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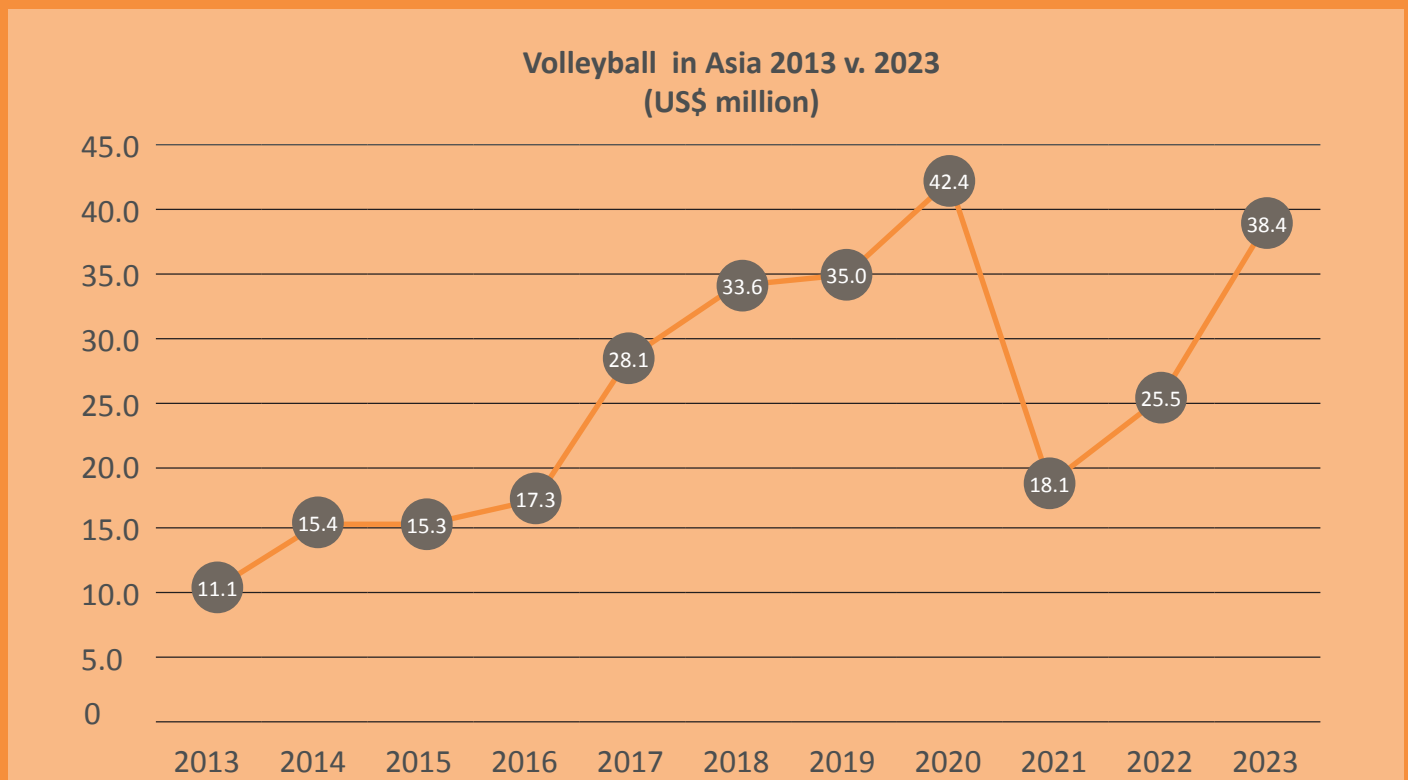
# Overview

At US\$ 415 million, global volleyball sponsorship in 2023 accounted for just 0.7% of all sports sponsorship worldwide (US\$ 63.74 billion).

In Asia in 2023, US\$ 38.4 million was invested in volleyball, ranking 11th, accounting for only 1% of all regional sport sponsorship but 9.3% of the global volleyball sponsorship market.

Between 2013 and 2020, volleyball sponsorship grew by 280% before falling victim to the COVID-19 pandemic, falling back to 2016 levels in 2021.

Demonstrating the strength of the platform in Asia, 2023 saw investment climb rapidly back to just below the 2020 high point, reflecting the rapid rise in popularity of volleyball globally and in Asia particularly.



# Asia Sponsorship News Co., Ltd.

Created by media professionals with decades of experience, Asia Sponsorship News (ASN) is the leading news and intelligence resource for the sponsorship industry in Asia.

Frustrated by the lack of insights into the multi-billion dollar sponsorship industry in Asia, ASN was created by a group of media professionals with decades of experience in the fields of media, marketing, analysis and sponsorship.

Over the past 15+ years, the ASN Index has tracked over US\$ 150 billion sponsorship spend in Asia and over 270,000 sponsorship deals in the region. Over the years there has been a clear trend that sponsorship spend is increasing faster than traditional media spend, as brands realise the benefits of engaging fans through sponsorship and brand partnership marketing.

ASN offers weekly newsletters with the latest news about sponsorship deals in Asia as well as insight into the articles and wider industry perspective. There is also a rights holder directory with more than 2,000 rights holder contact details. ASN also offers more customised services such as consulting, reports, lead generation, training and rights evaluation.

The Premium Tools section of the ASN website features the core analytics dashboard with deals listing and brand directory. An elaborate search engine allows Premium subscribers to use these tools to help drive sales and generate leads. In practice, a European football team may source an appropriate sponsor for a specific right using the ASN Index and its sophisticated search tool.

The ASN Index tracks more than US\$ 10 billion of sponsorship deals in Asia annually, 60 percent of which fall in the sports category.

We encourage everyone to go to [www.asiasponsorshipnews.com](http://www.asiasponsorshipnews.com) to browse the site and explore all the tools and services.

ASN is operated by Asia Sponsorship News Co., Ltd. a subsidiary of Paul Poole (South East Asia) Co., Ltd.

[www.asiasponsorshipnews.com](http://www.asiasponsorshipnews.com) / [info@asiasponsorshipnews.com](mailto:info@asiasponsorshipnews.com)

