

CEV EuroVolley

Host Europe's most prestigious national team volleyball event!



Join Europe's Premier National Team Competition

CEV EuroVolley is Europe's flagship national team competition, bringing countries and fans together in a vibrant celebration of volleyball. Held every two years across multiple host nations, it showcases the top men's and women's teams in a dynamic festival of sport, culture, and community.

As a partner, you'll gain continent-wide exposure, meaningful fan engagement and a unique platform to align your brand with national pride, inclusion and the growing popularity of volleyball across Europe.



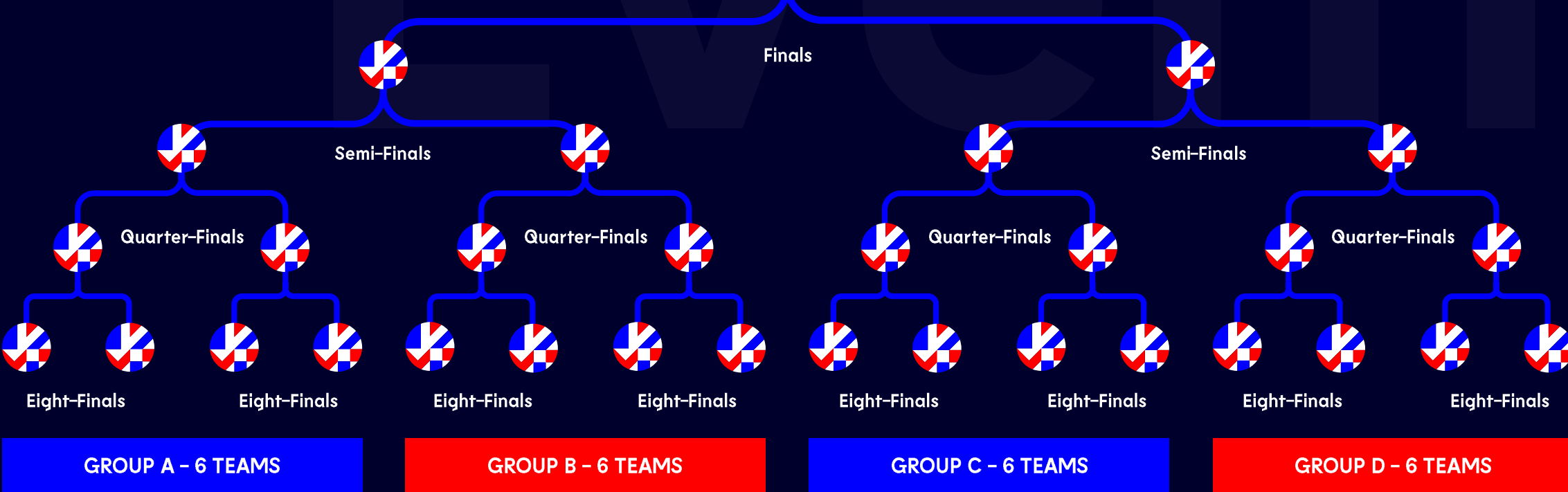
Event Format

CEV EuroVolley is Europe’s premier national team tournament, bringing together top men’s and women’s teams in a celebration of sport and unity across multiple host nations.

Partnering with EuroVolley offers direct access to a passionate global fanbase, connecting your brand with national pride, emotion, and unforgettable moments.



Year	Women	Men
2028	Aug 18–Sep 3	Sep 6–24



Event Experience

By partnering with CEV for EuroVolley, your brand will benefit from broad world visibility and a deep emotional connection with fans united by national pride. Together, we'll create a powerful fusion of brand presence and crowd energy, delivering a standout experience across Europe's most celebrated volleyball stage.

10'000+
fans in the venue

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

**Interactive &
entertaining
sporting event**

**Fan zones
& side events**

Connect with a Global Volleyball Fanbase

Extensive coverage across all platforms in Europe, ensuring
your brand connects with millions of engaged fans.

Live coverage:

127+
channels worldwide

Total addressable online audience*:

1.1
billion

CEV's social media followers:

2.8
million

Cumulative TV audience in Europe:

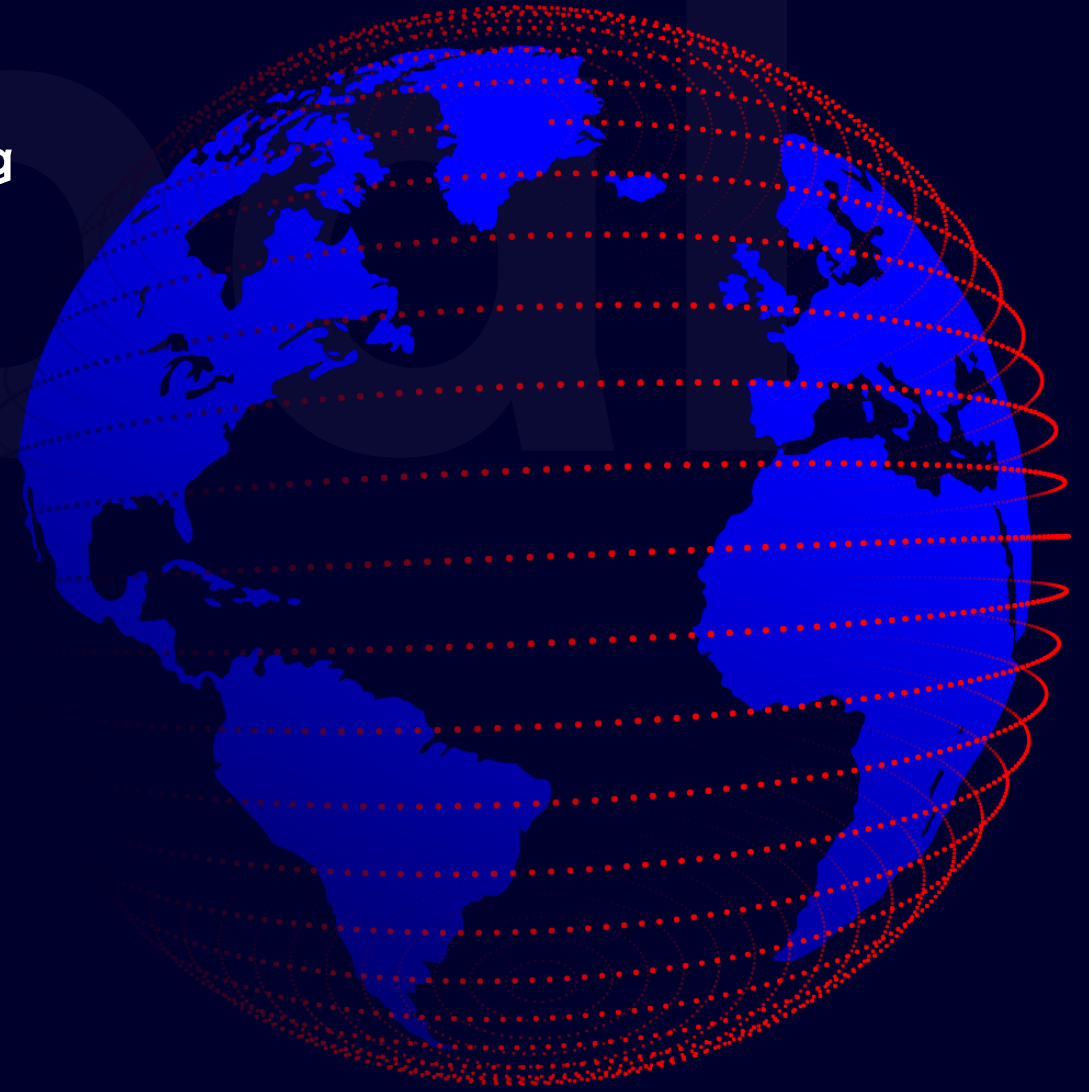
291
million

Demographic: Gender equal audience

51% **49%**
male female

CEV's OTT Platform reach:

1.5
million



*Online impressions ** Source: CEV social media, Nielsen Sport 2023 & Analytics

High-impact Digital Exposure

Guaranteed high-impact exposure across all digital platforms capturing your target audience and maximising brand visibility.

-  **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** and Extensive digital coverage across multi-platforms

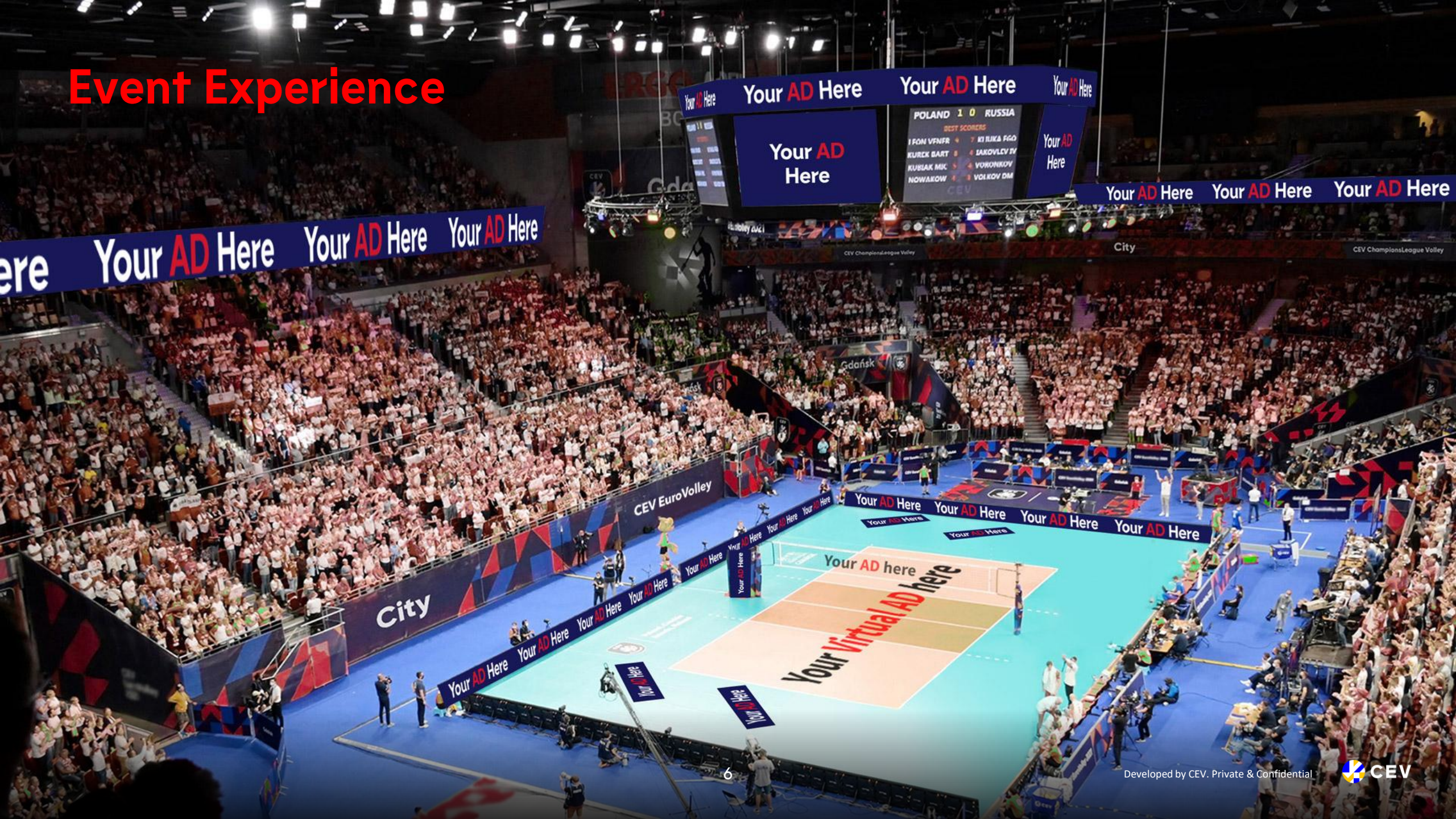
CEV's social media followers:

2.8
million

				
887k*	614k	123k	545k	539k



Event Experience



Venue and branding

By branding itself as a host of the CEV EuroVolley 2023, the city not only gains immediate visibility and economic benefits but also builds a lasting legacy that strengthens its profile as a premier destination for sport, culture, and international events.



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

Brand Exposure

Extensive coverage across all platforms in Europe, ensuring your brand connects with millions of engaged fans.

Top-5 Tools by Media Value	Visibility (hh:mm:ss)	Sponsorship Contacts (M)	100% Media Value (€)	QI Media Value (€)
TVGI Watermark	2615:18:23	13,324	105,439,389	22,608,437
Interview Backdrop	10:13:51	132	898,773	334,871
Net	94:21:31	577	4,150,306	830,888
Sportswear	39:22:03	137	1,941,593	479,043
Others	11:13:26	57	515,148	108,130

5692:08:20

Visibility

238,000,000 €

100% Media Value

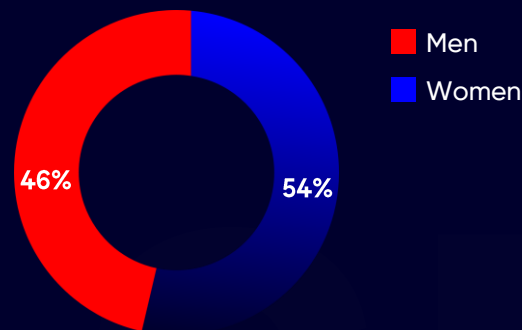
29,300 M

Sponsorship Impressions

55,000,000 €

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

The EuroVolley delivers:

Lasting Impact & Recognition

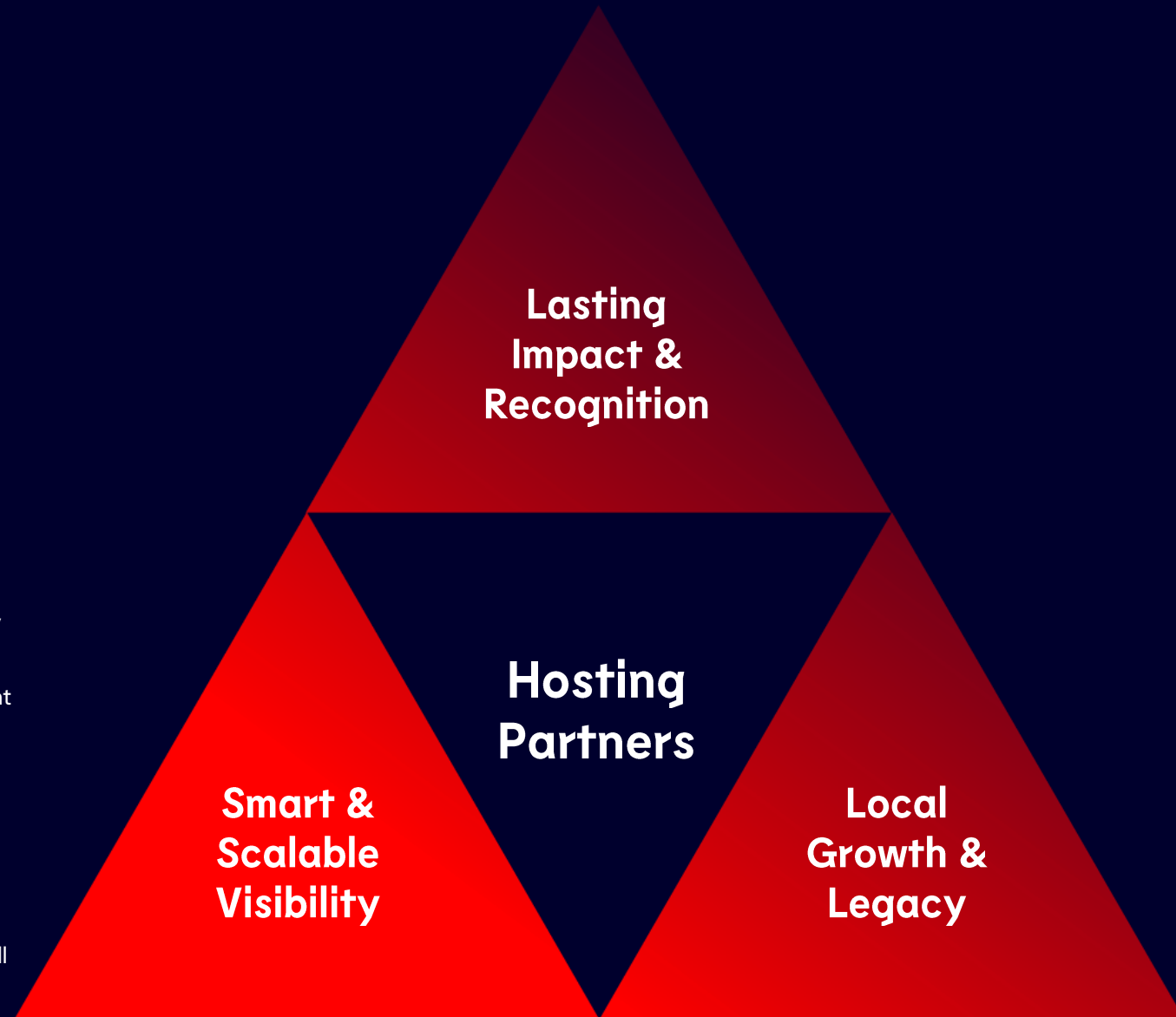
- Promote diversity, inclusion and community engagement
- Boost economic impact through tourism and visibility
- Inspire physical activity and local sports participation
- Strengthen brand presence through team, player and city storytelling
- Ensure consistent, high-quality branding across all channels

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 programmes 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 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 EuroVolley 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

Secure your place at the heart of EuroVolley with exclusive ticket options that put you closer to the action than ever before. Whether you choose premium seats or all-access VIP packages, every ticket offers an immersive experience—combining top-level matches, vibrant fan atmosphere, and unforgettable moments with Europe's best national teams.

- 5 types of categories;
VIP, Courtside Seats, Category 1, 2 and 3
- Ticketing income for the Local Organising Committee
- Tickets foreseen to go on sale 10 months prior to the event
- Strong attendance across all host venues over the past 5 years



Bidding Process & Partnership Conditions

Organisation Fee per EuroVolley 2028 bid, depending on the stages hosted:

- 🏐 Pool Phase: from €650,000
- 🏐 Pool + Eight & Quarter Finals: from €1,200,000
- 🏐 Pool to Finals: from €2,000,000

Bidding Launch

The CEV launches the bidding possibility to host the CEV EuroVolley 2028

Candidature Application

Applicants receive the Application Guidelines from the CEV

Application Deadline

All application documents must be submitted to the CEV by 31 October 2025

Allocation

Allocation of the CEV EuroVolley 2028 by the CEV BoA

Thank you!

Contact us:
events@cev.eu

