

CEV Champions League Volley Final Four

Host the most prestigious volleyball club competition in the world!



Be part of the Best Club Competition in the World

The CEV Champions League Volley Final Four is Europe's premier club volleyball competition, featuring the world's top men's and women's teams in a high-stakes race for the sport's most prestigious title. As a sponsor, you'll gain exclusive access to a global audience, driving unmatched brand visibility, alignment with excellence, and direct engagement with passionate fans across the world.

This is your opportunity to position your brand at the heart of one of the most exciting and dynamic sporting events in Europe.



Event Format

The CEV Champions League Volley Final Four is the pinnacle of European club volleyball, attracting top teams and players from across the continent. This event boasts a massive global audience, reaching millions of passionate volleyball fans.

Partnering with this event allows you to tap into this dedicated and highly engaged fanbase.

CEV Champions League Volley Final Four

Year	Women	Men
2026	May 2-3	May 16-17
2027	May 1-2	May 15-16
2028	April 22-23	May 6-7



Event Experience

By joining forces with CEV for the Champions League Volley Final Four, your brand will benefit from the high visibility and strong emotional connection that the event fosters. Together, we'll create a seamless blend of brand integration and fan excitement, setting the stage for a remarkable brand experience.

10'000+
fans in the venue

**Meet & Greet
the best players in
the world**

**Interactive &
entertaining
sporting event**

**Fan zones
& side events**

Connect with a Global Fanbase

Empowering a hosting partner to connect with a global fanbase on a year-round basis

Live coverage:

121
markets worldwide

Total addressable online audience*:

1.1
billion

Cumulative TV audience in Europe:

127
million

CEV's social media followers:

2.7
million

Demographic: Gender equal audience**

51% **49%**
male female

CEV's OTT Platform reach:

1.5
million

*Online impressions ** Source: CEV social media, Nielsen Sport 2024 & Analytics

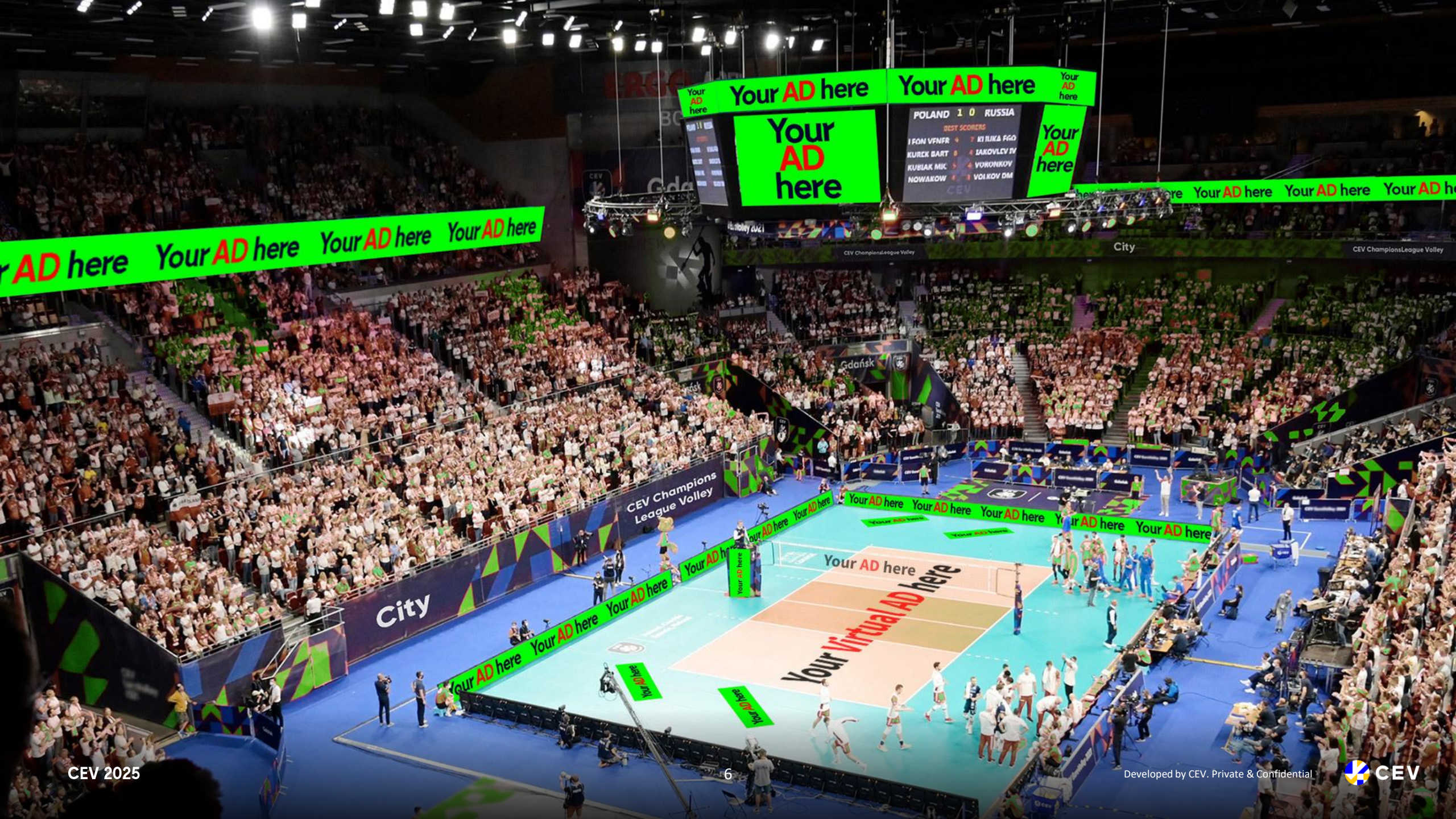


Digital & Media

- Unmatched brand exposure via top-notch broadcast production transmitted live worldwide
- Exclusive behind-the-scenes content where your brand can be featured
- Data driven insights for targeted campaigns
- Extensive digital coverage across multi-platforms
- OTT Host Affiliate Programme (% commission over EuroVolley TV sales done through exclusive promo code)

Unlock global visibility and engage a dynamic, young audience with the CEV Champions League Volley Final Four. This prestigious event offers unmatched opportunities for brands to maximise exposure across traditional broadcasts, digital platforms, social media, and live-streaming. With millions of fans worldwide, every partnership connects you with a broad, diverse audience and enhances your brand's presence on an international scale.





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POLAND 1 0 RUSSIA

BEST SCORERS

1 FOM VFNFR	7 KI RIUKA FGO
2 KUREK BART	8 ZAKOVLEV IV
3 KUBIAK MIK	9 VOKONKOV
4 NOWAKOW	10 VOLKOV DM

Your AD here

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CEV Champions
League Volley

City

Venue and City Branding

By branding itself as the home of the CEV Champions League Volley Final Four, the city not only benefits in the short term but also creates a lasting legacy that enhances its appeal on multiple levels



Visibility crafted to offer maximum exposure



Prominent branding placements throughout the event venue, as well as in all promotional materials and digital platforms associated with the event.



Access to a range of unique benefits designed to enhance your brand visibility and engagement with a passionate audience.



An exceptional chance to align your brand with a prestigious sports event and connect with a diverse and engaged audience

Maximising Brand Exposure

Top-5 Tools by Media Value	Visibility (hh:mm:ss)	Sponsorship Impressions (M)	100% Media Value (€)	QI Media Value (€)
TVGI Watermark	4141:00:00	3,9	43,000,000	8,926,000
Interview Backdrop	556:00:00	60	630,000	197,000
Net	26:00:00	29	293,000	43,000
Sportswear	6:00:00	9	80,000	19,400
Others	5:00:00	7	66,400	12,544

4200:00:00

Visibility

4.05 M

Sponsorship Impressions

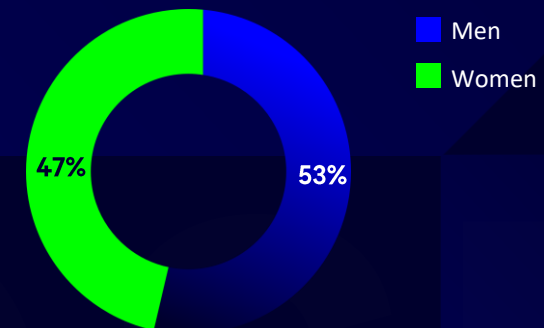
45,000,000 €

100% Media Value

9,000,000 €

QI Media Value

QI Media Value by Gender



*Definition of QI Media Value: Nielsen Sports' Quality Index Media Value is the calculated media value of the live broadcast exposure received by the sponsor.

The Opportunity

A Champions League Volley Final Four delivers:

Lasting Impact & Recognition

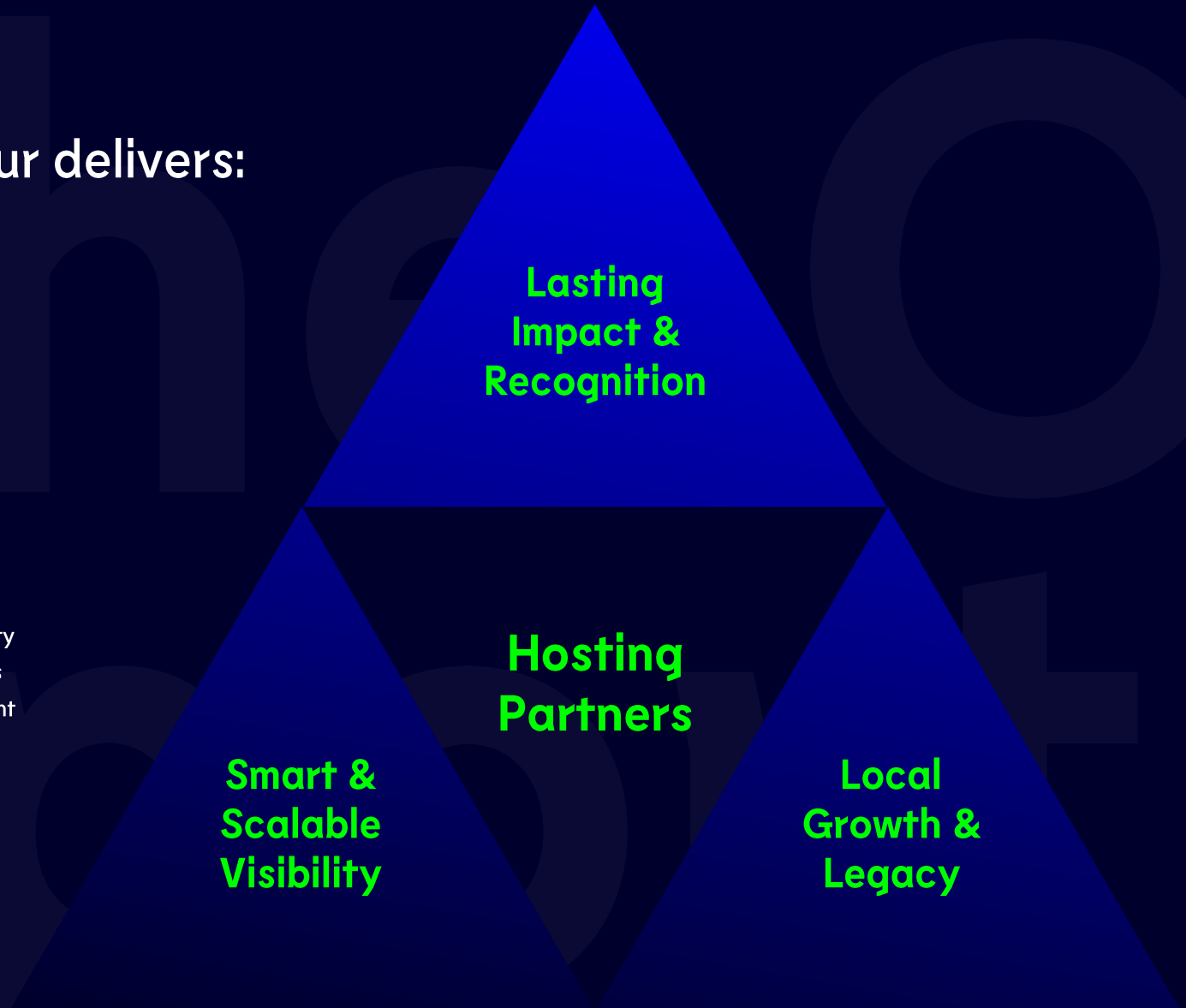
- Promote diversity, inclusion and community engagement
- Boost economic impact through tourism and visibility
- Inspire physical activity and local sports participation
- Strengthen brand presence through team, player and city storytelling
- Ensure consistent, high-quality branding across all channels

Smart & Scalable Visibility

- Partnership opportunities across event, digital, broadcast and hospitality
- Multi-channel reach via social media, streaming and on-site activations
- Cost-effective, targeted campaigns to grow awareness and engagement
- Leverage influencer and partner networks to amplify reach

Local Growth & Legacy

- Strengthen connections with key stakeholders and decision-makers
- Develop co-branded merchandise with local and national relevance
- CSR programs that support youth, education and grassroots volleyball
- Data-driven insights to support long-term development and future event planning



Unlocking Commercial Rights

Sponsorship & Merchandising*

- Multiple sponsorship categories open to host partner
- Hosting partner to retain 50% of advertising space
- Merchandising available to host partner

Ticketing & Hospitality

- Ticketing income possibilities for the Local Organising Committee
- VIP hospitality services
- Premium seating

Digital & Media

- Broadcasting production to be covered by CEV
- Comprehensive multi-channel promotion
- OTT/EuroVolley TV activations

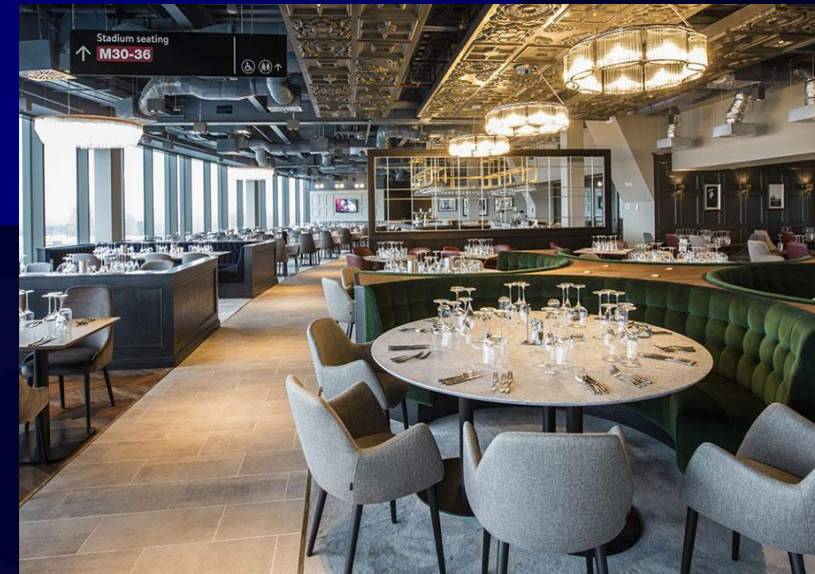
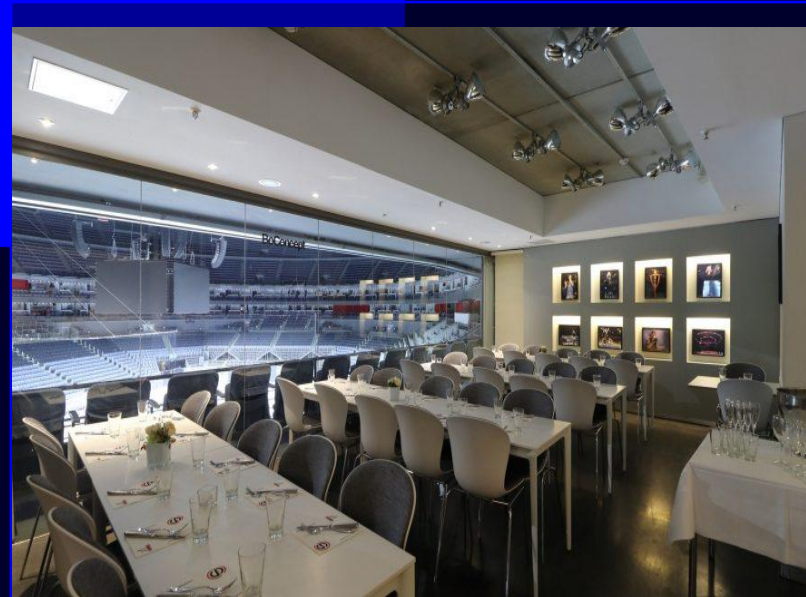
Benefits are indicative & subject to contract.

*Partners appointed by Hosting Partner to be confirmed by the CEV.

Hospitality

Experience the Champions League Volley Final Four like never before

- ⚡ Premium seating, ensuring the best view of the thrilling matches.
- ⚡ Access to exclusive networking events, and the opportunity to engage with key stakeholders and influencers in the volleyball industry.



Ticketing



**CEV Champions'
League Volley
20XX**

10.08.20XX

15.30

Arena Name,
City Name

Price XXX PRS
Ticket Valid for all matched on this date.

Stand

Sector

Row

Seat





AAA

BBB

XXX

YYY

Secure your place at the heart of the action with exclusive ticket options, offering unrivalled access to the CEV Champions League Final Four. From premium courtside seats to VIP packages, every ticket delivers an unforgettable experience, combining top-tier views, elite amenities, and unforgettable moments with Europe's best volleyball teams.

-  **5 types of categories;
VIP, Courtside Seats, Category 1, 2 and 3**
-  **Ticketing income possibilities for
the Local Organising Committee**
-  **Tickets foreseen to go on sale 5 months
prior to the event**
-  **Strong attendance across all host venues
over the past 5 years**

Bidding Process & Partnership Conditions

- Starting bidding fee per Final Four event: €1.000.000
- Hosting partner can organize multiple editions until 2028

Bidding Launch

The CEV launches the bidding possibility to host the CEV Champions League Volley Final Four 2026–2028

Candidature Application

Applicants receive the Application Guidelines from the CEV

Application Deadline

All application documents must be submitted to the CEV by 4 July 2025 for 2026 and by 1 December 2025 for 2027 and 2028

Allocation 2026–2028

Allocation of the CEV Champions League Volley Final Four 2026–2028 by the CEV BoA

Thank you!

Contact us:
events@cev.eu

