

**BEACH
WORLDWIDE
THE NETHERLANDS 2027
CHAMPIONSHIPS**

An aerial photograph of a city, likely Amsterdam, featuring a canal, historic buildings, and a large church. A semi-transparent purple overlay covers the entire image. A large, semi-transparent blue circle is positioned in the lower right quadrant, partially overlapping the city scene.

Focus op:

- Aansluiten bij ambitie FIVB
- Kwaliteit van organisatie
- Betrouwbaarheid
- Concept dat waarde creëert voor FIVB

MOST ICONIC EVENT OF OLYMPICS IN PARIS..



**MOST
EYECATCHING
EVENT OF
OLYMPICS IN
RIO..**





EVERY DAY
SOLD OUT
IN
LONDON

THIS SPORT NEEDS AN ICONIC WORLD CHAMPIONSHIPS





AN EVENT THAT
SPEEDS UP THE
“BEACH
VOLLEYBALL
TURN AROUND”

An aerial photograph of a city, likely Amsterdam, featuring a large stadium with a blue roof and a large crowd of people. A canal runs alongside the stadium, and a large church with a tall spire is visible in the background. The image is overlaid with a semi-transparent purple and blue gradient. The text "WE ARE READY TO SET A NEW BENCHMARK" is written in large, white, bold, sans-serif capital letters across the right side of the image.

**WE ARE
READY TO
SET A NEW
BENCHMARK**

OUR PROMISE

- 1 SMOOTH ORGANIZATION
- 2 EXPERIENCED ORGANIZING TEAM
- 3 ICONIC VENUES
- 4 ALL MATCHES ON A CENTRE COURT
- 5 FULL STANDS IN EACH CITY
- 6 BIG SOCIAL IMPACT



OPERATIONS

An aerial view of a city with a large outdoor volleyball court in the foreground. The court is surrounded by a large crowd of people. The word "OPERATIONS" is overlaid in large white letters. The background shows a city skyline with various buildings and a body of water.

THE HAGUE





SDG PROGRAM

A group of children are playing beach volleyball on a paved court. A net is in the foreground, and several children are sitting on the ground behind it. In the background, a group of children is standing behind a white metal fence, watching the game. The scene is outdoors, with trees and a building visible in the distance. The text "SDG PROGRAM" is overlaid in large white letters across the center of the image.

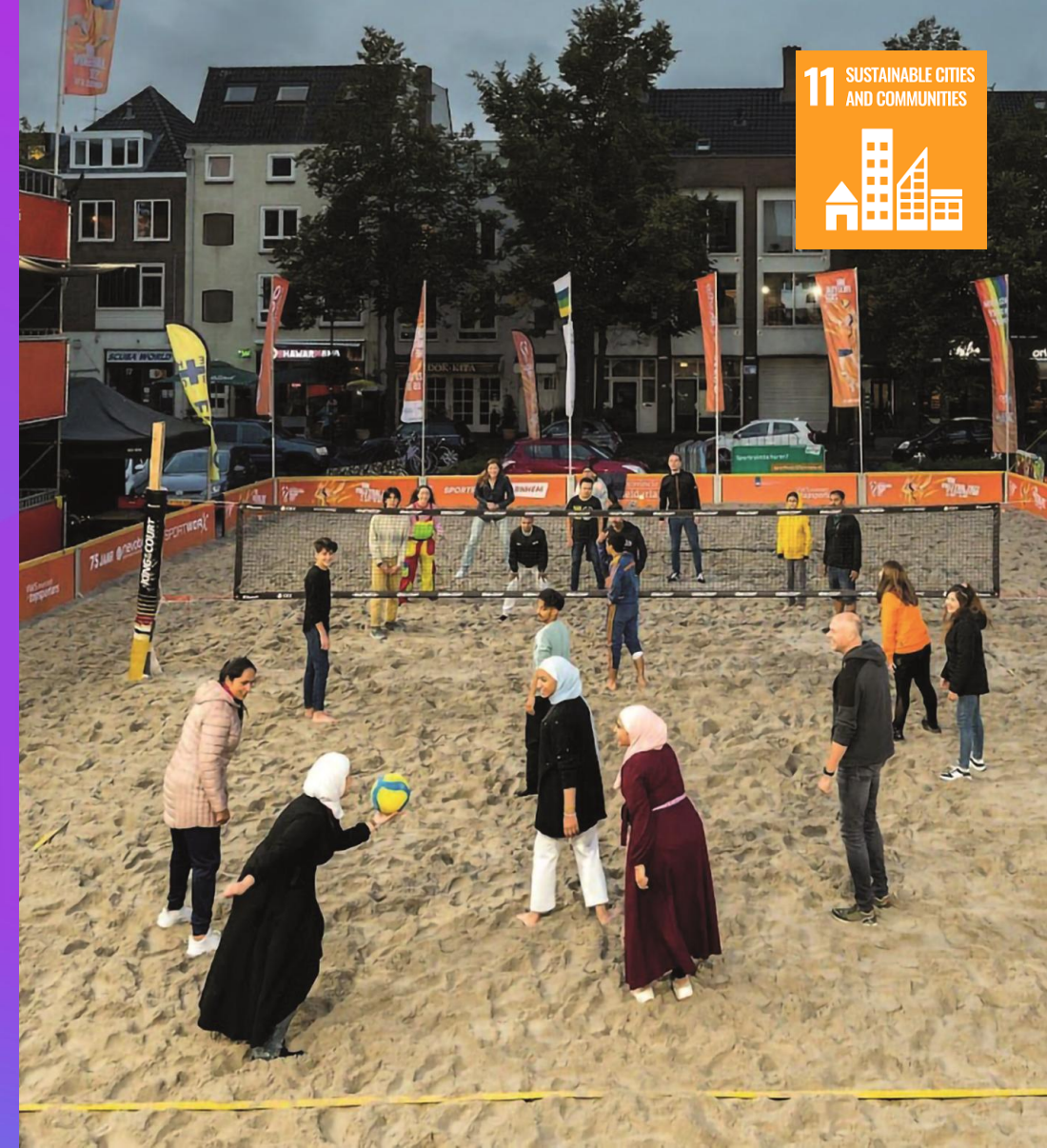
SDG'S INTEGRATED IN THE WORLD CHAMPIONSHIPS BEACH VOLLEYBALL



SUSTAINABLE CITIES

Inclusive urbanisation

- Promote volleyball as an inclusive sport
 - Global – all races represented
 - No racism / eliminate racism
 - High acceptance of any sexual orientation
- Volleyball4Life projects in neighborhoods in Amsterdam, Rotterdam & The Hague
- Volleyball promotion projects for immigrants
 - Turkish community
 - Polish community



SDG: GOOD HEALTH AND WELL-BEING

What:

- Every move counts – promote sports and moving
 - Volleyball programs
 - National Diabetic Challenge
 - Bewegen als Medicijn (Moving as a medicin)
- Start up Volleyball Playgrounds (officially certified)
- Beach volleyball booster program
- Healthy and sustainable food

Partners:

- Local governments
- Bas van de Goor Foundation
- JOGG

3 GOOD HEALTH
AND WELL-BEING



SDG: GENDER EQUALITY



What:

- “We lead volleyball together” program during WCH beach volleyball
- Volleyball4Life: women empowerment through volleyball
- Women in managing team

Partners:

- European Union
- FIVB
- Volleyball Foundation
- National volleyball federations



SDG: REDUCED INEQUALITIES

What

- Volleyball programs at refugee camps
 - Visited by top beach volleyball players from the Netherlands
- Volleyball4Life program in host cities
- Volleyball4Life programs in different countries
- Sitting Volleyball integrated side events
- Free tickets for certain target groups

Partners:

- European Union
- World Para Volley
- Volleyball Foundation
- Host Cities





PARTNERSHIPS



MARKETING & COMMUNICATION

OBJECTIVES



**FULL
STANDS**



**POPULARITY
BEACH VOLLEYBALL**



**PROUD
PARTNERS**



**THE NETHERLANDS
IS READY TO START
ORGANIZING NOW**



**READY TO
ORGANIZE
AN ICONIC EVENT**

An aerial photograph of a beach volleyball match in progress. The court is sandy and surrounded by a large, dense crowd of spectators. Many people in the crowd have their arms raised, cheering. The court is marked with white lines, and a net is visible in the center. Several players are on the court. In the background, there are banners for sponsors like 'HONDA', 'SONY', 'transavia', and 'SCHENKER'. The text 'THE NETHERLANDS 2015' is visible on the court's perimeter. The entire image has a purple and blue color overlay.

BEACH VOLLEYBALL WORLD CHAMPIONSHIPS

THE NETHERLANDS 2027