintain a level of consistency (with naming, brand elements, etc.) between all event visuals  
  – Encourage the creation of event visuals with local flare  
  – Promote / mandate the use of FIVB-designated graphic designer(s) | MANDATORY:  
  – Provide input during concept design for customization of visuals  
  – Identify icons and landmarks that can be included in secondary brand elements for local flare  
  – Understand the requirements to successfully implement FIVB event visuals  
  – Use official FIVB event visuals |
| **Sport Presentation / Fan Experience** | – Define “the volleyball experience” as part of the overall brand  
  – Adapt and evolve the sports regulations with changes to the sport presentation and fan experience  
  – Seek the expert opinion from industry leaders  
  – Focus on on-site, television and online spectators  
  – Collect leading practices from event organizers  
  – Support the concept creation and implementation among FIVB event organizers | MANDATORY:  
  – Avoid introducing changes to sport presentation and fan experience that go against the specific event’s regulations, the FIVB sport regulations and the NF Promoter Agreement  
  – Solicit ideas from FIVB TV & Marketing about the future vision for “the volleyball experience”  
  – Provide concept ideas to the FIVB that could advance the FIVB event concept  
  – Identify and communicate leading practices to the FIVB for inclusion in the FIVB Fan Experience Catalogue (currently under development) |
| **Commercial and Sponsorship Rights – Packaging** | – Define and implement FIVB’s commercial strategy  
  – Create and manage FIVB’s commercial marketing rights program  
  – Identify and define the FIVB assets and properties that are part of the FIVB Commercial Inventory  
  – Group items of the FIVB Commercial Inventory into “commercial rights packages” for FIVB sponsors / suppliers / partners  
  – Evolve and maintain the FIVB Commercial Inventory  
  – Evaluate the success of FIVB “commercial rights packages” | MANDATORY:  
  – Identify all of the items available as part of the event organizer rights  
  – Refrain from packaging rights for local main sponsors that are part of the FIVB commercial inventory  
  – Evaluate sponsor needs and align with available commercial inventory |
| **Commercial and Sponsorship Rights – Evaluation** | – Identify industry partners to assist with commercial inventory valuation (e.g., market research companies)  
  – Valuate the commercial rights packages and individual items of the FIVB Commercial Inventory  
  – Input the rights valuation into the sales process for commercial rights | MANDATORY:  
  – Report success of the commercial inventory items and overall program back to the FIVB to help strengthen the packages  
  – Provide leading practice examples for inclusion in FIVB publications  
  – Input into FIVB market research studies  
  – Establish an understanding of the market demand and trends in sports sponsorship  
  – Work with the FIVB to identify and package commercial inventory beyond the FIVB inventory |
| **Commercial and Sponsorship Rights – Sales** | – Identify the FIVB sales strategy for commercial, marketing and media rights  
  – Appoint sales agents (if any) on behalf of the FIVB  
  – Manage the contractual negotiation and sale of FIVB commercial rights | MANDATORY:  
  – Refrain from selling rights to items in the commercial inventory that belong to the FIVB  
  – Clarify what inventory is available for sale by the event organizer  
  – Establish an understanding of the market demand and trends in sports sponsorship  
  – Work with the FIVB to identify and package commercial inventory beyond the FIVB inventory |
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<td><strong>MANDATORY:</strong> • Identify all of the items available as part of the event organizer rights • Refrain from packaging rights for local main sponsors that are part of the FIVB commercial inventory</td>
<td><strong>MANDATORY:</strong> • Identify all of the items available as part of the event organizer rights • Refrain from packaging rights for local main sponsors that are part of the FIVB commercial inventory</td>
</tr>
<tr>
<td>Commercial and Sponsorship Rights – Packaging</td>
<td><strong>RECOMMENDED:</strong> • Evaluate sponsor needs and align with available commercial inventory</td>
<td><strong>RECOMMENDED:</strong> • Evaluate sponsor needs and align with available commercial inventory</td>
</tr>
<tr>
<td>Commercial and Sponsorship Rights – Evaluation</td>
<td><strong>RECOMMENDED:</strong> • Report success of the commercial inventory items and overall program back to the FIVB to help strengthen the packages • Provide leading practice examples for inclusion in FIVB publications • Input into FIVB market research studies</td>
<td><strong>RECOMMENDED:</strong> • Report success of the commercial inventory items and overall program back to the FIVB to help strengthen the packages • Provide leading practice examples for inclusion in FIVB publications • Input into FIVB market research studies</td>
</tr>
<tr>
<td>Commercial and Sponsorship Rights – Sales</td>
<td><strong>MANDATORY:</strong> • Refrain from selling rights to items in the commercial inventory that belong to the FIVB • Clarify what inventory is available for sale by the event organizer</td>
<td><strong>MANDATORY:</strong> • Refrain from selling rights to items in the commercial inventory that belong to the FIVB • Clarify what inventory is available for sale by the event organizer</td>
</tr>
<tr>
<td>Commercial and Sponsorship Rights – Sales</td>
<td><strong>RECOMMENDED:</strong> • Establish an understanding of the market demand and trends in sports sponsorship • Work with the FIVB to identify and package commercial inventory beyond the FIVB inventory</td>
<td><strong>RECOMMENDED:</strong> • Establish an understanding of the market demand and trends in sports sponsorship • Work with the FIVB to identify and package commercial inventory beyond the FIVB inventory</td>
</tr>
</tbody>
</table>
### Roles and Responsibilities (Cont.)

<table>
<thead>
<tr>
<th>Activity</th>
<th>FIVB</th>
<th>FIVB World Championships (Senior)</th>
</tr>
</thead>
</table>
| **Commercial and Sponsorship Rights – Contractual Delivery** | – Verify the rights belonging to each rights holder  
– Facilitate the delivery of commercial rights with the event organizer  
– Monitor the implementation of rights, including adherence to FIVB brand guidelines  
– Provide services and support sponsors before, during and after the event  
– Identify resources that will help guarantee successful delivery of rights | MANDATORY:  
– Successfully deliver the commercial rights as per the regulations, agreements and guidelines  
– Work collaboratively with FIVB delegates  
– Be courteous and supportive with sponsors who are onsite verifying rights implementation  
RECOMMENDED:  
– Prepare the event team to trouble shoot when sponsors have inquiries or challenges  
– Develop strong relationships with sponsors / suppliers / partners  
– Consider special sponsor treatment through hospitality services, VIP tours, etc. |
| **Ticketing**                   | – Evaluate overall business model of FIVB events  
– Recommended opportunities to increase ticket sales to organizers | RECOMMENDED:  
– Establish a ticketing approach and pricing strategy  
– Implement ticketing strategy  
– Establish a ticketing strategy aligned with desired “perception” of event  
– Establish a ticketing strategy in line with target markets  
– Develop creative approaches to fill stadium (via paid tickets) through school programs, etc.  
– Consider tiered-ticketing packages, with highest tier offering hospitality packages |
| **Additional Revenues – Hospitality** | – Recommend different approaches to hospitality and VIP services  
– Offer ideas to event organizers for their local market  
– Strengthen hospitality offering through FIVB Heroes | MANDATORY:  
– Work collaboratively with FIVB sponsors / suppliers / partners to create a sponsor lounge / corporate hospitality space, if required  
– Secure space for the sponsors / suppliers / partners if hospitality services requested  
– Provide sufficient number of accreditations and appropriate transportation for FIVB sponsors / suppliers / partners, as requested  
RECOMMENDED:  
– Establish a hospitality program  
– Determine how event team will greet and cater to VIPs, celebrities, government officials, sponsors / suppliers / partners and FIVB delegates  
– Work collaboratively with FIVB to integrate FIVB Heroes  
– Market hospitality programs to increase event revenues |
| **Additional Revenues – Licensing and Merchandising** | – Own and manage the intellectual property of the FIVB  
– Identify licensing and merchandising opportunities  
– Establish an FIVB licensing and merchandising policy  
– Create concept design for merchandising items  
– Develop and distribute licensing and merchandising guidelines  
– Approve all proposed merchandising items from event organizers | MANDATORY:  
– Communicate desire for licensing and merchandising program  
– Enter into an agreement with FIVB for all licensing and merchandising activities  
– Provide approach, concept designs and samples to FIVB for approval  
RECOMMENDED:  
– Work with FIVB-designated graphic designer(s)  
– Work with FIVB to establish an approach to licensing and merchandising (e.g., strategy, design, sourcing, manufacturing, distribution, sales and customer service)  
– Collaborate with the FIVB to understand current market trends  
– Select a manufacturer that complies with industry, human rights and environmental standards |
| **Additional Revenues – Advertising** | Please see Roles and Responsibilities for Commercial and Sponsorship Rights | Please see Roles and Responsibilities for Commercial and Sponsorship Rights |
| **Event Promotions**            | – Create brand elements for event promotions  
– Create toolkits and guidelines for application of brand elements and event marks  
– Develop new ideas for event promotions activities and communicate to event organizers  
– Provide guidance to event organizers for event promotion activities, as required  
– Support event promotion activities through the FIVB Heroes Campaign  
– Promote FIVB events in all FIVB publications and online media | MANDATORY:  
– Prepare an event promotions plan  
– Adhere to the FIVB branding guidelines  
RECOMMENDED:  
– Create event promotions plan by target markets  
– Establish partnerships with local media  
– Cross promote at other events (FIVB and non-FIVB)  
– Collaborate with FIVB to incorporate and leverage FIVB Heroes  
– Plan and implement side events (e.g., volleyball development events, mass participation events, concerts, festivals, etc.) in and around the competition |
| **FIVB Heroes**                 | – Create the concept for FIVB Heroes  
– Develop a process for identifying FIVB Heroes  
– Manage athlete selection, onboarding, development, engagement, and transition (upon retirement)  
– Responsible for the core activities of the FIVB Heroes Campaign  
– Communicate the objectives, key activities, benefits and results of the campaign  
– Increase fan engagement through website, social media, event activation, etc. | MANDATORY:  
– Be aware of the FIVB Heroes Campaign, the key activities and how it can benefit your event  
– Work collaboratively with FIVB to implement FIVB Heroes on site at event, as required  
RECOMMENDED:  
– Propose opportunities to integrate FIVB Heroes into the event and the event promotions  
– Be courteous and welcoming to the FIVB athletes on site  
– Create opportunities for FIVB Heroes to interact with fans  
– Designate a space in the venue where FIVB Heroes can interact with the FIVB, media, VIPs, etc. |
<table>
<thead>
<tr>
<th>Activity</th>
<th>FIVB World Tour Grand Slam</th>
<th>FIVB Open</th>
</tr>
</thead>
</table>
| **Commercial and Sponsorship Rights – Contractual Delivery** | MANDATORY:  
- Successfully deliver the commercial rights as per the regulations, agreements and guidelines  
- Work collaboratively with FIVB delegates  
- Be courteous and supportive with sponsors who are onsite verifying rights implementation  
- Prepare the event team to trouble shoot when sponsors have inquiries or challenges  
- Develop strong relationships with sponsors / suppliers / partners  
- Consider special sponsor treatment through hospitality services, VIP tours, etc. | MANDATORY:  
- Successfully deliver the commercial rights as per the regulations, agreements and guidelines  
- Work collaboratively with FIVB delegates  
- Be courteous and supportive with sponsors who are onsite verifying rights implementation  
- Prepare the event team to trouble shoot when sponsors have inquiries or challenges  
- Develop strong relationships with sponsors / suppliers / partners  
- Consider special sponsor treatment through hospitality services, VIP tours, etc. |
| **Ticketing** | **RECOMMENDED:**  
- Establish a ticketing approach and pricing strategy  
- Implement ticketing strategy  
- Establish a ticketing strategy aligned with desired “perception” of event  
- Establish a ticketing strategy in line with target markets  
- Develop creative approaches to fill stadium (via paid tickets) through school programs, etc.  
- Consider tiered-ticketing packages, with highest tier offering VIP hospitality and commercial hospitality packages | **RECOMMENDED:**  
- Establish a ticketing approach and pricing strategy  
- Implement ticketing strategy  
- Establish a ticketing strategy aligned with desired "perception" of event  
- Establish a ticketing strategy in line with target markets  
- Develop creative approaches to fill stadium (via paid tickets) through school programs, etc.  
- Consider tiered-ticketing packages, with highest tier offering hospitality packages |
| **Additional Revenues – Hospitality** | MANDATORY:  
- Work collaboratively with FIVB sponsors / suppliers / partners to create a sponsor lounge / corporate hospitality space, if required  
- Secure space for the sponsors / suppliers / partners if hospitality services requested  
- Provide sufficient number of accreditations and appropriate transportation for FIVB sponsors / suppliers / partners, as requested  
- Work collaboratively with FIVB to integrate FIVB Heroes  
- Market hospitality programs to increase event revenues | MANDATORY:  
- Work collaboratively with FIVB sponsors / suppliers / partners to create a sponsor lounge / corporate hospitality space, if required  
- Secure space for the sponsors / suppliers / partners if hospitality services requested  
- Provide sufficient number of accreditations and appropriate transportation for FIVB sponsors / suppliers / partners, as requested  
- Work collaboratively with FIVB to integrate FIVB Heroes  
- Market hospitality programs to increase event revenues |
| **Additional Revenues – Licensing and Merchandising** | MANDATORY:  
- Communicate desire for licensing and merchandising program  
- Enter into an agreement with FIVB for all licensing and merchandising activities  
- Provide approach, concept designs and samples to FIVB for approval  
- Work collaboratively with FIVB to understand current market trends  
- Select a manufacturer that complies with industry, human rights and environmental standards | MANDATORY:  
- Communicate desire for licensing and merchandising program  
- Enter into an agreement with FIVB for all licensing and merchandising activities  
- Provide approach, concept designs and samples to FIVB for approval  
- Work collaboratively with FIVB to understand current market trends  
- Select a manufacturer that complies with industry, human rights and environmental standards |
| **Event Promotions** | MANDATORY:  
- Prepare an event promotions plan  
- Adhere to the FIVB branding guidelines  
- Create event promotions plan by target markets  
- Establish partnerships with local media  
- Cross promote at other events (FIVB and non-FIVB)  
- Collaborative with FIVB to incorporate and leverage FIVB Heroes events, mass participation events, concerts, festivals, etc.) in and around the competition  
- Propose opportunities to integrate FIVB Heroes into the event and the event promotions  
- Be courteous and welcoming to the FIVB athletes on site  
- Create opportunities for FIVB Heroes to interact with fans  
- Designate a space in the venue where FIVB Heroes can interact with the FIVB, media, VIPs, etc. | MANDATORY:  
- Prepare an event promotions plan  
- Adhere to the FIVB branding guidelines  
- Create event promotions plan by target markets  
- Establish partnerships with local media  
- Cross promote at other events (FIVB and non-FIVB)  
- Collaborative with FIVB to incorporate and leverage FIVB Heroes events, mass participation events, concerts, festivals, etc.) in and around the competition  
- Propose opportunities to integrate FIVB Heroes into the event and the event promotions  
- Be courteous and welcoming to the FIVB athletes on site  
- Create opportunities for FIVB Heroes to interact with fans  
- Designate a space in the venue where FIVB Heroes can interact with the FIVB, media, VIPs, etc. |
| **FIVB Heroes** | MANDATORY:  
- Be aware of the FIVB Heroes Campaign, the key activities and how it can benefit your event  
- Work collaboratively with FIVB to implement FIVB Heroes on site at event, as required | MANDATORY:  
- Be aware of the FIVB Heroes Campaign, the key activities and how it can benefit your event  
- Work collaboratively with FIVB to implement FIVB Heroes on site at event, as required |

**MARKETING**
4.4 FIVB Brand and Event Marks

In 2011, the FIVB underwent a “re-branding exercise”, to modernize the FIVB logo, color palette, visuals, event marks and all other elements associated with the FIVB brand. The new FIVB brand has been well-received by the public, fans and media overall and the FIVB wants to continue building on this momentum to further integrate FIVB brand elements into FIVB event presentation.

With that goal in mind, this section is intended to provide a brief overview of the FIVB brand and event marks and detail how the various brand elements could be best implemented by FIVB event organizers.

A. What is the FIVB Brand?

To compete with the world’s premier sports properties, FIVB events and competitions must have a strong brand identity consistent with the values and aspirations of the federation.

The FIVB brand identity could be defined as the set of expectations, memories, experiences and associations that collectively influence a consumer’s decision to select volleyball over other sports and leisure activities. As such, the FIVB considers all sights, sounds, verbal cues and behaviors, including fan experience and sport presentation as part of the FIVB brand.

In 2011, the FIVB redesigned the brand to reposition the sport as modern, dynamic and professional on the global stage. The associated brand elements and visuals have all been designed to support the FIVB vision of “bringing the spectacle of volleyball to the world”. The core values of “excellence, teamwork, integrity and fairness” underpin the sport and the identity of the FIVB.

Unique Identity of Beach Volleyball – Beach volleyball has a unique brand relative to other sports, as there is a strong heritage as a lifestyle sport focused on recreation and enjoyment on the beach. Since its origins in Hawaii in 1915, beach volleyball has evolved into a competitive sport globally, while still maintaining a vibrant, exciting, trendy and laid-back atmosphere.

In recent publications, the FIVB has used the following words to describe beach volleyball – powerful, expressive, vibrant, physical strength, energy, explosive, dynamic, intense, stamina, strategy, fusion of color, beauty, abundant athletic ability, striking environment, electric, creative, exciting and striking. All of these words should be used as the basis for discussions with creative agencies, sponsors and media, helping provide guidance and direction around the FIVB Beach Volleyball event and what it represents as part of the broader FIVB brand.

B. What is an Event Mark?

Event marks represent the intellectual property of the FIVB associated with the FIVB brand that are protected by international copyright, intellectual property and trademark laws (e.g., symbols, event naming, event logos, event visuals and images, designs, trademarks, venue and host city dressing affiliated with the FIVB, FIVB Heroes and/or FIVB sponsors / suppliers / partners, etc.). As part of the redesign of the FIVB brand, the FIVB created a series of guidelines to help event organizers, media, sponsors / suppliers / partners, etc. understand how to appropriately position the FIVB brand and implement the various FIVB brand elements.

Example of an FIVB Beach Volleyball event mark from the FIVB Beach Volleyball World Tour Grand Slam:
Brand Architecture – Each of the seven FIVB Beach Volleyball event properties has its own unique brand identity, while still being within the FIVB family of brands. As such, each of the FIVB event properties (including individual tournament competitions) must adhere to the FIVB brand identity framework for events. Consistent and correct use of the event logos, the event names, host city designations and tournament titles is very important to maintaining the credibility and to strengthening the FIVB brand globally.

For more information about the FIVB brand guidelines, please refer to some of the available FIVB Branding Kits at:

- FIVB Beach Volleyball World Championships: Sent direct to organizer
- FIVB Beach Volleyball World Tour Grand Slam 2013: http://wt.fivb-downloads.org/
- FIVB Beach Volleyball Open 2013: http://op.fivb-downloads.org/
- FIVB Beach Volleyball World Cup: http://bvwc.fivb-downloads.org/
- FIVB Beach Volleyball Continental Cup: http://cc.fivb-downloads.org/

Brand Elements – To support the brand identity of the various FIVB Beach Volleyball event properties, supplementary graphics and photo elements have been created to “bring the brand to life”. These additional (secondary) brand elements include a designated color palette, typefaces, secondary graphic elements, appropriate FIVB Heroes’ imagery and taglines, host city icons or elements (where applicable), national icons, elements or motifs, plus mandatory partner logos.

When delivering the FIVB brand in the context of beach volleyball, it is critical that:

- FIVB Property Brands are Consistent – Maintain some level of consistency between the seven beach volleyball properties and the various brand identities that have been created, hopefully incorporating a sense of relevancy, vibrancy and fun – in alignment with the values of the sport.

- Single Cohesive Look as Part of the Bigger Brand – The event organizers work within the brand identity for the event / tour (particularly if there are a set of events, like with the FIVB World Tour Grand Slam and FIVB Open), by following the brand guidelines and recognize the important role they play to build a bigger brand on behalf of the FIVB.

- FIVB Brand Elements Encourage a Touch of Local Flare – The overall brand strategy and creation of brand elements for the FIVB properties have been built with consistency and continuity in mind. As part of the secondary brand elements, however, under the guidance of the FIVB and event organizer have the opportunity to incorporate local / host city brand elements, particularly for the World Championship events.
C. Implementation of FIVB Brand and Event Marks

Each and every FIVB Beach Volleyball event has the opportunity to leverage the FIVB brand strength by implementing the various FIVB brand elements and event marks, including FIVB Heroes. Delivering a strong brand identity with a coordinated look and feel across all media will contribute to the overall recognition and success of the event.

Implementing the brand elements and event marks properly, however, is critical to the credibility of the event and to the FIVB overall. How well the brand elements are implemented is a direct representation of the FIVB / event organizer’s level of professionalism, which has a direct impact on sponsor / supplier / partner perceptions of the FIVB and the event.

The following information (when used in conjunction with the FIVB Branding Kits) is intended to provide clarity about each of the individual event marks and how they should be used as part of an FIVB Beach Volleyball event.

Event Logos – The event logo is the official emblem / symbol of the FIVB event as developed by the FIVB that should be used on all visual representations of the event (e.g., print, online, video / television).

In order to maximize the consistency of the look and feel between events, one event logo has been created per property and per event by the FIVB and may not be altered or customized by the event organizer. As such, event promoters are not at liberty to create additional visuals / symbols / logos for their individual event.

The event organizer (and/or any authorized third parties) may:
– Implement the event logo in English only
– Use the logos without permission if it is implemented as part of the marketing, venue dressing or promotional material outlined in the FIVB Branding Kit
– Use the event logo for editorial content purposes (i.e., unpaid / non-commercial) about the event

The event organizer (and/or any authorized third parties) may not:
– Translate any portion of the event logo into the local language(s)
– Use custom logos for their individual event
– Alter the customized logo in any way

For more information about composite logos, please refer to “Use of Composite Logo” below (still within Section 4.4.C).

Event Name / Event Designation – The event name / event designation is the official title of the FIVB event property, typically defined by the FIVB. The event name shall be used by all stakeholders consistently in the following manner:

FIVB_Discipline_EventPropertyName_Year

Example – FIVB Beach Volleyball World Tour 2013™

The event organizer (and/or any authorized third parties) may:
– Use this official event name in all public statements and communications in order to ensure consistency across all host cities and countries
– Use this official event name in all promotional and marketing events, activities and material, for both commercial and non-commercial purposes
– Translate the name of the event into the local languages upon prior written approval from the FIVB
Tournament Title (FIVB World Tour Grand Slam and FIVB Open Organizers Only) – The tournament title is the official name of the specific competition (FIVB World Tour Grand Slam and FIVB Open), defined by the FIVB and under the control of the tournament organizer.

For the 2013 season, FIVB World Tour Grand Slam and FIVB Open tournament organizers have been given the option to appoint up to two (2) local main sponsors outside of the FIVB-reserved categories. Appointing local main sponsors creates four (4) potential variations to the tournament title, depending on the number of sponsors the event organizer has selected:

<table>
<thead>
<tr>
<th>Title Variation Number</th>
<th>Description of Title by Title Variation</th>
</tr>
</thead>
</table>
| Title Variation A - No Designated Local Main Sponsor* | If the tournament organizer does not designate a local sponsor, then the tournament title is presented as follows:  
Example – FIVB Beach Volleyball World Tour™ - Berlin Grand Slam 2013  
Example – FIVB Beach Volleyball Moscow Open 2013™ |
| Title Variation B - One Local Main Sponsor with Title Presentation* | If only one (1) local sponsor is designated by the organizer, then the sponsor can be included in the tournament title as a presenting local sponsor.  
Example – FIVB Beach Volleyball World Tour™ - Berlin Grand Slam 2013 presented by Nokia  
Example – FIVB Beach Volleyball - Moscow Open 2013™ presented by Gazprom |
| Title Variation C - Two Local Main Sponsors with One Presenting Sponsor (no composite logos) | If the tournament organizer has two (2) local main sponsors, one local main sponsor can be designated as the title sponsor and the other local main sponsor can be given "presenting rights" in the tournament title. If organizers select this variation of the tournament title, the two local main sponsors will not be given rights to the use composite logos in association with the tournament.  
Example – FIVB Beach Volleyball World Tour™ - Berlin Smart Grand Slam 2013 presented by Nokia  
Example – FIVB Beach Volleyball™ - Moscow Gazprom Open 2013 presented by MTS |
| Title Variation D - Two Local Main Sponsors with Composite Logos but No Title Sponsorship or Presenting Rights* | If the tournament organizer has two (2) local main sponsors, both local main sponsors can have direct affiliation with the tournament through use of the composite logos (provided in the FIVB Branding Kit), but no title sponsorship or presenting rights.  
Example – FIVB Beach Volleyball World Tour – Berlin Grand Slam 2013™  
Example – FIVB Beach Volleyball World Tour – Moscow Open 2013™ |

These titles should be consistently presented in all promotional and editorial materials and should not be altered for any reason.

*Note: These title variations do not correspond to the option numbers defined in the NF/Promoter Agreement. For more information about how the designation of local sponsors affects the promotional and advertising material of the tournament and the tournament composite logo, please see the Use of Composite Logo and Use of FIVB Event Marks sections below.

Use of Composite Logo (Applicable to FIVB Senior World Championships and FIVB World Tour Grand Slam Organizers Only) – The tournament composite logo refers to the event logo that depicts an affiliation between the event and the FIVB or local sponsor / supplier / partner. This logo can be used for editorial and promotional purposes, in addition to local sponsor activation (e.g., on their website, etc.).

![FIVB Grand Slam Ga斯塔ad Composite Logo](image1)

![FIVB Grand Slam Moscow Composite Logo](image2)

This logo option is available to FIVB Senior World Championships and FIVB World Tour Grand Slam event organizers only. In addition to the potential of FIVB sponsors, each event has the option of having up to two (2) local main sponsor affiliates (with the potential for one (1) unique composite logo per sponsor and one (1) additional composite logo with both sponsors, for a total of three (3) composite logos). The template for the composite logo is provided by FIVB as part of the FIVB Branding Kit and should be used according to the guidelines outlined.

FIVB Open organizers are not permitted to offer local sponsors any direct affiliation in editorial or promotional material with the FIVB event. As such, local sponsors for FIVB Open tournaments can focus their activities on on-site activation.

Use of FIVB Event Marks – Given that the event marks (i.e., symbols, event naming, event logos, event visuals and images, designs, trademarks, venue and host city dressing affiliated with the FIVB, FIVB Heroes and/or FIVB sponsors / suppliers / partners, etc.) are the intellectual property of the FIVB, the event organizer has to (as part of the NF/Promoter Agreement) request permission to use FIVB events marks in writing. This request also requires full submission and disclosure with accurate representation about how the marks are intended to be used (e.g., For what purpose? What will they look like? How many variations of the design exist? Does the design vary from the initial brand guidelines? Who is the designer preparing your material? Etc.). In addition, the organizer must submit final samples of any materials that bear or incorporate the FIVB event marks via email to the TV & Marketing Department directly at tv.marketing@fivb.org with the Beach Volleyball Department in copy at beach@fivb.org.

FIVB Branding Kits – In addition to the information provided in this section, the FIVB has created a series of brand guidelines (e.g., templates, measurements, specifications, etc.), known as the FIVB Branding Kits, to assist event organizers with the implementation of the brand elements. It is imperative that organizers become familiar...
with the branding guidelines, as adherence to these guidelines is mandatory and a key responsibility of each and every event organizer as indicated in the NF/Promoter Agreement.

The FIVB Branding Kit can be accessed through the official FIVB Branding Kit links (as seen below). When accessed, each organizer is able to download the FIVB Branding Kit to use and refer to the guidelines offline. The FIVB encourages organizers to share the FIVB Branding Kit with all partners and third parties that might be involved with the design, creation, production and/or monitoring and evaluation of any physical visual materials for the event (e.g., graphic designers, media relations, clothing producers, sponsors, etc.).

When organizers enter the FIVB Branding Kit website, users will be prompted to enter a login and password.

Once logged in, organizers will have access to a variety of items related to the FIVB brand, FIVB Heroes, UN-FIVB Partnership and the FIVB event marks.

Each and every page within the FIVB Branding Kit is designed to help support your promotional and editorial initiatives. The site is structured in user-friendly fashion to respond to organizer needs, including specific pages dedicated to:

- **Terms of Use**
  (Legality of using the FIVB Branding Kit)
- **User Guide**
  (An Instruction Manual about how to use the Branding Kit website)
- **Logos**
  (Visuals for the FIVB event and FIVB sponsors / suppliers / partners)
- **Promotional Material**
  (Visuals for the official event program, flyers, posters, etc.)
- **Stationary**
  (Templates for business cards, envelopes, letterhead and presentations)
- **Venue / Host City Dressing**
  (Visuals for dressing such as the awards podium, mixed zone, etc.)
- **Flags and Banners**
  (Visuals for city banners, tour flags, etc.)
- **Miscellaneous Items**
  (Visuals for remaining items like accreditation cards, video walls, etc.)
- **FIVB Brand Elements**
  (Branding site for FIVB marks, including branding guidelines and visuals)
- **Merchandising**
  (Style guide for designers of the event merchandise)
- **FIVB Heroes**
  (User guide and visuals involving FIVB Heroes-branded items)

The FIVB encourages organizers to share the FIVB Branding Kit with all partners and third parties that might be involved with the design, creation, production and/or monitoring and evaluation of any physical visual materials for the event (e.g., graphic designers, media relations, clothing producers, sponsors, etc.).

The FIVB encourages organizers to share the FIVB Branding Kit with all partners and third parties that might be involved with the design, creation, production and/or monitoring and evaluation of any physical visual materials for the event (e.g., graphic designers, media relations, clothing producers, sponsors, etc.).
4.5 Event Promotions

As mentioned in the introduction, promotion of an FIVB Beach Volleyball event is a vital component to the event’s overall success and long-term sustainability. This section provides some high-level information about some of the approaches event organizers can use to promote the event to various FIVB consumer groups (as defined in Section 4.2.C).

Activate Across Channels – Activating multiple marketing channels well in advance of the event is key to reaching the widest possible audience group. While the FIVB can assist with some basic promotions for the season as part of the FIVB prese releases and official publications (e.g., FIVB Media Guide), the bulk of the promotional activity is up to each individual event organizer.

Use the FIVB Brand and Event Marks – The FIVB brand and event marks have been provided to FIVB event organizers for the purposes of event promotions, offering a series of templates and guidelines to make implementation of the promotional campaign a little easier. For more information about the FIVB brand, event marks and visuals that are available for your use, please refer to Section 4.4 – FIVB Brand and Event Marks.

Activate through Local Sponsors – As potential local sponsors propose an official partnership or association with a specific FIVB event, FIVB event organizers should not only view this as an opportunity for income through cash or value-in-kind, but also as an opportunity to explore activation opportunities through the sponsor. Typically in the sports industry, for every dollar a sponsor offer to pay for association at an event, an equivalent of one dollar is invested by the sponsor on advertising and promoting their association with the event (on average). This means that local sponsors should be investing to promote the event on their website, in their press releases, in their public advertising campaigns, etc., and that FIVB event organizers have an opportunity to explore new and creative options for promoting the event with sponsor support.

Leverage the Global Strength of FIVB Heroes – FIVB Heroes is a global campaign focused on the promotion of volleyball worldwide. FIVB Heroes places volleyball’s top athletes at the heart of the campaign, with the goal of attracting and engaging with a new generation of fans and their families to the sport. FIVB has laid a strong foundation for the FIVB Heroes campaign, including the creation of a strong brand, design of brand elements and marks, development of visuals for event promotions, creation of strong recognizable FIVB Heroes images, guidance on how to implement FIVB Heroes onsite at events, onsite activation and athlete appearances, athlete engagement in press announcements and events, set-up of the FIVB Heroes Lounge for media and VIPs, etc. All of these elements can be leveraged by FIVB event organizers by contacting the FIVB TV & Marketing Department.

The FIVB TV & Marketing team is continuously working on innovative new concepts for the promotion of FIVB events and welcomes new ideas. The FIVB TV & Marketing Department encourages an open exchange of ideas, so if you have ideas about FIVB event promotions, etc., please contact the FIVB TV & Marketing Department directly for more information at tv.marketing@fivb.org with the Beach Volleyball Department in copy at beach@fivb.org or directly by telephone at +41 21 345 3535.

To access the FIVB Branding Kit specific to your event, please refer to the following links:

- FIVB Beach Volleyball Senior World Championships 2013:
  - Sent direct to organizer
- FIVB Beach Volleyball World Tour Grand Slam 2013:
  - http://wt.fivb-downloads.org/
  - Login: fivb  Password: worldtour
- FIVB Beach Volleyball Open 2013:
  - http://op.fivb-downloads.org/
  - Login: fivb  Password: open
- FIVB Beach Volleyball World Cup Final 2013:
  - http://bwcf.fivb-downloads.org/
  - Login: fivb  Password: worldcupfinal
- FIVB Beach Volleyball Continental Cup:
  - http://cc.fivb-downloads.org
  - Login: fivb  Password: beachvolley
INSPIRING
A NEW GENERATION

THIS IS VOLLEYBALL

Maxim Mikhaylov (RUS) / Julius Brink (GER) / Sheilla Castro (BRA) / Kerri Walsh (USA)
London 2012 Olympic Champions

FIVBheroes.com
### 4.6 FIVB Heroes

#### A. Introduction to FIVB Heroes

The FIVB Heroes Campaign is a global, non-commercial campaign launched in 2011 to promote the sport of volleyball internationally. The campaign has placed FIVB’s top athletes at the heart of the sport to:
- Create global stars
- Position athletes as ambassadors and role models
- Increase fan and media awareness of the sport
- Attract a younger audience
- Support FIVB marketing and promotional activities
- Engage fans around the World

When first launched in 2011, the goal was to select and introduce the FIVB Heroes, increase public awareness of the sport and build momentum for the campaign through strong advertising and event activation.

In 2012, the campaign picked up the momentum desired and the FIVB Heroes team expanded. The campaign focused on enhancing the content to include editorial content, video content, online / viral content, etc. More importantly, FIVB Heroes activities focused strongly on fan engagement. At the London Olympic Games 2012, the FIVB Heroes were front and center, capturing numerous medals and dazzling the media with their charisma. By the end of the 2012 season, the FIVB Heroes team consists of 70+ heroes from 24 countries, all of whom have been selected as top performers, leaders, and role models in the global sport of volleyball. For more information about the FIVB Heroes Campaign, please visit [www.FIVBHeroes.com](http://www.FIVBHeroes.com).

#### B. Core Activities within the FIVB Heroes Campaign

The FIVB Heroes Campaign has a number of different core activities that help drive both the promotion and the development of Beach Volleyball. FIVB Heroes is focused on fan awareness and fan engagement, requiring constant innovation and creativity to appeal to audiences in key markets worldwide. Some of the core activities of the FIVB Heroes Campaign include:

<table>
<thead>
<tr>
<th>Core Activity</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Heroes Strategy and Campaign Management</strong></td>
<td>The vision, set-up, project management and execution of all campaign activities.</td>
</tr>
<tr>
<td><strong>Athlete Management</strong></td>
<td>The recruitment, identification / nomination, selection, onboarding, performance planning, ongoing engagement, and relationship management with all FIVB Heroes.</td>
</tr>
<tr>
<td><strong>Online / Social Media</strong></td>
<td>All strategies, content development, and channel management for online, mobile and social media platforms. Check out the FIVB Heroes website at <a href="http://www.FIVBHeroes.com">www.FIVBHeroes.com</a> and the FIVB Heroes Facebook Page at <a href="https://www.facebook.com/FIVBHeroes">https://www.facebook.com/FIVBHeroes</a>.</td>
</tr>
<tr>
<td><strong>Event Activation</strong></td>
<td>The creative conceptualization, planning, execution and evaluation of fan engagement activities at FIVB and other high profile non-FIVB events.</td>
</tr>
<tr>
<td><strong>Event Hospitality</strong></td>
<td>FIVB event organizers have the opportunity to host VIPs, government officials, FIVB delegates and sponsor representatives in a designated hospitality area at the event venue. This hospitality area can also serve as an area to conduct media activities with athletes and event organizers, away from the public eye. FIVB Heroes can be integrated into these activities, by creating a unique FIVB Heroes lounge.</td>
</tr>
<tr>
<td><strong>Media Relations</strong></td>
<td>In conjunction with the FIVB Press Department, the FIVB Heroes campaign has a network of media partners that can help support the distribution of FIVB Heroes media content, both editorial and promotional content specific to events. FIVB can help support the distribution of event promotional materials as part of our FIVB Heroes media kits, when appropriate.</td>
</tr>
<tr>
<td><strong>Content Production</strong></td>
<td>The planning, creation and distribution of editorial and promotional content (such as the FIVB Heroes images and video profiles) through print, web, mobile, television, radio, film, and other communication channels.</td>
</tr>
<tr>
<td><strong>Event Promotions</strong></td>
<td>The design, creation, production and implementation of event promotions materials to support the various FIVB events worldwide, including branding kits, visual templates, etc. for full use of the FIVB Heroes athletes and brand. To access the FIVB Heroes Branding Kit, please visit <a href="http://heroes.fivb-downloads.org/">http://heroes.fivb-downloads.org/</a>.</td>
</tr>
<tr>
<td><strong>Promotional Items / Merchandising</strong></td>
<td>The design, selection, creation, and distribution of FIVB Heroes products and promotional items, such as t-shirts, lanyards, caps, etc. at FIVB events and other channels.</td>
</tr>
<tr>
<td><strong>Corporate Social Responsibility Programs</strong></td>
<td>Inclusive of the UN-FIVB Partnership and the UNOSDP Youth Leadership Camps, corporate social responsibility initiatives are programs focused on community development and engagement. FIVB Heroes contributes to a number of initiatives around the world, to help further the goals of the campaign, create additional public exposure for the various programs, and to help provide opportunities for the FIVB Heroes to give back to the community. For more information about the UN-FIVB Partnership, please visit <a href="http://www.fivbheroes.com/category/united-nations-partnership/">http://www.fivbheroes.com/category/united-nations-partnership/</a>.</td>
</tr>
</tbody>
</table>
C. FIVB Heroes Team Composition

When initially introduced in 2011, the FIVB Heroes Campaign inducted 29 athletes onto the team. Since the campaign launch in 2011, the FIVB Heroes team has grown to include more than 70 male and female athletes from both the Indoor Volleyball and Beach Volleyball disciplines, spread across all five continents.

The following table shows the number of athletes who were actively participating in the FIVB Heroes Campaign by continent, by discipline and by gender:

<table>
<thead>
<tr>
<th>Continent</th>
<th>Beach Volleyball</th>
<th>Volleyball</th>
<th>TOTAL by Continent</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Men</td>
<td>Women</td>
<td>Men</td>
</tr>
<tr>
<td>Africa</td>
<td>1</td>
<td>1</td>
<td>2</td>
</tr>
<tr>
<td>Asia / Australia</td>
<td>3</td>
<td>2</td>
<td>4</td>
</tr>
<tr>
<td>Europe</td>
<td>6</td>
<td>10</td>
<td>8</td>
</tr>
<tr>
<td>North America</td>
<td>4</td>
<td>2</td>
<td>1</td>
</tr>
<tr>
<td>South America</td>
<td>6</td>
<td>2</td>
<td>3</td>
</tr>
<tr>
<td><strong>TOTAL by Gender for Each Discipline</strong></td>
<td>20</td>
<td>17</td>
<td>18</td>
</tr>
<tr>
<td><strong>TOTAL by Discipline</strong></td>
<td>37</td>
<td>36</td>
<td></td>
</tr>
</tbody>
</table>

As of December 31, 2012, the FIVB Heroes team had 73 active athletes, with some athletes scheduled to retire and a new crew of athletes set to join the campaign for 2013 and beyond.

For full profiles of each of our FIVB Heroes, please visit [www.FIVBHeroes.com](http://www.FIVBHeroes.com) and click on “Select Your Hero”.

The Heroes Campaign symbolizes the power, beauty, athleticism, dynamism, physicality and excitement of Beach Volleyball.
D. Implementation Planning for the FIVB Heroes Campaign Prior to the Event

The FIVB encourages event organizers to use the FIVB Heroes Campaign to support the overall promotion of the FIVB Beach Volleyball event. In order to leverage the campaign, however, event organizers will have to prepare some of these promotional activities some months in advance of the event (e.g., due to production timelines, logistics and delivery, etc.). The promotional items available to event organizers for event implementation include:

- **FIVB Heroes Venue Dressing** – Venue dressing includes visual elements such as the giant banners and branding materials for stadium decoration featuring individual FIVB Heroes. Banners can be provided by FIVB, but transportation logistics, installation, and take-down support is required from event organizers.

- **Giant Three-Dimensional Sculptures of FIVB Heroes** – Four hand-made sculptures, standing at over 5m tall (5m tall), feature FIVB Heroes Kerri Walsh (USA), Emanuel Rego (BRA), Ekaterina Gamova (RUS), and Murilo Endres (BRA). All four of these statues are available to help promote the sport and create buzz among fans and the general public in or around the venue, in the host city, at key tourism landmarks, etc. To be provided by FIVB. Transportation, (de-) installation, insurance, local permissions and all associated costs to be covered by the event organizer.

- **FIVB Heroes Incorporated into Venue Dressing in Beijing**

- **FIVB Grand Slam Berlin 2012 Event Promotions Using FIVB Heroes**

- **FIVB Heroes Incorporated into the Tournament Bracket and Venue Dressing**

- **Fan Interaction Tools** – As part of the on-site fan experience, the FIVB Heroes Campaign offers fans the opportunity to get fully engaged with the campaign and become part of the action through interactive technology such as blue screen photo booths. The blue screen photos integrate fan pictures into FIVB Heroes postcards and visuals, which are given to fans as event souvenirs.

- **Printed Promotional Materials** – As part of the FIVB Heroes Branding Kit, the FIVB offers event organizers templates for flyers / sweepstakes, autograph cards (featuring the FIVB Heroes), etc. All of these materials help improve the overall event atmosphere and engage fans in the FIVB Heroes experience. FIVB has provided the design templates and brand guidelines, but requires event organizers to produce the materials and assist with on-site handling and distribution.

- **FIVB Heroes On-Site Fan Interaction Team**
FIVB Heroes Hospitality Lounge – FIVB Heroes has been activated at some FIVB events through VIP and Hospitality Lounges. By setting up a Hospitality Lounge, event organizers can host VIPs, celebrities, government officials, FIVB delegates, sponsor representatives and media in a relaxing fully-serviced lounge setting. This concept allows one-on-one interaction with the FIVB Heroes – FIVB’s global stars for exclusive interviews and meet-and-greet experiences.

Exclusive Media Event with FIVB Heroes

FIVB Heroes Hospitality Lounge in London during the London 2012 Olympic Games

All of the above materials and activities can be requested by event organizers, planned and organized collaboratively with the FIVB, and executed by the event organizer. Any and all FIVB Heroes activities are typically at the expense of the event organizer (in whole or in part). If event organizers are interested in leveraging the FIVB Heroes Campaign to boost their event promotions, creation of an FIVB Heroes proposal and implementation plan is requested at least 2-3 months in advance of the FIVB event.

E. Implementation of the FIVB Heroes Campaign during FIVB Events

For each and every FIVB Beach Volleyball event, event organizers have a certain number of responsibilities related to the set-up, implementation and execution of the FIVB Heroes Campaign during an FIVB event. This collaboration between the FIVB, FIVB event organizer, and FIVB Heroes greatly supports the promotion of the sport, the athletes and the FIVB events. FIVB event organizer responsibilities include:

- LED Perimeter Board – Center Court: Organizers shall reserve LED perimeter boards at center court to feature the FIVB Heroes logo, FIVBHeroes.com website address, FIVB-UN Partnership logos, as determined by the FIVB.

- Official Event Program – Two Double Pages: Organizers shall provide a total of two full-color, double-page ad space in the Official Event Program, one full-color, double-page advertisement featuring the FIVB Heroes editorial content and one full-color, double-page advertisement for FIVB “fan-friendly” info graphics to help explain the sport to spectators.

- Media Guide – Two Double-Page Advertisements: Organizers shall provide free space to the FIVB and coordinate the design and creative production for one full-color, double-page FIVB Heroes advertisement and one full-color, double-page info graphic, providing “fan-friendly” information about the sport of volleyball.

- Exclusive FIVB Heroes Videos for Video Walls: Organizers shall provide space to FIVB free-of-charge for FIVB Heroes videos on any of the available video walls to feature exclusive FIVB Video Content.

- FIVB Heroes Online Banners: Organizers shall incorporate the FIVB Online Banner on their event website and link directly to www.FIVBHeroes.com. In exchange for this cross-promotion, the FIVB Beach Volleyball event will also benefit from cross-promotion on the FIVB Heroes website (www.FIVBHeroes.com). FIVB Heroes Tattoos for Heroes Athletes:

All FIVB Heroes athletes are required to wear tattoos featuring the FIVB Heroes logo on the arms or shoulders during FIVB events. These tattoos are produced by the FIVB and sent to directly to the athletes. Additional tattoos will also be sent to event organizers to help with the implementation of this initiative. Please note that the tattoo design is not available as part of the FIVB Heroes Branding Kit.

All materials are provided by FIVB and are available in the FIVB Heroes Branding Kit (http://heroes.fivb-downloads.org/). Please note, that FIVB Heroes materials may not be altered or modified under any circumstances. All elements of the FIVB branding kits are copyright protected; the image rights of the individual athletes are also protected. As such, if any event organizer has an interest in using FIVB Heroes-branded materials or associated visuals / images, please contact the TV & Marketing Department directly for more information at tv.marketing@fivb.org with the Beach Volleyball Department in copy at beach@fivb.org or by telephone at +41 21 345 3535.
F. The Benefit of FIVB Heroes to Beach Volleyball Event Organizers

The FIVB Heroes Campaign has an established brand that is recognized internationally. The campaign offers event organizers the opportunity to tie their event promotions and overall fan experience to FIVB’s top stars in a cool, modern, and trendy fashion. All FIVB Heroes promotional and on-site activation events can help raise the profile of the FIVB event and gain additional interest from target audiences and the media.

Some of the additional direct and indirect benefits that have been reported by event organizers over the past two seasons include:

- Event perceived as being more important and a higher-level of competition when affiliated with top athletes
- Increased media coverage of the FIVB event
- Enhanced fan experience in the host city and on-site at the event
- Better relations with the media, as they feel they are getting access to exclusive content
- Greater interest from the host city and local businesses, as Heroes can attract a large crowd to key tourism destinations and landmarks outside of the Beach Volleyball venue

- Enhanced product offering to media and to VIPs through FIVB Heroes hospitality
- Greater sense of national pride and interest in the event with the presence of “national heroes”
- Increased ticket sales and/or perceived value of a ticket to an FIVB event
- Increased sponsor interest in the event

Overall, the FIVB Heroes Campaign has been well-received by event organizers, fans, and media alike. FIVB encourages collaboration and new ideas to implement FIVB Heroes in a way that works for each specific event. If you are interested in more information about FIVB Heroes, please contact the TV & Marketing Department directly for more information at tv.marketing@fivb.org with the Beach Volleyball Department in copy at beach@fivb.org or by telephone at +41 21 345 3535.
4.7 Commercial Marketing Rights

At each and every FIVB event, there are a number of opportunities for sponsors / suppliers / partners to demonstrate their association with the event and visually increase their exposure to the live spectators and television / online audiences. These opportunities are often referred to as assets. Each and every FIVB asset has been clearly defined as part of the FIVB Commercial Inventory. FIVB assets are 100% owned and managed by the FIVB, until such point as they have been sold or released to event organizers.

A. Packaging the Rights: The FIVB Commercial Inventory

When FIVB event organizers enter into an agreement with the FIVB, a portion of the FIVB Commercial Inventory is granted by the FIVB to the event organizer for use and/or sale to local sponsors. The elements (all or a portion thereof) are clearly outlined in each individual NF/Promoter Agreement.

Identification and evaluation of each item within the FIVB Commercial Inventory is an important step to “package” the inventory, divide between the FIVB and the event organizer as per the NF/Promoter Agreement, and subsequently value and sell to potential sponsors / suppliers / partners (for either cash or in exchange for goods or services, otherwise known as “value-in-kind”).

The FIVB has created a table (depicted below) to help define what is included in the existing FIVB Commercial Inventory, reconfirm which specific inventory items are part of the rights granted to the event organizer and can therefore be sold to local sponsors / suppliers / partners, and explain how each individual commercial inventory item should or should not be used.

While this table provides a comprehensive list of existing commercial inventory, it is important to remember that this list is not exhaustive and that event organizers have numerous other opportunities beyond the FIVB Commercial Inventory that can be offered to and exploited by potential sponsors / suppliers / partners. For more information about opportunities to expand the commercial inventory of the local event organizer, please refer to Section 4.9 Additional Local Sponsor Exposure/Activation.
<table>
<thead>
<tr>
<th>Right</th>
<th>Official FIVB Partner (Beach) (up to two)</th>
<th>Official FIVB Supplier (Beach) (up to three)</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Territory</strong></td>
<td>Worldwide</td>
<td>Worldwide</td>
</tr>
<tr>
<td><strong>Designation</strong></td>
<td>Official Partner of the Beach Event / FIVB Official Sponsor of the Beach Event / FIVB Official Product / Service of the Beach Event / Tournament FIVB Other designations as agreed</td>
<td>Official Supplier of the Beach Event / Tournament FIVB Official Supplier of the Products Other designations as agreed Mikasa* Exclusive supplier of the Event Official Supplier of the Event / FIVB Official Ball Supplier Official Game Ball of the Event Merooj** FIVB Official Apparel Supplier (Confirmed for 2013 Only) FIVB Official Supplier of the Event (Confirmed for 2013 Only) Jinling FIVB Official Supplier (net system) Official Supplier of the FIVB Event</td>
</tr>
<tr>
<td><strong>Event Marks</strong></td>
<td>Worldwide Marks usage together with designation of the FIVB Beach Event / Tournaments Marks</td>
<td>Worldwide Marks usage together with designation of the FIVB Beach Event / Tournaments Marks</td>
</tr>
<tr>
<td><strong>Composite Logo</strong></td>
<td>Company can have Composite Logo</td>
<td>Company can have Composite Logo</td>
</tr>
<tr>
<td><strong>Use of Premiums</strong></td>
<td>Yes</td>
<td>Yes</td>
</tr>
<tr>
<td><strong>FIVB Official Publication</strong></td>
<td>One (1) full-page color advertisement in FIVB official publications and tournament-related publications (e.g., program, report, etc.)</td>
<td>One (1) page color advertisement in FIVB official publications Mikasa* One (1) full-page color advertisement in FIVB official publications and tournament-related publications (e.g., program, report, etc.) Mikasa* Merooj** One (1) full-page color advertisement in FIVB official publications and tournament-related publications (e.g., program, report, etc.) Jinling One (1) page color advertisement in FIVB official publications and tournament-related publications (e.g., program, report, etc.) Jinling</td>
</tr>
<tr>
<td><strong>Press Conference</strong></td>
<td>Branding at Official Press Conference and Off-Court Flash Interview Backdrops including Composite Signage</td>
<td>Branding at Official Press Conference and Off-Court Flash Interview Backdrops Size of Logo – 2/3 the size of the partner’s logo</td>
</tr>
<tr>
<td><strong>Advertising Boards Center Court</strong></td>
<td>2 static Advertising Boards (on court perimeter boards) at the Center Court Partner 1 board # 7 and 10 Partner 2 board # 9 and 16 (equivalent where electronic signage used 30% of the overall timing belongs to the FIVB / FIVB Partners)</td>
<td>One (1) static Advertising Board Court (on court perimeter boards - if available) at Center Court (equivalent where electronic signage used) Mikasa* One (1) static Advertising Board (on court perimeter board #12 according to the official court layout) Merooj One (1) static Advertising Board (on court perimeter board #3 according to the official court layout)</td>
</tr>
<tr>
<td><strong>Advertising Boards Side Court</strong></td>
<td>Two (2) static Advertising Boards (on court perimeter boards) as per official court layout (FIVB boards # 3,7,9,10,12,16)</td>
<td>No</td>
</tr>
<tr>
<td><strong>Flags</strong></td>
<td>Three (3) Flags As per FIVB official center court layout</td>
<td>Mikasa Four (4) flags as per FIVB official center court layout Merooj** Two (2) flags as per FIVB official center court layout</td>
</tr>
<tr>
<td><strong>Exhibition of Products</strong></td>
<td>Exhibition of partner product in prime location; one (1) inflatable display on center court</td>
<td>No Mikasa* Exhibition of partner product in prime location; one (1) inflatable display on center court</td>
</tr>
<tr>
<td><strong>Branding on Second-Tier Panels</strong></td>
<td>Yes, two (2) static Advertising Boards As per FIVB official center court layout</td>
<td>Mikasa* Two (2) Static Advertising Boards As per FIVB official center court layout Merooj** Two (2) Static Advertising Boards As per FIVB official Center Court layout *In case FIVB confirms two FIVB Partners, two (2) static panels for Merooj shall be granted on the third tier of panels</td>
</tr>
<tr>
<td><strong>Branding on Third-Tier Panels</strong></td>
<td>Yes, two (2) static Advertising Boards As per FIVB official center court layout</td>
<td>No</td>
</tr>
<tr>
<td><strong>Scoreboard Publicity</strong></td>
<td>Yes</td>
<td>Yes</td>
</tr>
<tr>
<td><strong>VIP Tickets</strong></td>
<td>Four (4) VIP Tickets/Match Day</td>
<td>Two (2) VIP Tickets / Match Day Mikasa* Five (5) VIP Tickets / Match Day Merooj** Two (2) VIP Tickets / Match Day Jinling Two (2) VIP Tickets / Match Day Sportsman Media Group Four (4) VIP Tickets / Match Day</td>
</tr>
</tbody>
</table>

*Mikasa* is an Official Ball Supplier of all the FIVB events. Some of the rights Mikasa holds are going beyond the standard FIVB Official Supplier rights. Merooj** is an Official Apparel Supplier of the FIVB World Tour Grand Slam and FIVB Senior World Championships for 2013 season only. In case of the FIVB Open Events the commercial inventory of Merooj belongs to the FIVB.
<table>
<thead>
<tr>
<th>Local Main Sponsor (up to two)</th>
<th>Local Sponsors and Suppliers (unlimited)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Worldwide</td>
<td>Worldwide</td>
</tr>
<tr>
<td>Merooj**</td>
<td>Merooj**</td>
</tr>
<tr>
<td>Jinling</td>
<td>Jinling</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Local Main Sponsor of the Tournament</th>
<th>Local Sponsor / Supplier of the Tournament</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yes</td>
<td>Yes</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Subject of the FIVB guidelines</th>
<th>No</th>
</tr>
</thead>
</table>

<table>
<thead>
<tr>
<th>Yes with Tournament Marks (not applicable to the FIVB Open Events)</th>
<th>No</th>
</tr>
</thead>
</table>

<table>
<thead>
<tr>
<th>Yes - maximum one (1) full page per sponsor only in the tournament-related publications (e.g., program, report, etc.)</th>
<th>Yes - maximum 1/2 page per sponsor only in the tournament-related publications (e.g., program, report, etc.)</th>
</tr>
</thead>
</table>

<table>
<thead>
<tr>
<th>Branding at Official Press Conference and Off-Court Flash Interview</th>
<th>Branding at Official Press Conference and Off-Court Flash Interview</th>
</tr>
</thead>
<tbody>
<tr>
<td>Backdrops including Composite Signage</td>
<td>Backdrops including Composite Signage</td>
</tr>
<tr>
<td>Size of Logo - 2/3 the size of the partner’s logo</td>
<td>Size of Logo - 4/9 the size of the partner’s logo</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>No more than two (2) static Advertising Boards per each main local sponsor (on court perimeter board) at the Center Court (equivalent where electronic signage used 70% of overall timing belongs to the event organizer)</th>
<th>No more than two (2) static Advertising Boards per each main local sponsor (on court perimeter board) at the Center Court (equivalent where electronic signage used)</th>
</tr>
</thead>
</table>

<table>
<thead>
<tr>
<th>No more than two (2) static Advertising Boards per each main local sponsor (on court perimeter board)</th>
<th>No more than two (2) static Advertising Boards per each main local sponsor (on court perimeter board)</th>
</tr>
</thead>
</table>

<table>
<thead>
<tr>
<th>No more than four (4) flags per main local sponsor As per FIVB official center court layout</th>
<th>No more than 4 Flags per local sponsor / supplier As per FIVB official center court layout</th>
</tr>
</thead>
</table>

<table>
<thead>
<tr>
<th>Exhibition of partner product in prime location; one (1) inflatable display on center court</th>
<th>No</th>
</tr>
</thead>
</table>

<table>
<thead>
<tr>
<th>Yes As per FIVB official center court layout</th>
<th>Yes As per FIVB official center court layout</th>
</tr>
</thead>
</table>

<table>
<thead>
<tr>
<th>Yes As per FIVB official center court layout</th>
<th>Yes As per FIVB official center court layout</th>
</tr>
</thead>
</table>

<table>
<thead>
<tr>
<th>Yes As per agreement with the local partners</th>
<th>No</th>
</tr>
</thead>
</table>

<table>
<thead>
<tr>
<th>Yes As per agreement with the local partners</th>
<th>As per agreement with the local partners</th>
</tr>
</thead>
</table>
### Rights Matrix – Sponsors, Partners and Suppliers (Cont.)

<table>
<thead>
<tr>
<th>Right</th>
<th>Official FIVB Partner (Beach) (up to two)</th>
<th>Official FIVB Supplier (Beach) (up to three)</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>First Class Tickets</strong></td>
<td>10 First Class Tickets / Match Session excluding Final Eight (8) First-Class Tickets / Match Session excluding Final</td>
<td>20 First Class Tickets / Final Twenty (20) First-Class Tickets / Final</td>
</tr>
<tr>
<td></td>
<td>20 First Class Tickets / Final</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Ticket Purchase Option</strong></td>
<td>Additional Best Category Tickets at Face Value prior to commencement of sales</td>
<td>Additional Best Category Tickets at Face Value prior to commencement of sales</td>
</tr>
<tr>
<td><strong>VIP Accreditation</strong></td>
<td>Appropriate number of VIP Accreditations including access to the hospitality</td>
<td>Appropriate number of VIP Accreditations including access to the hospitality</td>
</tr>
<tr>
<td><strong>Service Accreditation</strong></td>
<td>Appropriate number of Service Accreditations</td>
<td>Appropriate number of Service Accreditations</td>
</tr>
<tr>
<td><strong>Transportation Access</strong></td>
<td>Appropriate access to Official Transportation for those accredited</td>
<td>Appropriate access to Official Transportation for those accredited</td>
</tr>
<tr>
<td><strong>VIP Parking Passes</strong></td>
<td>Yes consistent with VIP Tickets / Accreditations provided</td>
<td>Yes consistent with VIP Tickets / Accreditations provided</td>
</tr>
<tr>
<td><strong>Partner Hospitality</strong></td>
<td>Space for own Hospitality Facilities and Services</td>
<td>Space for own Hospitality Facilities and Services</td>
</tr>
<tr>
<td></td>
<td>(Services and Infrastructure at Supplier’s Cost)</td>
<td>(Services and Infrastructure at Supplier’s Cost)</td>
</tr>
<tr>
<td></td>
<td>Partner is entitled to source the services and infrastructure from event organizer</td>
<td>Partner is entitled to source the services and infrastructure from event organizer</td>
</tr>
<tr>
<td><strong>General FIVB Event VIP Hospitality</strong></td>
<td>Access for partners to any FIVB Event General Hospitality, where available</td>
<td>Access for suppliers to any FIVB Event General Hospitality, where available</td>
</tr>
<tr>
<td><strong>Hotel Rooms</strong></td>
<td>Right to reserve a number of first class Hotel Rooms in the Official FIVB Hotel at FIVB family rates</td>
<td>Right to reserve a number of first class Hotel Rooms in the Official FIVB Hotel at FIVB family rates</td>
</tr>
<tr>
<td><strong>Partner Logo Exposure</strong></td>
<td>VIP-Accreditations, Tickets, Promotional Flyers, Food Vouchers, Tournament Folder and Media pack, VIP Invitations, Event Letterhead, Event Newsletter, Parking Passes, Street Banners, Athlete Shower Backdrop, Local Print Advertisements for Event Promotion, Players Entry Arch, Stadium Entrance etc. (subject of the guidelines to be provided by the FIVB in the branding kit)</td>
<td>Mikasa* ** Merooj** ** Jinling ** Mikasa* ** Merooj** ** Jinling ** Mikasa* ** Merooj** ** Jinling ** Mikasa* ** Merooj** ** Jinling **</td>
</tr>
<tr>
<td><strong>Athlete’s uniform</strong></td>
<td>Yes except 2013 season and except the referee chair</td>
<td>No (only manufacturer logo of the net supplier)</td>
</tr>
<tr>
<td><strong>All event Officials and staff uniforms</strong></td>
<td>Yes one Partner on the back (except 2013 season)</td>
<td>No (only manufacturer logo of the apparel supplier)</td>
</tr>
<tr>
<td><strong>Commercial Display and Promotional Booth / POS</strong></td>
<td>Yes - for Sale, Demonstration and Display of Products Right to set up displays on site and sell products (subject to available space, local laws &amp; approval) Partner to cover Cost for booth, installation, dismantling.</td>
<td>Yes - for Sale, Demonstration and Display of Products Right to set up displays on site and sell products (subject to available space, local laws &amp; approval) Partner to cover Cost for booth, installation, dismantling.</td>
</tr>
<tr>
<td><strong>Sole and Exclusive Promotional Display Opportunity</strong></td>
<td>Yes To be discussed on a case by case basis with Partner E.g. Exhibition off-court of a big-sized display at a suitable location Partner to cover Cost for production and installation.</td>
<td>No</td>
</tr>
<tr>
<td><strong>Sole and Exclusive Branding Opportunity</strong></td>
<td>Yes To be discussed on a case by case basis with Partner Banded with Partner logo on basis to be agreed between the parties</td>
<td>No</td>
</tr>
<tr>
<td><strong>Sole and Exclusive Naming Rights</strong></td>
<td>Yes For 1 Beach Event Award such as: Best Player, etc. Participation of Partner Senior Executive and Partner Branding at Ceremony</td>
<td>No</td>
</tr>
<tr>
<td><strong>Use of Photo Archive</strong></td>
<td>10 X 35mm slides or equivalent Material in Digital Format and Archive Stills from Beach Events for internal, promotion, and advertising usage worldwide</td>
<td>10 X 35mm slides or equivalent Material in Digital Format and Archive Stills from Beach Events for internal, promotion, and advertising usage worldwide</td>
</tr>
<tr>
<td><strong>Use of Video Archive</strong></td>
<td>Yes in marketing promotions, subject to FIVB approval</td>
<td>Yes in marketing promotions, subject to FIVB approval</td>
</tr>
<tr>
<td><strong>Access to FIVB Heroes Program</strong></td>
<td>Yes As per FIVB Guidelines</td>
<td>Yes As per FIVB Guidelines</td>
</tr>
<tr>
<td><strong>Medal Ceremony Participation</strong></td>
<td>Yes</td>
<td>No</td>
</tr>
<tr>
<td><strong>Licensing Rights</strong></td>
<td>Yes without royalty payment Use of FIVB Beach Volleyball Event logo, marks and designation on and in connection with design, development, manufacture and supply of pre-agreed products which will be limited to the Product Category of the Partner</td>
<td>No (except Mikasa* and Merooj** Sports Apparel Supplier)</td>
</tr>
</tbody>
</table>

Mikasa* is an Official Ball Supplier of all the FIVB events. Some of the rights Mikasa holds are going beyond the standard FIVB Official Supplier rights. Merooj** is an Official Apparel Supplier of the FIVB World Tour Grand Slam and FIVB Senior World Championships for 2013 season only. In case of the FIVB Open Events the commercial inventory of Merooj belongs to the FIVB.
<table>
<thead>
<tr>
<th>Local Main Sponsor (up to two)</th>
<th>Local Sponsors and Suppliers (unlimited)</th>
</tr>
</thead>
<tbody>
<tr>
<td>As per agreement with the local partners</td>
<td>As per agreement with the local partners</td>
</tr>
<tr>
<td>As per agreement with the local partners</td>
<td>As per agreement with the local partners</td>
</tr>
<tr>
<td>As per agreement with the local partners</td>
<td>As per agreement with the local partners</td>
</tr>
<tr>
<td>As per agreement with the local partners</td>
<td>As per agreement with the local partners</td>
</tr>
<tr>
<td>Yes consistent with VIP Tickets provided</td>
<td>Yes consistent with VIP Tickets provided</td>
</tr>
<tr>
<td>Space for own Hospitality Facilities and Services</td>
<td>Space for own Hospitality Facilities and Services</td>
</tr>
<tr>
<td>No</td>
<td>No</td>
</tr>
<tr>
<td>Yes</td>
<td>No</td>
</tr>
<tr>
<td>As per agreement with the local partners</td>
<td>As per agreement with the local partners</td>
</tr>
<tr>
<td>VIP Accreditations, Tickets, Promotional Flyers, Food Vouchers, Tournament Folder and Media pack, VIP Invitations, Event Letterhead, Event Newsletter, Parking Passes, Street Banners, Athlete Shower Backdrop, Local Print Advertisements for Event Promotion, Players Entry Arch, Stadium Entrance etc. (subject of the guidelines to be provided by the FIVB in the branding kit)</td>
<td>VIP Accreditations, Tickets, Promotional Flyers, Food Vouchers, Tournament Folder and Media pack, VIP Invitations, Event Letterhead, Event Newsletter, Parking Passes, Street Banners, Athlete Shower Backdrop, Local Print Advertisements for Event Promotion, Players Entry Arch, Stadium Entrance etc. (subject of the guidelines to be provided by the FIVB in the branding kit)</td>
</tr>
<tr>
<td>Size of Logo - 2/3 Partner’s</td>
<td>Size of Logo - 4/9 Partner’s</td>
</tr>
<tr>
<td>Yes</td>
<td>No</td>
</tr>
<tr>
<td>Yes 2 Logos on each of the lower attachments between the net and the pole, one logo on the front and one on the back split equally between two (2) main local partners Upper and lower net band will be released to the event organizer only for 2013 season As per official net layout</td>
<td>No</td>
</tr>
<tr>
<td>Yes one Partner in front (max two Partners) FIVB Partner space on the back will be released to the event organizer only for 2013 season As per official uniform layout</td>
<td>No</td>
</tr>
<tr>
<td>Yes one Partner on the front and back of the Court Personnel uniforms and the back of the Organization Staff windbreakers, as well as tournament title on the sleeves of said uniforms. As per official layouts on page 142</td>
<td>No</td>
</tr>
<tr>
<td>Yes - for Sale, Demonstration and Display of Products Right to set up displays on site and sell products (subject to available space, local laws &amp; approval) Partner to cover Cost for booth, installation, dismantling.</td>
<td>Yes - for Sale, Demonstration and Display of Products Right to set up displays on site and sell products (subject to available space, local laws &amp; approval) Partner to cover Cost for booth, installation, dismantling.</td>
</tr>
<tr>
<td>Yes</td>
<td>Yes</td>
</tr>
<tr>
<td>No</td>
<td>No</td>
</tr>
<tr>
<td>Yes</td>
<td>No</td>
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<tr>
<td>Yes</td>
<td>No</td>
</tr>
<tr>
<td>Yes</td>
<td>No</td>
</tr>
<tr>
<td>Yes</td>
<td>Yes</td>
</tr>
</tbody>
</table>

**MARKETING**

<table>
<thead>
<tr>
<th>Merooj** is an Official Apparel Supplier of the FIVB World Tour Grand Slam and FIVB Senior World Championships for 2013 season only. In case of the</th>
<th>Mikasa* is an Official Ball Supplier of all the FIVB events. Some of the rights Mikasa holds are going beyond the standard FIVB Official Supplier rights.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Licensing Rights</td>
<td>Partaking Rights</td>
</tr>
<tr>
<td>Participation</td>
<td>Medal Ceremony</td>
</tr>
<tr>
<td>Program</td>
<td>Use of Photo Archive</td>
</tr>
<tr>
<td>Naming Rights</td>
<td>Partner Hospitality</td>
</tr>
<tr>
<td>Partner Hospitality</td>
<td>Transportation Access</td>
</tr>
<tr>
<td>Space for own Hospitality Facilities and Services</td>
<td>VIP Accreditation</td>
</tr>
<tr>
<td>VIP Accreditations, Tickets, Promotional Flyers, Food Vouchers, Tournament Folder and Media pack, VIP Invitations, Event Letterhead, Event Newsletter, Parking Passes, Street Banners, Athlete Shower Backdrop, Local Print Advertisements for Event Promotion, Players Entry Arch, Stadium Entrance etc. (subject of the guidelines to be provided by the FIVB in the branding kit)</td>
<td>Tournament Folder and Media pack, VIP Invitations, Event Letterhead, Event Newsletter, Parking Passes, Street Banners, Athlete Shower Backdrop, Local Print Advertisements for Event Promotion, Players Entry Arch, Stadium Entrance etc. (subject of the guidelines to be provided by the FIVB in the branding kit)</td>
</tr>
<tr>
<td>Size of Logo - 2/3 Partner’s</td>
<td>Size of Logo - 4/9 Partner’s</td>
</tr>
<tr>
<td>Yes</td>
<td>No</td>
</tr>
<tr>
<td>Yes</td>
<td>No</td>
</tr>
<tr>
<td>Yes</td>
<td>No</td>
</tr>
<tr>
<td>Yes</td>
<td>No</td>
</tr>
<tr>
<td>Yes</td>
<td>Yes</td>
</tr>
</tbody>
</table>

**PRODUCT CATEGORIES**

- **Apparel Supplier**
  - As per agreement with the local partners
  - As per agreement with the local partners
  - Yes consistent with VIP Tickets provided
  - Space for own Hospitality Facilities and Services
  - As per agreement with the local partners

- **Net System**
  - As per agreement with the local partners
  - No (only manufacturer logo of the net supplier)
  - No (only manufacturer logo of the apparel supplier)

- **Participation**
  - As per agreement with the local partners
  - Yes consistent with VIP Tickets provided
  - Space for own Hospitality Facilities and Services

- **Use of Photo Archive**
  - As per agreement with the local partners
  - No (subject to available space, local laws & approval)

- **Use of FIVB Beach Volleyball Event logo, marks and designation**
  - Yes consistent with VIP Tickets provided
  - As per agreement with the local partners

- **Best Player, etc.**
  - No (subject to available space, local laws & approval)
  - No (subject to available space, local laws & approval)

- **Mikasa* and Promotional Booth**
  - Yes consistent with VIP Tickets provided
  - Yes - for Sale, Demonstration and Display of Products

- **Partner Hospitality**
  - Yes one Partner on the front and back of the Court Personnel uniforms and the back of the Organization Staff windbreakers, as well as tournament title on the sleeves of said uniforms. As per official layouts on page 142
  - No

- **Participation of Local Sponsor Senior Executive and Partner Branding at Ceremony - second choice to FIVB Partners**
  - As per agreement with the local partners
  - No

- **Right to set up displays on site and sell products (subject to available space, local laws & approval) Partner to cover Cost for booth, installation, dismantling.**
  - Yes
  - Yes

- **Right to sell the product on site.**
  - Yes
  - Yes

**MARKETING**

- **For the 2013 season only.**
  - Yes consistent with VIP Tickets provided
  - Space for own Hospitality Facilities and Services

- **For the production of the Court Personnel Uniform only. Use of the FIVB Beach Volleyball specific Grand Slam composite logo according to the FIVB Brand Guidelines. Right to sell the product on site.**
  - Yes (FIVB World Tour Grand Slams only)
  - Yes (FIVB World Tour Grand Slams only)
B. Definition of Sponsor Categories

Depending on the strategy and preferences of your potential sponsor / supplier / partner, the event organizer may be requested to grant "category exclusivity" as part of the local sponsor agreement. Basically, this means that if one company agrees to sponsor an FIVB event, then that sponsor may not want their competitors to be associated with the event in any way. It is for this reason, that the FIVB has clearly defined "Sponsor Categories" as part of the NF/Promoter Agreement.

Exclusive FIVB Sponsor Categories – The following categories are reserved exclusively for the FIVB and any FIVB sponsors / suppliers / partners:

- Beach volleyball balls;
- Betting and gambling services;
- Beach volleyball nets, antennae, posts, post pads, poles bases, court lines and referee chairs;
- Sports uniforms and apparel;
- Cars and motor vehicles;
- Courier and logistics services;
- Personal care products;
- Time keeping products and services; and
- Game-related technology innovations (e.g. challenge system, statistics, LED panels, etc.).

Protecting the FIVB Exclusive Sponsor Categories – Given that FIVB has reserved clearly-defined sponsor categories, FIVB event organizers have an obligation to protect these categories as part of their NF/Promoter Agreement. Protecting a product category means not engaging into any sort of sponsor / supplier / partner negotiations with companies that offer products and services within these categories.

Benefit of Exclusive Sponsor Categories – Reserving sponsor categories creates direct benefit to the sponsor / supplier / partner, as they would have exclusive affiliation with the FIVB event. The benefit of this exclusivity is that the sponsor / supplier / partner may see more value in being associated with the FIVB event and therefore, offer more cash or value-in-kind in exchange for this exclusivity.

The Role of Exclusive Sponsor Categories in a Global FIVB Sponsorship Approach – While event organizers may understand the positive impact on the local sponsors / suppliers / partners, a question remains about the benefits / disadvantages of FIVB Exclusive Sponsor Categories. As part of developing a stronger, more global FIVB brand, the FIVB is making efforts to help interested sponsors / suppliers / partners see the potential of the creating a sponsorship programme around multiple or all FIVB event properties together. In order to realize the potential of this approach, the FIVB had to reserve select sponsor categories. If the FIVB secures a sponsor(s), all of the FIVB event properties will benefit through reinvestment into the sport, technology, fan experience, etc. If the FIVB does not secure a sponsor, then the FIVB will release the respective category to the event organizer as per the terms defined by the NF/Promoter Agreement.

As the FIVB transitions to a more global approach to sponsorship, the number of FIVB-reserved sponsor categories should remain consistent. The FIVB encourages organizers to continue pursuing opportunities with sponsors / suppliers / partners that fall within the dozens of other product categories still available.

Example of an FIVB Exclusive Supplier that Benefits All Event Organizers – Mikasa (Official Ball Supplier) – Mikasa is the exclusive official ball supplier of all FIVB properties for the 2013-2016 seasons. The Mikasa VLS 300 ball is the designated official ball for all Beach Volleyball World events, including the FIVB Beach Volleyball Senior World Championships, the FIVB World Tour Grand Slam, FIVB Open, as well as, for the Olympic Games.
**C. Evaluation of the Sponsorship Program and Commercial Inventory**

The goal of any sponsorship program is to create a product that is appealing to potential sponsors / suppliers / and that will continue to increase in value over time. As part of the overall sponsorship program, the FIVB and the event organizer should continue to evaluate the “perceived value” of the various commercial inventory items and packages. As technology evolves, venues upgrade and the FIVB innovates, there will continue to be new and exciting items in the commercial inventory that can be exploited. The “value” of the available commercial inventory is constantly in flux, strongly driven by the market demand for the commercial inventory as well. Any opportunity that the FIVB and/or the event organizer can use to enhance the “perceived value” should be captured and exploited to its fullest.

**D. Selling the Commercial Inventory Assigned to the FIVB Event Organizer**

Once the commercial inventory has been evaluated and packaged, the FIVB and / the event organizer commence a sales process with potential sponsors / suppliers / partner. Selling directly to businesses requires a very different approach than selling to potential ticket purchasers. Sponsorship sales are most effective when the proposed “package” is well-aligned with the specific needs of the sponsor / supplier / partner. Understanding their needs may require a lot of due diligence and the development and relationship management over the mid- to long-term. In either case, sponsorship sales requires a customized approach and dedicated effort on a sponsor-by-sponsor basis.

**E. Contractual Delivery of Rights to the Sponsor / Supplier / Partner**

Advertisers / sponsors / suppliers or partners and even the FIVB could all potentially own rights at an FIVB event. As owners of commercial marketing rights, these parties expect their promise of “exposure” to be delivered.

**F. Implementation of Court and Stadium Sponsor Signage**

Court and stadium signage refers to visual signage, either through static boards, rotating boards or digital video monitors, positioned around the court and within the venue, as defined within the NF/ Promoter Agreement. There are a limited number of signage opportunities available, as this is included in the official FIVB Commercial Inventory. To maximize the use of the available signage exposure opportunities and even contribute to an enhanced look and feel of the game, the FIVB has created court layout diagrams to help organizers implement local sponsor signage.
For all court and stadium panels, the following rights and obligations apply:
- Event organizers must adhere to the FIVB standards for panel sizes, system of panels and configurations. Any deviation from these standards requires written authorization from the FIVB, to be requested at least two (2) months before the start of the tournament;
- If and when local advertising laws prevent event organizers from building a second and/or third row of panels, at a minimum, all first-tier panel regulations must be strictly respected and the event organizers must inform the FIVB within due time regarding the above restrictions;
- The number and position of each of the panels reserved for the FIVB and its partners shall not deviate from the official FIVB Beach Volleyball static and rotating board configuration layouts and shall respect the FIVB / event organizer panel ratio. The FIVB may take into consideration other type of systems (i.e., electronic), wherein the same principles for the rotating panels will apply;
- All event organizers who hosted events in previous years will be required to use the panels provided in previous years again in 2013, unless they are inadequate for re-use. Should inadequacy be the case, a quote from the event organizer’s manufacturer must be sent to the FIVB, with pictures proving the poor status of the material, at least two (2) months before the start of the event concerned for the approval. Once the quotation is approved, the panels can then be produced and an invoice related to the payment can be issued and addressed directly to the FIVB partners concerned. Costs should correspond to prices offered in a competitive marketplace. The FIVB and the FIVB sponsors / suppliers / partners shall remain the owners of the materials produced, which will then of course be reused again for following editions of the FIVB Beach Volleyball events. For all new event organizers, the scheme mentioned above will be implemented as well;
- Panels must be printed on heavy, waterproof material that will neither tear nor crease. The banners should not be transparent;
- Panels must be tightly secured against the railing and should not be affected by the wind;
- All event organizers are required to submit a stadium diagram indicating the court panel configurations (including all local and FIVB sponsors) to the FIVB, as well as, an illustration displaying the respective sponsor flags, inflatable displays, scoreboards placement, scorer’s table and any other applicable sponsor elements at least two (2) months in advance of the respective event; and
- It is mandatory to use the FIVB brand elements (found in the FIVB Branding Kit) to create the official look and feel of the venue.

The promoter must also ensure that starting from not less than three (3) days prior to the beginning of the event and all through the event no advertising material or company names and logos other than those installed for FIVB and local sponsors, as specifically approved by the FIVB in writing, shall be made visible on site. Once a layout is approved by the FIVB, additional items can be displayed only upon receiving written authorization from the FIVB. The event organizer must also ensure that access to the site for FIVB officials is unrestricted at least five (5) days prior to the event. The content and placement of the panels must be as per the board configuration diagrams shown in Section 4.7.E – Commercial Marketing Rights > Contractual Delivery of Rights to the Sponsor / Supplier / Partner.

It is important that the key FIVB Partners, Promoters, local sponsors and suppliers are represented and that the overall look and feel of the event is in harmony with the values of Beach Volleyball.
6. Implementation of First-Tier Panels

The following section highlights the specifications and details about panel designation around the center court at all venues. Advertising boards / panels are part of the FIVB Commercial Inventory and proper implementation is critical to maintaining strong relationships with all sponsors / suppliers / partners.

Location and Dimensions of First-Tier Panels – The first-tier panels must be located between 5m and 6m from the court lines. The following specifications for first-tier panels have been defined for all FIVB Beach Volleyball events:
- There may be a maximum of twenty-six (26) standard size panels (including six (6) FIVB partner panels) and four (4) non-standard-sized panels in the time out area surrounding the court. The standard size of the (26) panels is 3.5m long by 1m high; and
- The space between panel # 24 and 25 must give enough room for the scorer’s table and the space between panels # 9 and 10 can be of a maximum of 80cm in order to improve the visibility of these items.

Allocation of First-Tier Panels and Exposure Time – The FIVB has reserved panel # 3, 7, 9, 10, 12 and 16 (each 3.5m long x 1m high) for its partners as follows:
- Mikasa: one (1) panel position # 12;
- Merooj: one (1) panel position # 3;
- Mikasa / Merooj will be visible for 10% of the total allocated time (if video or rotating panels);
- The local sponsors will have the remaining panels in the first row / on-court, including panel # 1, 2, 4, 5, 6, 8, 11, 13, 14, 15, 17 and 18 as well as panel # 19, 20, 21, 22, 23, 24, 25, 26, 27, 28, 29 and 30;

Printed Banners – If no digital or rotating panels are available for implementation at the FIVB event, the FIVB will produce high-quality print banners with sizes and dimensions that correspond with the negotiated commercial rights with each sports / supplier / partner, unless banners were produced the previous year. Production of these printed banners will be at the cost of the event organizer. Below is an example of sample printed banner costs. Please note that these costs could vary region by region based on local market prices.

---

### Sample Quote for the Banner Production Costs

<table>
<thead>
<tr>
<th>Allocated To</th>
<th>Item Description</th>
<th>Location</th>
<th># of Items</th>
<th>Dimensions</th>
<th>Cost Per Item in Euros</th>
<th>Total Cost in Euros (Cost per Item x Number of Items)</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>FIVB Partner 1</strong></td>
<td>banners central court</td>
<td>1st row / tier</td>
<td>3</td>
<td>350x100</td>
<td>66</td>
<td>198</td>
</tr>
<tr>
<td></td>
<td>banners central court</td>
<td>2nd row / tier</td>
<td>2</td>
<td>350x100</td>
<td>66</td>
<td>132</td>
</tr>
<tr>
<td></td>
<td>banners central court</td>
<td>3rd row / tier</td>
<td>4</td>
<td>500x100</td>
<td>110</td>
<td>440</td>
</tr>
<tr>
<td></td>
<td>banners side court</td>
<td>1st row / tier</td>
<td>6</td>
<td>350x100</td>
<td>66</td>
<td>396</td>
</tr>
<tr>
<td></td>
<td><strong>TOTAL</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td><strong>1166</strong></td>
</tr>
<tr>
<td><strong>Mikasa</strong></td>
<td>banners central court</td>
<td>1st row / tier</td>
<td>2</td>
<td>350x100</td>
<td>66</td>
<td>132</td>
</tr>
<tr>
<td></td>
<td>banners central court</td>
<td>2nd row / tier</td>
<td>2</td>
<td>500x100</td>
<td>110</td>
<td>220</td>
</tr>
<tr>
<td></td>
<td>banners central court</td>
<td>3rd row / tier</td>
<td>1</td>
<td>500x100</td>
<td>110</td>
<td>110</td>
</tr>
<tr>
<td></td>
<td><strong>TOTAL</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td><strong>462</strong></td>
</tr>
<tr>
<td><strong>Merooj</strong></td>
<td>banners central court</td>
<td>1st row / tier</td>
<td>1</td>
<td>350x100</td>
<td>66</td>
<td>66</td>
</tr>
<tr>
<td></td>
<td>banners central court</td>
<td>2nd row / tier</td>
<td>2</td>
<td>500x100</td>
<td>110</td>
<td>220</td>
</tr>
<tr>
<td></td>
<td>banners central court</td>
<td>3rd row / tier</td>
<td>2</td>
<td>500x100</td>
<td>110</td>
<td>220</td>
</tr>
<tr>
<td></td>
<td>flags central court</td>
<td>2</td>
<td>100x337</td>
<td>119.5</td>
<td>239</td>
<td></td>
</tr>
<tr>
<td></td>
<td><strong>TOTAL</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td><strong>745</strong></td>
</tr>
</tbody>
</table>
Reminders to Event Organizers –
- It is mandatory for all event organizers to send all the above information to the FIVB Beach Volleyball Department for written approval at least eight (8) weeks in advance of the respective event;
- Event organizers are responsible for all costs related to the panel systems and banner production;
- It is very important that the first row of panels does not obstruct the visibility of the second row of banners; and
- The use of metal barriers with PVC banners mounted on them is strongly discouraged for panels on the side or central courts (due to safety concerns for the players).

Note: Please note that these implementation standards for first-, second- and third-tier panels apply to all courts (primary and side courts) for all FIVB Beach Volleyball events.

H. Implementation of Second-Tier Panels
The following section details panel locations and implementation requirements for panels located above first-tier panels and above the media zone for accredited photographers and TV camera(s), otherwise known as second row or second tier of panels.

Location and Dimensions of Second-Tier Panels – When determining the location of second-tier panels, the placement of the two (2) scoreboards (elevated from the sand by i) 10 cm when placed between the on-court advertising boards or ii) at least 1m), whenever panels are set up in the corners behind the first-tier panels. The goal is to always keep the sponsor panels free from obstruction when viewed from television camera position # 1 to 3. Second-tier panels are only available in Sectors A, B and C. No sponsor panels should be displayed in Sector D, as this area is usually reserved for the VIP tribune and service areas.

The normal total length for panels in the second-tier is a maximum of 25m in Sectors A and C and a maximum of 34m in Sector B. The total length may slightly vary according to the stadium layout, but should not significantly deviate from these measurements. The FIVB and the event organizers will each receive approximately 50% of the allocated advertising space from second-tier panels.

Allocation of Second-Tier Panels and Exposure Time – Specifications for second-tier panel are defined as follows:
- Mikasa has the right to:
  - one (1) 5m long x 1m high panel in Sector A furthest to the right when viewing from the court, above first-tier panel position # 5; and
  - one (1) 5m long x 1m high panel in Sector C furthest to the right when viewing from the court, above first-tier panel position # 18;
- Merooj has the right to:
  - one (1) 5m long x 1m high panel in Sector A furthest to the left when viewing from the court, above first-tier panel position # 1; and
  - one (1) 5m long x 1m high panel in Sector C furthest to the left when viewing from the court, above first-tier panel position # 14;
- The event organizer and the respective local sponsors have the right to use all remaining second-tier panels;
- The FIVB may authorize a rotating panel system for second-tier panels upon request. In the case of rotating panels, the host city panel above the first-tier panels at center court must remain static. During the awarding ceremony, exposure time on all second-tier panel systems must be equally shared among the FIVB and the local sponsors; and
- All second-tier panels should be designed and produced in alignment with the FIVB Branding Guidelines.

Note: Please note that these implementation standards for first-, second- and third-tier panels apply to all courts (primary and side courts) for all FIVB Beach Volleyball events.

I. Implementation of Third-Tier Panels
The following section details panel location and implementation requirements for panels located above the highest row of bleachers or stadium seating, otherwise known as the third row or third tier of panels.

Location and Dimensions of Second-Tier Panels – Third-tier panels are only available in Sectors A, B and C on the upper part of the bleachers. The total length of the third-tier panels varies with the stadium layout. In general, the third-tier panels cannot exceed the length of the bleachers and must be placed at least 1.5m above the last row of bleachers in order to avoid being obstructed by the spectators.

Allocation of Third-Tier Panels and Exposure Time – Specifications for implementation of the third-tier panels include:
- FIVB Partners have the right to:
  - Six (6) third-tier panels 5m long x 1m high, two (2) panels located in Sector A above panel position # 1 and 5, two (2) panels located in Sector B above panel position # 6 and 13 and two (2) panels located in Sector C above panel position # 14 and 18;
- The event organizer and local sponsors have the right to all remaining third-tier panels;
- All third-tier panels should be designed and produced in alignment with the FIVB Branding Guidelines.

Note: Please note that these implementation standards for first-, second- and third-tier panels apply to all courts (primary and side courts) for all FIVB Beach Volleyball events.
J. Implementation of Scoreboards

An FIVB-designated company will provide two (2) electronic scoreboards for use on the main court at all FIVB Open, FIVB World Tour Grand Slam events and at the FIVB World Championships until the gold medal match(es).

Scoreboard Positioning – The two (2) scoreboards must be placed in opposite corners of the main court. These scoreboards must be placed on and elevated by a special platform at ground level near panel position #1 and 30 and 13 and 14 respectively. The scoreboard can be placed between the panels indicated or adjacent to the bleachers, but should not overlap the court panels or obstruct their view under any circumstance. The two (2) scoreboards must be seen by the spectators and by the television cameras situated throughout the venue. The positioning of both scoreboards must be approved by the FIVB prior to the event.

Scoreboard Platform Specifications – The height of the platform for the scoreboards must be between a minimum of 50cm to a maximum of 1m from the sand. The platform itself must be dressed with a banner featuring the FIVB event title and the tournament title, as per the FIVB Branding Kit. No part of the structure’s base material, whether wood, metal or otherwise, should be visible once the banner has been applied. The size and weight of each scoreboard is approximately of 4.2m x 1.9m.

Responsibilities of the FIVB, Organizer and FIVB-Designated Scoreboard Company – The FIVB, in conjunction with the FIVB-designated scoreboard company, is responsible for the shipping logistics, transportation and on-site operation and maintenance of the two (2) official scoreboards, with the assistance of two (2) scoreboard technicians.

The following roles and responsibilities must be respected by all parties listed below:

FIVB-designated scoreboard company is responsible for:
- Providing two (2) scoreboard technicians for each event;
- Providing two (2) scoreboards per event; and
- Paying the costs related to the travel, board and lodging (including breakfast) of the two (2) scoreboard technicians in a 3-star hotel, in two single rooms.

The FIVB is responsible for:
- Providing the FIVB-designated scoreboard company with the names of the FIVB athletes (including any new athletes who have not previously played in this event) in order to allow the company the opportunity to keep their database constantly updated; and
- Providing insurance and handling of all FIVB-designated scoreboard company materials to be used during the events, including set up, take down and packing of such branding material.

Event organizers are responsible for providing the FIVB-designated scoreboard company with:
- The basic feed cables for the two (2) scoreboards. Electrical power supply must be grounded;
- Two (2) separate locations for the two (2) scoreboards (respecting all international security regulations) and the necessary fixing equipment such as a platform or other devices;
- Storage for the fixation of such a platform or other devices;
- A covered and secured storage room of approximately 6m² for all equipment;
- An adequate location sheltered from inclement weather (with air-conditioning) and equipped with a table of 2m x 0.8m to install the equipment i.e. computers, video character generators, etc. and as well as basic feed, with optimum visibility for both technicians to follow the matches in the best possible conditions and thus ensure the correct posting of the information on the two (2) scoreboards and on TV;
- One (1) wired Internet DSL connection dedicated to the FIVB-designated scoreboard company for live scoring;
- Assistance with the booking of single-room accommodations for each of the two (2) technicians and one (1) FIVB-designated scoreboard company representative (as requested) in the “main draw” hotel; and
- Assistance with the set up and take down of the two (2) electronic scoreboards. A minimum of three (3) workers must therefore be provided by the organizer two (2) days before the beginning of each event to one (1) day after the end of the competition in order to ensure the appropriate on-site operations.

Visual Exposure as Part of the Scoreboard Content at all FIVB Beach Volleyball Events – FIVB partners, as well as, local sponsors / suppliers / partners have the opportunity for exposure through the content displayed on the scoreboards before, during and after FIVB Beach Volleyball events. Visual exposure opportunities (illustrated as one cycle that repeats throughout the event) include:
- 6 seconds: FIVB Beach Volleyball Event Title
- 6 seconds: FIVB Partner 1
- 4 seconds: FIVB
- 3 seconds: FIVB Official Apparel Supplier
- 3 seconds: Mikasa
- 3 seconds: www.fivb.org
- 4 seconds: Local sponsor mark or local tournament title
- 3 seconds: Second local sponsor mark or local tournament title
- 3 seconds: Third local sponsor mark or local tournament title
- 2 seconds: FIVB Beach Volleyball Event Title

Event organizers are required to send the FIVB-designated scoreboard company all relevant information regarding the tournament title and local sponsor branding in JPEG format at least one (1) month prior to the start of the event.
K. Implementation of Side Court Scoreboards

One (1) manual scoreboard is required per side court (i.e., not the main court), preferably facing the spectator viewing area. The scoreboards for all side courts must be produced by the event organizer and any costs / resources must be borne by the event organizer (e.g., maintenance costs and related personnel).

Manual Scoreboard Specifications – The manual scoreboard for all FIVB Beach Volleyball events should follow the FIVB Branding Guidelines and specifications noted in this section. There are two (2) different versions of the scoreboard available to event organizers, including a landscape version and a vertical version. Organizers can choose which scoreboard format would best suit the size and layout of the side court venue.

The manual scoreboards should be made from sturdy, well–designed material that can withstand wear-and-tear and inclement weather. Electronic scoreboards on the outside courts may be used, but only if previously authorized the FIVB. Exposure for the FIVB, the event, FIVB partners and local sponsors should follow the same exposure and branding guidelines highlighted for the electronic scoreboards on the main court. Similar to the scoreboards on the main court, electronic scoreboards on side courts should be covered in such a way as to guarantee the safety of players.

For all FIVB World Tour Grand Slam and FIVB Open events with local presenting sponsors, the following elements should be included in the scoreboard display, as per the FIVB Branding Guidelines:
- FIVB Beach Volleyball event title;
- Tournament title presented by (local sponsor);
- FIVB partner marks;
- Local sponsor marks;
- Country names or flags of the two teams competing (readable from 25m– 30m away);
- Team names (readable from 25m– 30m away);
- Current set score (readable from 25m– 30m away);
- Sets won (readable from 25m– 30m away); and
- Color of uniforms to be associated with each of the teams.

L. Flags

The following section describes the flag requirements for FIVB Beach Volleyball event venues. This section should be used in conjunction with the layouts provided in Section 4.7.F – Generic Court Layout.

Specifications for Sponsor / Supplier / Partner Flags – As part of the FIVB Commercial Inventory (Section 4.7.A), the FIVB / FIVB partners require event organizers to implement a minimum 12-15 flags, in addition to the participating country flags. Event organizers should implement flags using the following specifications:

- The event organizer is responsible for providing poles for all flags and setting up flags around the venue following the Generic Court Layout diagram in Section 4.7.F;
- The event organizer must place one (1) FIVB, one (1) EcoFlag and one (1) FIVB Beach Volleyball event flag at center court in the middle of all of the flags located above the main bleachers in Sector B;
- Mikasa has the right to display four (4) flags around the stadium;
- Merooj has the right to display two (2) flags around the stadium;
- All other FIVB partners are permitted three (3) flags each;
- The event organizer is responsible for placing country flags of all participating countries in and around the venue above the bleachers of Sector B in such a way that the country flags do not interfere with the required placement of FIVB sponsor / supplier / partner flags;
- The dimensions of all country flags should be as close as possible to the size of the FIVB and FIVB Beach Volleyball event flags (2m x 1.40 m);
- It is mandatory to place the flags at least 1.5m above the top row of bleachers;
- All FIVB partner / supplier flags should be placed around the stadium in visible and prominent locations, preferably in view of the main TV cameras;
- All flags mentioned in this section will be provided by the FIVB and/or FIVB partner, if the flags from the previous season are no longer usable;
- Event organizers are to use vertical flags (approximately 1m wide x 3.37m high) for the local sponsors in 2013, while the FIVB Beach Volleyball event flag should be a landscape format (2m x 1.40m);
- The event organizer is responsible for displaying all local sponsor flags; and
- All flags should be printed on fabric that will not easily tear.

In the event the FIVB or FIVB partners are not interested in using the flags as part of their commercial inventory exposure opportunities, the FIVB reserves the right to release the flags to the event organizer, so that the rights can be sold to local sponsors.
M. Inflatable Displays

A maximum of four (4) inflatable displays can be placed in the proximity of the main court, at the foot of the bleachers, in each of the four corners of the stadium. These inflatables should not obstruct the TV camera’s line of vision or the spectator’s view of the game. Inflatable displays should avoid inclusion of excessive noise features or movement to the point of distracting players. The displays must be sturdy, safe and well-secured, while also posing no danger or threat to spectators and/or athletes.

For the 2013 Beach Volleyball season, the following applies to the inflatable displays:
- The event organizer and local sponsors are entitled to two (2) inflatable displays, one in the corner of Sectors A and B and one in the corner of Sectors C and D;
- Event organizers are responsible for the production costs, the maintenance and the liability of their local sponsors’ inflatable displays;
- Mikasa is entitled to exhibit one (1) inflatable display at select events, in the corner of Sectors A and D. For the 2013 season, the Mikasa inflatable will be a ball with a diameter of 5m and it will be set up at the following events: Rome (Italy), Long Beach (USA), London (England) and Phuket (Thailand);
- The FIVB may directly negotiate a better position with event organizers to provide Mikasa with maximum television exposure. Should the FIVB or the official ball supplier Mikasa not wish to use the inflatable display, the FIVB still maintains the right to use the space reserved for the Mikasa inflatable for other uses;
- If the stadium configuration does not allow for the Mikasa inflatable to be on the main court, a suitable solution must be found and the Mikasa display can be placed in an agreed position in the village area; and
- Mikasa is responsible for the production and shipment costs of their inflatables, while the event organizers must assist the FIVB in the set-up and tear-down of these items.

N. Official Nets, Side Net Logos and Net Systems

There are a number of items linked to FIVB official nets and net systems that create opportunities for exposure for the FIVB partners and local sponsors. These items are listed as part of the FIVB Commercial Inventory.

When referring to the “net system”, items include the net bands that run along the full length of the net, both top and bottom, the net mesh, the net ends (or the attachments that connect the net to the poles), the poles, as well as, the protective padding around the poles.

The following shall apply for all nets on all courts at each FIVB Beach Volleyball event:
- The FIVB should have three (3) logos on both the upper and lower horizontal bands of the net (for a total of six (6) logos);
- The FIVB / FIVB Partner to bear all costs related to the production and shipment of one (1) new net for the Center Court (10 cm square mesh), while event organizers are responsible for all custom clearance costs, as well as, the cost of printing local sponsor logos on the upper and lower net bands;
- The event organizer is permitted to use all remaining space on the top and lower bands, exceptionally released by the FIVB for the 2013 season;
- FIVB partners are entitled to four (4) logos of approximately 66cm x 18cm in size, placed on the upper net at-tachments of the nets on the main court (the same on all the side courts) and four (4) logos on the net at-tachments on all side courts;
- The event organizer is entitled to four (4) logos of approximately 66cm x 18cm in size, placed on the lower net attachments of the nets on the main court and four (4) logos on the lower net attachments on all side courts; and
- Any brand exposure on the padding around the poles is typically included in the exposure available with the referee chair (Section 4.7.P).

Note: It is important to collect and maintain branded FIVB and FIVB sponsor material after each event, as items – particularly net items – may be reused for future seasons and events.

O. Mikasa VLS 300 Official Beach Volleyball

Mikasa is the official ball supplier for all FIVB Beach Volleyball competitions. The official ball can be recognized by its trademark blue, white, yellow color scheme and VLS 300 imprint on the ball. The FIVB official logo is featured on all VLS 300 beach volleyballs used at FIVB Beach Volleyball events and sold through approved Mikasa retailers worldwide.
P. Referee Chair

The referee chair, in the context of commercial rights, refers to the padding or dressing surrounding or attached to the referee chair on the main court and all side courts at an FIVB Beach Volleyball event. Every event organizer is encouraged to place the tournament logo on the referee chair padding, as per the FIVB Branding Guidelines. Event organizers own full rights to the referee chair, however, are limited to a maximum of two (2) logos on each side of the referee chair.

Q. Beverage Coolers

Beverage coolers (i.e., the containers that hold drinks for athletes / officials) should be located in each athlete time out area, in front of panel #22 and 27 in Sector D. Beverage coolers are mandatory for all courts (main and side courts). The local sponsor has been granted full rights for brand exposure on the beverage coolers. Production costs and implementation are the full responsibility of the event organizer.

R. Umbrellas

The event organizer and local sponsors have the right to brand exposure on the umbrellas placed in the team time out area, in front of panel #22 and 27. The umbrellas must remain closed during all rallies to avoid obstructing the visibility of the TV cameras and spectator view. Umbrellas at the scorers’ table and over television camera crews should follow the same principles listed above.

S. Ball Boy Stands

Ball boy stands refer to the area where ball boys and ball girls sit during rallies, while not collecting game balls. Ball boy stands should be placed in opposite corners of the field-of-play near the electronic scoreboards. Rights to the ball boy stand are granted fully to the event organizer at all FIVB Beach Volleyball events. The size of the ball boy stand should be approximately 35cm in height x 80cm in length and must be a minimum of 5m away from any of the court lines. Detailed designs and layouts for the ball boy stands are available in the FIVB Branding Kit.

T. Scorers’ Table

The scorers’ table refers to the area where the official scorers sit on the opposite side of the court to the referee in center court (on the main and all side courts). The scorers’ table should face the court and should be wrapped in a table cover that clearly displays the event title. The event organizer is permitted to display a local sponsor logo on the scorers’ table. Detailed designs and layouts for the scorers’ table are available in the FIVB Branding Kit.

U. VIP Tribune

Specifications about the VIP Tribune have been defined in each individual NF/Promoter Agreement should be fully respected by the event organizers. In general, however, if local sponsor branding from the VIP Tribune is visible to the television cameras, then branding elements featuring the local sponsor logos (e.g., on the venue dressing, tables, chairs, dishes, decorations, etc.) must be submitted to the FIVB in advance of the event for formal approval.

V. Roof of the VIP Tribune (if existing)

The roof of the VIP Tribune is a key opportunity for event organizers to provide local sponsors with additional exposure. The first and most key element of the roof is to place the FIVB event logo as the most prominent feature. The roof is very visible from aerial shots of the venue and is often shown during television broadcasts by the host broadcasters. This is an excellent opportunity to promote the event overall.

Event organizers have the opportunity to include local sponsor logos, but only through the use of the FIVB-approved tournament composite logos. Alternatively, event organizers can choose to keep the roof unbranded and keep only the tournament logo, as per the FIVB Branding Guidelines.
Event organizers must inform the FIVB four (4) months prior to the start of the event whether the roof of the VIP Tribune will be used to display tournament and/or local sponsor logos. If the event organizer opts to brand the roof of the VIP Tribune, all visual mock-ups from an aerial view of the venue should be submitted to the FIVB for approval.

W. TV Camera Towers / Booms
At some FIVB Beach Volleyball events, host broadcasters and television production companies set up towers and booms on which install the TV cameras. In order to create a uniform look between TV camera towers and booms, it is strongly recommended to dress such structures consistently and as per the FIVB Branding Guidelines.

X. Venue Signage
Venue signage or composite signage refers to a number of items, including, but not limited to:
- Press conference backdrop and mixed zone backdrop;
- Awarding ceremony backdrop;
- Technical meeting backdrops;
- Athletes’ shower backdrop;
- Court assignment billboard;
- Competition bracket / results billboard;
- FIVB partner billboards;
- Local sponsor billboards;
- Venue dressing (upon request);
- On site navigational signage (i.e., to identify the different areas of the venue);
- Street / airport banners;
- Prize money cheque: three (3) cheques will be given to the teams winning the gold, silver and bronze medals; and
- Stadium entrance.

Designs and layouts for many of the above-mentioned items are available as part of the FIVB Branding Guidelines. Additional items can be added, but must follow the guidelines and be proposed to the FIVB for comments and/or approval at least two (2) months in advance of the event. All items must contain the event logo or tournament logo.

Mixed zone backdrops, specifically, can be better exploited by positioning them close to the entrance of the main court. Mixed zone backdrops are most effective when mounted onto portable structures that can be easily moved around the venue / main court for quick post-match interviews and press conferences.

All event organizers are responsible for bearing the production cost of all the above materials.

Y. Spectator Seating / Bleachers
The FIVB and event organizers should do their utmost to equally share the available space integrated into the spectator seating and bleachers.

Z. Video Wall (if existing)
If a video wall exists or is installed for the FIVB Beach Volleyball event on the main court or any side courts, the FIVB has the right to equal air time with event organizer. Both parties are permitted to submit 30-second advertising spots for all sponsors / suppliers / partners, including corporate social responsibility partners such as the United Nations.

AA. Medals for the Awarding Ceremony
FIVB medals for the Awarding Ceremony are designed by the FIVB with the FIVB logo and the event title. The medals are produced by G.D.E. Bertoni in Italy at the cost of the FIVB. Orders for medals are placed by the FIVB and when ready shipped to each event organizer, at the cost of the FIVB, between 60 and 30 days prior to the event.

If you have inquiries about shipment and delivery of the medals, please contact Dr. Losa via email at info@gdebertoni.com.

Consistency, relevancy, vibrancy and a sense of fun bring the brand to life.
4.8 Brand Exposure via Printed Material

For every FIVB Beach Volleyball event, it is mandatory to implement effective local and national promotional plans to target key markets and maximize ticket sales for the duration of the event. Strong collaboration between the FIVB, event organizers and local sponsors is essential.

Promotional materials should be targeted for highly-frequented locations including, but not limited to, airports, shops, sporting goods retailers, health clubs, volleyball clubs, restaurants, bars and hotels, tourist destination, local tourism bureaus, embassies, etc.

Certain printed material can strongly support the promotion of an event, in addition to, creating additional opportunities for FIVB partner and local sponsor exposure. Such printed materials include official tournament programs, official tournament billboards and flyers, FIVB publications, FIVB press releases, event organizer press releases, etc.

A. Official Tournament Program

The following specifications should guide the organizer creation and production of official tournament programs:
- Event organizers must print at least 2,000 copies of the program in English and the preferred local language(s).
- The program must be printed in both English and the preferred local language(s);
- Event organizers are responsible for the production costs of the official tournament programs that may be given away or sold to the public during the tournament;
- Event organizers can retain 100% of the revenue from program sales;
- Event organizers may sell advertising within the program and retain 100% of the revenues, provided the products and services advertised do not conflict with FIVB-reserved categories and do not depict any other sport other than volleyball or beach volleyball;
- The following parties shall be designated one full color page of advertising, free-of-charge, in all official event programs, as well as, access to any additional advertising opportunities that may arise:
  - FIVB Partner 1: back cover or inside front cover
  - Merooj: Anywhere internally in the program
  - Jinling: Anywhere internally in the program
  - Mikasa: anywhere internally in the program
  - FIVB Heroes: anywhere internally in the program (double page)
  - Local sponsors: anywhere internally in the program

The FIVB reserves the right to add 1 full color page of advertising for any FIVB partner added prior to the start of the event. For detailed information about the Official Tournament Program Table of Contents, please refer to Chapter 7 of this handbook.

B. Official Tournament Billboards and Flyers

Production of the official tournament billboards and flyers, in accordance with the FIVB Branding Guidelines, is the responsibility of the event organizer. Each event organizer must display a sufficient number of posters and circulate flyers around the host city and its surroundings. Each billboard should be a minimum of 50cm x 70cm (3500cm²), in full color and include the FIVB-approved visual, as per the FIVB Branding Kit. Larger formats are also highly recommended by the FIVB.

C. FIVB Press Releases

All FIVB partners have the right to display their logos on all FIVB press releases related to the respective FIVB Beach Volleyball event. Press releases from the FIVB should not be altered by event organizers.
4.9 Additional Local Sponsor Exposure / Activation

Section 4.7 – Commercial Marketing Rights describe the commercial marketing rights and any subsequent elements of the FIVB-defined commercial inventory owned by the FIVB. Outside of these inventory items, however, event organizers have a variety of other “inventory” items that could be sold to local sponsors. This section attempts to define and clarify some of the additional opportunities for additional local sponsor exposure, as well as some basic implementation guidelines for each item.

A. Commercial Displays

All local sponsors have the right to set up commercial displays, hospitality tents and fan zones, as desired, at all FIVB Beach Volleyball events. FIVB partners have the right to display one (1) tent in the promotional area at their own cost. The space allocated for each display is approximately 7m x 7m.

B. Point-of-Sale (P.O.S.) Displays

In 2013, Mikasa will set up a point-of-sale display at the following events: Shanghai (CHN), Rome (ITA), Stare Jablonki (POL), Gstaad (SUI), Long Beach (USA), Berlin (GER), London (ENG) and Moscow (RUS). The event organizer must provide Mikasa with allocated space at the venue for exclusive franchise, selling, demonstration and display of rights and facilities. Mikasa (and possibly Merooj) should be granted prominent space for their respective P.O.S. displays in proximity to center court within the venue perimeter. The exact placement of the FIVB partner P.O.S. display must be mutually agreed upon by the FIVB and the event organizers. Event organizers are required to provide the FIVB with a complete detailed venue layout at least eight (8) weeks before the start of the event, in order to allow Mikasa to select the location for their P.O.S. display.

Upon request, event organizers must do their utmost to provide the P.O.S. displays with a power source. The FIVB sponsors will supply all materials and instructions to set up and tear down their own P.O.S. display. Event organizers will be asked to assist by providing three (3) people free of charge for a minimum of four (4) hours for set up and an additional four (4) hours for take down. P.O.S. displays typically require a larger space than the commercial displays set up and operations and may require trucks / cranes / forklifts for loading and unloading of materials.

C. Sponsor Car Display

Should the event organizer wish to set up a car display inside the stadium (e.g., time out areas, bleachers, etc.), the FIVB requires a venue layout (to scale) inclusive of the display specifications, such as the vehicle, the back drop, the size and height of the platform, etc. for approval.

D. Development Activities for Beach Volleyball Fans

All event organizers have to organize, in harmony and in coordination with the event program, one or multiple development activities for Beach Volleyball fans and the public at-large, associated with the FIVB event. Event organizers are encouraged to engage FIVB Heroes and the FIVB athletes. Such development events can create excellent opportunities to attract additional attention to the event, draw crowds, boost ticket sales and give back to the community.

E. Public Address Recognition

FIVB partners, as well as, all local sponsors are entitled to make public announcements regularly throughout the event, in between plays and during timeouts. In addition, event organizers are to air any official jingle developed by FIVB partners (if existing).

F. Local Press Conference

FIVB partners, as well as, all local sponsors are permitted to have a representative attend any local press conferences. Event organizers must ensure that these representatives are invited and catered to during the press conferences. These representatives should be given the opportunity to speak to the press, distribute brochures, respond to question, etc. regarding their association and activities with the event. The interview backdrops and other printed materials (e.g., letterhead, portfolios, etc.) must adhere to the FIVB Branding Guidelines. The items created for local press conferences must be sent to the FIVB at least eight (8) weeks in advance. An invitation to the local press conference must be sent to all FIVB partners a minimum of two (2) weeks prior.
**G. Contests, Giveaways and Prizes**

FIVB partners and local sponsors have the right and are encouraged to create contests, raffles and lotteries for spectators and the public-at-large. Prize and cash giveaways are permitted, but may not include products or services that fall within the FIVB restricted sponsor categories. Some general guidelines for contests and giveaways include:

- Event organizers may sell or distribute products within any of the FIVB sponsor categories, unless authorized in writing by the FIVB and FIVB partners;
- The FIVB reserves the right to refuse giveaway items that give prominence to a local sponsor over the FIVB partners;
- The FIVB and FIVB partners may also give away promotional items directly to spectators and/or VIPs and/or media representatives by coordinating directly with event organizers; and
- The event organizers may create giveaways for press and media representatives as part of the media kit, official program and other relevant materials.

**Note:** Please note that all giveaways, with and without FIVB brand and/or event marks, require FIVB approval.

**H. Merchandising and Promotional Items**

The FIVB encourages event organizers to produce and sell merchandise and promotional items associated with the FIVB event. Merchandising can create an opportunity for event organizers to generate additional revenue, while also promoting the event.

All merchandise and promotional items that claim some sort of affiliation with the FIVB event through FIVB brand elements or event marks (including FIVB Heroes), whether manufactured, distributed or sold, require the explicit written permission from the FIVB. Any items produced without prior written consent may be seized and destroyed at the discretion of the FIVB.

**Sample Products** – Merchandise that could be sold / distributed at FIVB Beach Volleyball events include floppy cricket hats, visors, beach towels, sport towels, windbreakers, backpacks, key rings, phone charms / cases, souvenir pins, thunder sticks, peaked cap, men’s T-shirts, women’s T-shirts, tattoos, sports bags, long sleeve T-shirts, water bottle, beach shorts, tank tops, bikini tops and bottoms, sunglasses, bandanas, sun shades / umbrellas, seat cushions, lawn chairs, beach blankets, etc.

**New Product Proposals** – In the event that the event organizer wishes to create one or more new merchandising or promotional products (i.e., products that do not appear in the FIVB Style Guide), the event organizer must submit the illustrative artwork showing the proposed design and all other parameters of the new product to the FIVB for approval at least thirty (30) days prior to the planned production.

**I. Mascots**

The FIVB encourages all event organizers to create a mascot to reflect the national / local culture that can help contribute the overall look, feel and atmosphere of the event, including fan experience and entertainment. The mascot should entertain spectators, while simultaneously not interfering with the game. All mascot concepts and designs should be submitted to the FIVB via email at tv.marketing@fivb.org and should be simultaneously authorized by the FIVB in cooperation with its Technical Supervisor and Referee Delegate on-site.
J. Player’s Awards and Galas

All event organizers must provide an award / trophy for each athlete from the three (3) top-ranked teams from each gender’s event. The FIVB will produce medals for the winning teams and an award / trophy for the best men’s and women’s teams of the final ranking. The FIVB and the event organizers have the right to create and administer a player’s award, such as the “Fair Play Trophy” award, for each event.

K. Official FIVB Website and World Ranking Title Association

All FIVB partners shall receive recognition on the official FIVB Beach Volleyball website in the dedicated section for each FIVB property. Furthermore, FIVB Partners, such as Mikasa, Merooj and Jinling, are granted logo exposure on the official FIVB Beach Volleyball World Ranking, published regularly on the FIVB website.

L. Event Organizer’s Website

Prior to tickets going on sale and to the first event in the FIVB Beach Volleyball calendar, organizers are encouraged to set up and maintain a website to promote the FIVB event. Event website templates have been created by the FIVB and are featured as part of the FIVB Branding Kit.

Event websites should include:
- All key information about the event;
- Pictures from past editions of the event;
- Media Section with accreditation form;
- Accommodation list / options;
- VIP packages;
- Complete calendar and overview of the FIVB Volleyball event;
- Venue plan, maps and transportation links;
- Event program, including side events, development events and entertainment;
- TV broadcasting schedule;
- FIVB partner / local sponsor logos and website links; and
- Relevant links to FIVB Homepage, FIVB Beach Volleyball Homepage, FIVB Heroes, etc.

M. FIVB Fan Zones (On-Site)

An FIVB fan zone (on-site) can be defined as a hub of fan activity on-site within or in immediate proximity to the event venue. This zone should be an area where fans can interact with players or engage in the sport (through interactive displays, knowledge, etc.). The concept of the fan zone can be expanded to include a leisure / relaxing area where fans, athletes, partners and the media can eat, drink and unwind.

4.10 Hospitality

The FIVB and event organizers have created a number of additional opportunities to attract and cater to a larger target market. The addition of hospitality services such as special designated zones, catering and beverage service, lounge venues, side events and activities, etc. has not only strengthened the overall image and brand of FIVB events, but created additional sources of revenue and sponsorship activation opportunities for event organizers.

The hospitality packages offered at FIVB events have been vital to attracting local authorities, politicians, CEO of companies, movie stars, singers, sport celebrities and sponsors’ clients, in addition to providing an opportunity for organizers and the FIVB to strengthen their relationships with these key stakeholder groups. The FIVB, in collaboration with event organizers, have the option of creating VIP packages inclusive of several FIVB events.

A. VIP Packages

Event organizers must provide the FIVB partners with VIP accreditations (as specified below), granting access to all VIP stands at all FIVB Beach Volleyball events, as well as, to any side / VIP events that might be organized by the event organizers free of charge.

Accreditation counts for FIVB partners include:
- Ten (10) daily VIP all-access accreditation passes (including parking) to all FIVB Open events;
- Twelve (12) daily VIP all-access accreditation passes (including parking) to all FIVB World Tour Grand Slam events;
- Twenty (20) seats in the general grand stand area for every FIVB Beach Volleyball event; and
- FIVB partners have the right to purchase additional tickets ahead of public sales.

Accreditation counts for the FIVB include:
- Up to ten (10) VIP all-access accreditation to each FIVB Open event;
- Up to five (5) VIP all-access accreditation to each FIVB World Tour Grand Slam event; and
- Twenty (20) seats in the general grand stand area.

For the exact VIP all-access accreditation and First Class ticket count please refer to the Rights Matrix on page 118-121.

Any requests for VIP all-access accreditations and First Class Tickets should be received at least four (4) weeks before the event concerned.

Event organizers must also supply the FIVB up to 20 parking passes per event where applicable. FIVB officials assigned to the event will receive additional accreditation with access to the working areas related to their respective responsibilities. The FIVB President and spouse, the FIVB TV & Marketing Director as well as the FIVB Beach Volleyball Director shall also receive additional VIP all-access accreditation. In the case that these FIVB officials are not available or present at the event, the FIVB can ask for these VIP all-access accreditations to be attributed to other representatives of the FIVB.
4.11 Uniforms and Official Sports Apparel

This section provides specifications for uniforms and accessories including the color, style, quantity, fabric and permitted branding that should be respected by athletes, event organizers and Merooj, FIVB’s official apparel supplier. This section also outlines the procedure for ordering and receiving apparel.

1. General Regulations for Uniforms and Apparel

The FIVB maintains a strong emphasis on the production of Beach Volleyball uniforms and accessories in order to better contribute to helping athletes to increase their performance, as well as ensuring an attractive and coherent look at all FIVB events and giving branding opportunities to the Promoters. With this in mind, the FIVB has contracted Merooj Inc as the new FIVB Official Supplier of Beach Volleyball apparel for the 2013 season. This Iranian company based in Tehran and California will supply the FIVB uniforms for the 2013 FIVB World Championships, FIVB World Tour Grand Slam and FIVB Open events in line with FIVB requirements as outlined below.

<table>
<thead>
<tr>
<th>CATEGORY</th>
<th>FIVB Beach Volleyball World Championships</th>
<th>FIVB World Tour</th>
<th>FIVB Open</th>
</tr>
</thead>
<tbody>
<tr>
<td>Athlete Uniforms (Tops Only)</td>
<td>YES</td>
<td>YES</td>
<td>OPTIONAL</td>
</tr>
<tr>
<td>FIVB Delegates</td>
<td>YES</td>
<td>YES</td>
<td>YES</td>
</tr>
<tr>
<td>Referees</td>
<td>YES</td>
<td>YES</td>
<td>YES</td>
</tr>
<tr>
<td>Line Judges / Scorers</td>
<td>YES</td>
<td>YES</td>
<td>NO</td>
</tr>
<tr>
<td>Court Personnel</td>
<td>YES</td>
<td>YES</td>
<td>NO</td>
</tr>
<tr>
<td>Organizational Staff</td>
<td>YES</td>
<td>YES</td>
<td>NO</td>
</tr>
</tbody>
</table>

**Brand Placement** – The following items must appear on the uniforms where applicable as per the layouts on pages 141-146:
- Uniform supplier logo (Merooj)
- FIVB and event logo (where applicable)
- Promoter’s sponsor(s) and tournament title (where applicable)
- Players numbers (1 or 2) and country code.
- Promoters are responsible for printing local sponsors’ logos on all relevant uniforms and must cover this cost.
Merooj is responsible for printing all FIVB Partner and event logos on all relevant uniforms.

**Uniform Sizes and Ordering** – The FIVB shall provide the apparel sizes for the FIVB Delegates and referees (appointed by the FIVB) and the FIVB to Merooj. For the sizes and quantities of apparel for line judges / scorers, organizational staff and court personnel for the FIVB Beach Volleyball World Championships and the FIVB Beach Volleyball World Tour Grand Slams, event organizers should complete the apparel order form provided by the FIVB by the date specified. If the sizes and quantities from the organizers are not received by the established deadline, the FIVB will send materials with standard sizes and quantities. All order forms will be accompanied by a size chart to help the event organizers determine Merooj apparel sizing for accurate orders.

Before the start of the season, each event organizer will receive the following:
- Order forms for the collection of sizes of all uniform items for the uniform categories concerned;
- Artwork providing details on style, branding and uniform colors offered by Merooj; and
- A size chart of Merooj’s apparel offering.

For the FIVB Beach Volleyball events, where Merooj materials are not provided, organizers must respect the same or similar color choices as the Merooj materials in order to create a consistent look and feel for all FIVB Beach Volleyball events, while allowing the organizer to engage other suppliers for the uniform category(ies).

**2. Line Judges / Scorers, Court Personnel and Organizational Staff**

For the FIVB Beach Volleyball World Championships and the FIVB Beach Volleyball World Tour Grand Slam events, Merooj will provide uniforms for line judges / scorers, court personnel and organizational staff. For the FIVB Beach Volleyball Open events, organizers will have the opportunity to work with a local supplier of their choice or to order uniforms through the FIVB official supplier for the line judges / scorers, court personnel and organizational staff.

**Apparel Guidelines** – The following apparel guidelines apply for line judges / scorers, court personnel and organizational staff. Please refer to the layouts on pages 141-142 for more information on sizes and positions.
- One (1) FIVB partner logo printed by Merooj;
- One (1) FIVB Beach Volleyball event logo on polo shirts / t-shirts, sweatshirts and windbreakers printed by Merooj;
- One (1) Merooj logo on each item printed by Merooj;
- Two (2) local sponsor logos (maximum 300cm²) printed by the organizer on the uniform items concerned as per the layouts on pages 141-142;
- One (1) tournament title can be printed (as per the FIVB Branding Guidelines) by the organizer on the sleeves of the court personnel and organizational staff uniforms.

Organizers may purchase additional quantities of the above uniform items for medical staff, security personnel, dancers and other staff. The space for the FIVB partner logo on all above mentioned uniforms is reserved for the FIVB and may be released only upon request of the Promoter.

**Additional Clothing for Inclement Weather** – For organizers of events in countries with severe weather conditions and low temperatures, additional items may be available for purchase. One (1) FIVB partner logo and the FIVB Beach Volleyball event logo must be printed on all Polo shirts / T-shirts / rain jackets / over-clothes for the above mentioned individuals at the organizer’s cost as per the layouts on pages 141-142. Event organizers must be aware that whenever they recruit more volunteers than required for their events, they are then responsible for ordering additional material and for bearing all related costs.

**Shipment Obligations** – For the FIVB Beach Volleyball World Championships / FIVB Beach Volleyball World Tour Grand Slams, Merooj is responsible for the shipment and safe delivery of all uniforms as designated in the FIVB Beach Volleyball events Master Plan. All shipment costs will be borne by the FIVB, however the customs clearance and import taxes shall be borne by the organizer in full.

For the FIVB Open events, the shipment costs for the athletes’ tops, FIVB Delegates and Referees uniforms (see section 4) shall be borne by the FIVB and all other charges including import taxes and customs costs shall be borne by the Promoter. All shipment, delivery, import
and customs charges for all other uniforms (see section 4) shall be borne by the Promoter. If additional uniform items are ordered through Merooj following the price list provided by the FIVB, the shipment method and costs shall be communicated by Merooj to the organizer and agreed upon by both parties. The Promoter will be responsible for paying all associated costs including import taxes and customs charges.

Merooj should deliver all materials (as per standard allotment) to each organizer at least four (4) weeks before the start of the event.

- A list of materials will always accompany the shipped boxes so it will be easy to check and implement a correct distribution before the start of the event.
- Promoters are required to print the brandings in accordance with the FIVB uniform regulations and to distribute them to all persons concerned in due time before the start of each event.

It is recommended that promoters do not print any local sponsors’ names or logos and/or any advertising on the professional photographers’ vest, with the exception of the FIVB Beach Volleyball event’s logo and tournament title.

3. FIVB Delegates & Referees

Merooj will provide one set including the following materials for FIVB Delegates for all events (Technical Supervisors, Referee Delegates, TV Coordinators, Media Operations Delegates, Medical Delegates, Marketing Delegate, Assistant Referee Delegate, Photographer and highlights TV Crew):

<table>
<thead>
<tr>
<th>FIVB DELEGATES</th>
<th>REFEREES</th>
</tr>
</thead>
<tbody>
<tr>
<td>Polo shirt</td>
<td>4</td>
</tr>
<tr>
<td>Windbreaker</td>
<td>1</td>
</tr>
<tr>
<td>Sweat shirt</td>
<td>1</td>
</tr>
<tr>
<td>Cap</td>
<td>2</td>
</tr>
<tr>
<td>Shorts</td>
<td>2</td>
</tr>
<tr>
<td>Trousers</td>
<td>1</td>
</tr>
<tr>
<td>Shoes (pair)</td>
<td>1</td>
</tr>
<tr>
<td>Bag pack</td>
<td>1</td>
</tr>
</tbody>
</table>

Merooj items must be worn by the above FIVB Delegates at the venue during the entire duration of the event and during any associated official competition activities. During the Preliminary Inquiry and Technical Meetings, the official Polo shirt is mandatory and must be worn with Merooj pants. Merooj will ship the materials in a dedicated box to the shipment address of the promoter of the first event of the season where the delegates will be assigned. For official dinners, cocktail engagements, press meetings / conferences and/or whenever requested by protocol, the FIVB Delegates must wear business / professional attire, i.e., shirt, tie and sports jacket.

4. Athlete Uniforms

Merooj will provide the following materials for FIVB athletes:

<table>
<thead>
<tr>
<th>FIVB World Tour Grand Slam</th>
<th>WT*</th>
<th>MT*</th>
</tr>
</thead>
<tbody>
<tr>
<td>FIVB World Championships</td>
<td>500</td>
<td>500</td>
</tr>
</tbody>
</table>

* WT = Women’s Tops (Pieces), MT = Men’s Tops (Pieces)

The official FIVB Beach Volleyball men’s uniform for all FIVB Beach Volleyball events consists of:
- tank top and shorts AND eventual accessories
- The official FIVB Beach Volleyball women’s uniform for all FIVB Beach Volleyball events consists of:
- tops and bikini bottoms AND eventual accessories

Promoters must distribute the above material to the athletes during the Technical Meetings and during the event. All men’s and women’s uniforms must correspond to the standards indicated hereunder. According to the Olympic Charter, religious, political and racial messages are strictly forbidden on athlete uniforms.

Promoters of FIVB Open events have two options regarding the athlete uniforms:
Option 1: The FIVB will release this category to the promoter for all uniform categories.
Option 2: The FIVB will supply for free the athletes, FIVB Delegates and Referees uniforms through its supplier, Merooj.

The Promoter will then be responsible for supplying all remaining uniforms, i.e. line judges, scorers, court personnel and organizational staff, either through a local supplier or through the FIVB’s supplier Merooj.

For shipment information please see the shipment obligations section above.

5. Men’s Tank Top / Women’s Top

- Style

The style of the tank tops / tops must be in accordance with the diagrams displayed in this chapter.

The men’s tank tops must fit closely to the body and must be sleeveless, respecting the space for the required brandings. The women’s top (a crop top design) must fit closely the body as well and the design must be with deep cutaway armholes at the back, always respecting the space for the required brandings.

- Fabric

Tank tops / tops must be made of elastic material, preferably of “lycra®” or a combination of “lycra® / cotton” or other similar good quality synthetic material. Due to severe weather conditions that may be faced by athletes during the competition, the fabric must be breathable.
2013 FIVB Beach Volleyball World Tour Grand Slam Events and FIVB Beach Volleyball Senior World Championships - Uniforms quantities

<table>
<thead>
<tr>
<th>#</th>
<th>Event</th>
<th>Dates</th>
<th>Line Judges</th>
<th>Court Personnel</th>
<th>Organizational Staff</th>
<th>Athletes’ tops</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td>Polo Shirts</td>
<td>Shorts</td>
<td>Baseball Cap</td>
<td>Wind Breakers</td>
</tr>
<tr>
<td>1</td>
<td>Shanghai (CHN)</td>
<td>30 April - 5 May</td>
<td>72</td>
<td>72</td>
<td>36</td>
<td>36</td>
</tr>
<tr>
<td>2</td>
<td>The Hague (NED)</td>
<td>11-16 June</td>
<td>72</td>
<td>72</td>
<td>36</td>
<td>36</td>
</tr>
<tr>
<td>3</td>
<td>Rome (ITA)</td>
<td>18-23 June</td>
<td>72</td>
<td>72</td>
<td>36</td>
<td>36</td>
</tr>
<tr>
<td>4</td>
<td>Gstaad (SUI)</td>
<td>9-14 July</td>
<td>72</td>
<td>72</td>
<td>36</td>
<td>36</td>
</tr>
<tr>
<td>5</td>
<td>Long Beach (USA)</td>
<td>23-28 July</td>
<td>72</td>
<td>72</td>
<td>36</td>
<td></td>
</tr>
<tr>
<td>6</td>
<td>Berlin (GER)</td>
<td>7-11 August</td>
<td>72</td>
<td>72</td>
<td>36</td>
<td>36</td>
</tr>
<tr>
<td>7</td>
<td>Moscow (RUS)</td>
<td>21-25 August</td>
<td>72</td>
<td>72</td>
<td>36</td>
<td>36</td>
</tr>
<tr>
<td>8</td>
<td>Beijing (CHN)</td>
<td>2-6 October</td>
<td>72</td>
<td>72</td>
<td>36</td>
<td>36</td>
</tr>
<tr>
<td>9</td>
<td>Sao Paulo (BRA)</td>
<td>9-13 October</td>
<td>72</td>
<td>72</td>
<td>36</td>
<td>-</td>
</tr>
<tr>
<td>10</td>
<td>Stare Jablonie (POL)</td>
<td>1-7 July</td>
<td>82</td>
<td>82</td>
<td>46</td>
<td>46</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>730</td>
<td>730</td>
<td>370</td>
<td>298</td>
</tr>
</tbody>
</table>

FIVB Delegates (once a year)

<table>
<thead>
<tr>
<th>Polo shirts</th>
<th>Pieces per persons</th>
<th>Persons</th>
<th>Pieces</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>4</td>
<td>65</td>
<td>260</td>
</tr>
<tr>
<td>Shorts</td>
<td>2</td>
<td>65</td>
<td>130</td>
</tr>
<tr>
<td>Baseball caps</td>
<td>2</td>
<td>65</td>
<td>130</td>
</tr>
<tr>
<td>Wind Breakers</td>
<td>1</td>
<td>65</td>
<td>65</td>
</tr>
<tr>
<td>Trousers</td>
<td>1</td>
<td>65</td>
<td>65</td>
</tr>
<tr>
<td>Sweatshirts</td>
<td>1</td>
<td>65</td>
<td>65</td>
</tr>
<tr>
<td>Shoes</td>
<td>1</td>
<td>65</td>
<td>65</td>
</tr>
<tr>
<td>Bags</td>
<td>1</td>
<td>65</td>
<td>65</td>
</tr>
<tr>
<td>TOTAL</td>
<td></td>
<td>845</td>
<td></td>
</tr>
</tbody>
</table>

Referees (once a year)

<table>
<thead>
<tr>
<th>Polo shirts</th>
<th>Pieces per persons</th>
<th>Persons</th>
<th>Pieces</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>4</td>
<td>1%</td>
<td>784</td>
</tr>
<tr>
<td>Shorts</td>
<td>2</td>
<td>1%</td>
<td>392</td>
</tr>
<tr>
<td>Baseball caps</td>
<td>2</td>
<td>1%</td>
<td>392</td>
</tr>
<tr>
<td>Wind Breakers</td>
<td>1</td>
<td>1%</td>
<td>196</td>
</tr>
<tr>
<td>Trousers</td>
<td>1</td>
<td>1%</td>
<td>196</td>
</tr>
<tr>
<td>Sweatshirts</td>
<td>1</td>
<td>1%</td>
<td>196</td>
</tr>
<tr>
<td>Shoes</td>
<td>1</td>
<td>0%</td>
<td>0</td>
</tr>
<tr>
<td>Bags</td>
<td>1</td>
<td>0%</td>
<td>0</td>
</tr>
<tr>
<td>TOTAL</td>
<td></td>
<td>196</td>
<td>2156</td>
</tr>
</tbody>
</table>
Referees

Note:
The FIVB has the right to display an FIVB Partner logo on all uniforms as indicated in the layouts on the following pages, however, in 2013, this space will not be exploited by the FIVB.

Line Judges / Scorers
Organization Staff

FOLO SHIRT
(Green × Black × Charcoal Gray)

Tournament Title

FIVB Partner 1 - Logo
3.7 × 12 cm

MESH CAP
(Black × White)

FIVB Partner 1 - Logo
3 × 10 cm

Tournament Title

PROMOTER SPONSOR

PROMOTER SPONSOR

Promoter’s Sponsor
1000 ml

PROMOTER SPONSOR

Promoter’s Sponsor
500 ml

TOURNAMENT TITLE

TOURNAMENT TITLE

Tournament Title

Court Personnel

SHIRTS
(Charcoal Gray × Green)

TROUSERS
(Black × Green)

WIND BREAKER
(Black × Green)

Tournament Title

FIVB Partner 1 - Logo
3.7 × 12 cm

Tournament Title

FIVB Partner 1 - Logo
3.7 × 12 cm

FIVB Partner 1 - Logo
3.7 × 12 cm

Tournament Title

PROMOTER SPONSOR

PROMOTER SPONSOR

Promoter’s Sponsor
1000 ml

PROMOTER SPONSOR

Promoter’s Sponsor
500 ml

TOURNAMENT TITLE

TOURNAMENT TITLE

TOURNAMENT TITLE

PROMOTER SPONSOR

PROMOTER SPONSOR

Promoter’s Sponsor
500 ml

TOURNAMENT TITLE

TOURNAMENT TITLE

TOURNAMENT TITLE
Organization staff and court personnel at the 2012 Grand Slam in Stare Jablonki

Referee Damien Searle tossing the coin at the 2012 Open in Brasilia
FIVB Beach Volleyball Women’s Uniform

Note: The top provided by the promoter can be worn on top of a one-piece women’s bathing suit.

FIVB Beach Volleyball Men’s Uniform

See negotiations.
Additional options for women’s uniforms

In order to allow for players’ to religious and/or cultural beliefs, women’s athletes can choose from the following uniform layouts:

**LONG SLEEVED WOMEN’S TOP FRONT VIEW**

- Top Length approx. 47cm
- Collar Length approx. 4cm
- 3/4 sleeve

**LONG SLEEVED WOMEN’S TOP BACK VIEW**

- Note: The players’ tops supplied by the Promoter must be worn over the top

**WOMEN’S PANTS FRONT VIEW**

- Pants Length approx. 90cm
- Waistband Width approx. 6-7cm

**WOMEN’S PANTS BACK VIEW**

**SHORT SLEEVED WOMEN’S TOP FRONT VIEW**

- Top Length approx. 47cm
- Neck Line depth (Front) approx. 12cm
- Neck Line depth (Back) approx. 8cm
- Shoulder Width approx. 9-10cm

**SHORT SLEEVED WOMEN’S TOP BACK VIEW**

**WOMEN’S SHORTS FRONT VIEW**

- Shorts Total Length approx. 47cm (from waistband)
- Shorts Length approx. 5cm above knee
- Waistband Width approx. 6-7cm

**WOMEN’S SHORTS BACK VIEW**

**Note:**

The athletes are required to submit to the Technical Supervisor during the Preliminary Inquiry the above uniforms for his/her approval.
Additional options for women’s uniforms (Cont.)

**SLEEVELESS WOMEN’S TOP - FRONT VIEW**

Top Length approx. 47cm (waist level)
Neck Line depth (Front) approx. 12cm
Neck Line depth (Back) approx. 8cm
Shoulder Width approx. 5-6cm

**SLEEVELESS WOMEN’S TOP BACK VIEW**

Note:
The players’ tops supplied by the Promoter must be worn over the top

**WOMEN’S SHORTS FRONT VIEW**

Shorts Total Length approx. 28-28cm (from waistband)
Shorts Length approx. 26cm above knee
Waistband Width approx. 6-7cm

**WOMEN’S SHORTS BACK VIEW**

**WOMEN’S CAP FRONT VIEW**

**WOMEN’S CAP BACK VIEW**

Note:
The athletes are required to submit to the Technical Supervisor during the Preliminary Inquiry the above uniforms for his/her approval.
Athlete nicknames

Athletes are authorized to have personal sponsor’s logos on the tops (25.5cm² max).

– Colour

Tank tops / tops will be of bright and light colours (red, blue, yellow, green and white) to represent the colours of the flags of the nations of the top ranked athletes.

– Brandings

– Promoter sponsor logos

The Promoter’s sponsor logo A can be printed on the front of the men’s tank tops (300cm² max) and on the front of the women’s tops (90cm² max).

The Promoter’s sponsor logo B can be printed on the front of the men’s tank tops (72cm² max) and on the front of the women’s tops (25.5cm² max).

– FIVB Partner logo

The FIVB Partner logo (300 cm² max for the men’s tank tops and 56cm² max for the women’s tops) must be printed in original colour on the tank tops / tops.

= The FIVB Partner logo space on the back of the athletes’ tops has been released to the Promoter for the 2013 season only. Please see the athlete’s uniform section of the Rights Matrix on page 120.

– Merooj logo

The Merooj logo is printed on the front of the tank tops / tops and must not exceed 20cm².

– FIVB Athlete’s number

The FIVB athletes’ number (of approximately 8cm x 6cm for the men’s tank tops and 5.5cm x 2.5cm for the women’s tops) must be placed on the front and on the back. This information must be printed in a colour contrasting with the colour of the tank top / top (i.e. light on a dark tank top / top, and vice versa). Please refer to the layout where the FIVB letters should be filled in with colour (either white or black).

– Country Code

Promoters must print the 3-letter international country code on the front and back of both the men’s and women’s tank tops / tops. While the country code letters on the men’s tank tops must be printed on a total surface of approximately 12cm (height) x 8cm (width), the country code letters on the women’s tops should be of approximately 3cm (height) x 6cm (width).

It is not required to print the country code on the tank tops / tops for the qualification tournament. It is however compulsory for promoters to print the FIVB number on all qualifiers’ uniforms. Promoters can also print the country flag instead of the country code on athlete’s tank tops / tops on the allocated surface. It is also strongly recommended to print the athletes’ names on the back of the men’s and women’s shorts and bottoms (although this may need some adjustment in order to accommodate the brandings on the women’s top).

– Athlete nicknames

Nicknames printed on shorts / briefs should be agreed between the FIVB and the athletes concerned by the beginning of each season at least 30 days before the start of the first event and must remain consistent with the information displayed on the scoreboards, TV graphics, announcements, bulletin, results, etc. for the entire season. It is not mandatory to print the Team name or nickname on the women’s briefs.

6. Athletes’ Rights and Obligations

– Athletes must wear the official tank top / top provided by promoters at all times, during a match, on the field of play, during warm-up sessions, during post-match interviews, during the awarding ceremony as well as during press conferences. During the awarding ceremony, athletes are not authorized to have any additional accessories such as sponsor’s flags, towels, etc., that may obstruct the visibility of the tank top / top.

– Athletes can neither alter nor cover the identification of the official FIVB or promoter’s sponsors on the tank tops / tops.

– Men and women athletes must provide their own shorts and bikini bottoms or one-piece bathing suits. Team members must wear identical shorts / bikini bottoms (or one piece bathing suits).

– Men athletes must wear shorts as per the diagram on page 144.

– The athlete shorts must not be baggy. For all athletes the bottom of the shorts must be a minimum of 10cm above the top of the knee cap. The FIVB through its Technical Supervisors (helped by the Officials) shall strictly implement such a rule applying a fine (from USD 250 for each match in the qualification and preliminary phase up to USD 2,000 for each match starting from the quarter final onwards) in case of non-compliance the athletes. On the competition area this rule must be respected all time during warm up, match protocol, awarding ceremony, etc.

– The FIVB may decide at any time to go back to the previous rule (minimum 20cm) in the case of non-compliance with the above rule.

– Women athletes must wear bikini bottoms that are in accordance with the diagram, be a close fit and be cut on an upward angle toward the top of the leg. The side width must be of a maximum of 7cm. The bottoms must be made of elastic material, preferably of Lycra® or a combination of Lycra® / cotton or any other similar quality synthetic material.

– Athletes are authorized to have personal sponsor’s logos (including manufacturer) on their shorts / bottoms located in any position and of any size. There is no limitation in the number of sponsors to be displayed on the shorts / briefs. Women’s athletes may also display 1 additional sponsor’s logo either on their lower back or on one shoulder by means of a temporary tattoo (for more information please see point 7).
Athletes are required to print their name, nickname (see graph) or team name on their shorts / bottoms (or one-piece bathing suits). The athlete’s name must correspond with the international athlete’s identification (team name used for the BVIS, rankings, on scoreboards, TV graphics, etc.) and be written in Latin letters (between 5cm and 8cm high and 1cm-1.5cm wide). They must be visible for the audience as well as for TV.

If required, athletes must also cooperate with the FIVB in the collection of the information related to the sizes of their tops / tank tops in order for the FIVB’s supplier to provide them with the exact size. The FIVB’s supplier will then communicate, via the FIVB, the chosen colours for the tops / tank tops in order to allow the athletes to eventually coordinate the colours of their briefs / shorts accordingly.

Athletes cannot print on their uniforms religious and/or political statements as well as any logos/symbols pertaining to organizations other than their National Federations.

Upon the request of the FIVB Technical Supervisor, athletes must submit their own shorts / bottoms (or one-piece bathing suits) for approval during the Preliminary Inquiry. After the Preliminary Inquiry, and unless specifically authorized in writing by the FIVB Technical Supervisor and the promoter, athletes are neither allowed to include any new sponsors’ logo / name on their shorts / bottoms (or one–piece bathing suit) nor enter into any agreements with companies wishing to sign with them at the last minute.

### Cold temperature and pouring rain conditions

For events where the temperature is expected to fall below 15°C and during severe weather conditions athletes are permitted to wear uniforms composed of a close-fitting t-shirt with long or short sleeves and, long tight pants (down to the ankle and not to the knees). These must be consistent in style, length and colour for both athletes in the team and must follow the same marketing rules as for the athletes’ shorts and briefs regardless of size and position. The Technical Supervisor will be ultimately responsible for allowing athletes to wear these special uniforms whenever deemed necessary and after consultation with the official medical staff. For the men’s cold weather shirt and pants, no sponsors (72 cm²) are permitted. Men are required to wear their shorts over the long pants. Women athletes (not wearing their briefs on top) may display their sponsors’ logos according to the aforementioned requirements.

### Athlete interviews policy

Athletes must wear their official tops immediately after a match at all times inside the venue for interviews. A fine of USD 300 will be applied only if an athlete does not wear his/her top for the compulsory post-match interviews.

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**7. Athlete Accessories**

Athletes are authorized to use the following accessories:

- visor / cap / hat / head band.
- sunglasses.
- therapeutic support braces for knee / elbow (with approval of the Technical Supervisor).
- one (1) watch.

A total of 3 items can be used as follows:

- Temporary tattoos (max 10cm width) or armbands (max 10cm width).

OR

- a combination of the two, may be worn, but only one item on each arm.

In addition to this a further temporary tattoo (max 20 cm²) can be worn on any other part of the body (not including the arms). Tattoos and armbands may be of different sponsors and of any category.

- Footwear and/or athletic socks (with the approval of the Referee).

Athletes are responsible for providing their own accessories. There are no limitations concerning the position and size of sponsor logos on players’ shorts / briefs and headgear. For the remaining accessories, the players are allowed to display a maximum of 2 sponsors (72 cm² each) plus the manufacturer’s logo. Upon the FIVB Technical Supervisor’s request, athletes must submit all accessories for approval during the Preliminary Inquiry. After the Preliminary Inquiry, and unless specifically authorized in writing by the FIVB Technical Supervisor and the promoter, athletes are neither allowed to include new sponsor logos / names on their accessories nor enter into any agreements with any companies wishing to sign a last minute deal. Promoters may provide towels for all main draw athletes and court personnel (ball boys) should they wish.

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**Alternative Women’s Uniform Worn by Slukova and Kolocova (CZE) at FIVB World Tour Open 2011 in Aland, Finland**

**72 cm²**

- Manufacturer’s Logo
- Athlete Sponsor(s)

**20 cm²**

- Athlete Sponsor(s)
- Manufacturer’s Logo