

Volleyball World and Dentsu Partner to Drive Commercial Growth of the VNL (Volleyball Nations League)

Dentsu to support sponsorship development and marketing initiatives for one of the world's premier volleyball competitions



Volleyball World and Dentsu Inc. have entered into a strategic partnership to drive the commercial growth of the Volleyball Nations League (VNL) Japan Round.

Under the agreement, Dentsu has been appointed as Commercial Growth Partner for the VNL Japan Round and has entered an agreement regarding the management of commercial rights for the competition in Japan from 2027 through 2032. Through sponsorship development, partner activations and integrated marketing initiatives, the two organizations will work together to enhance the tournament's commercial value and further elevate the fan experience.



dentsu
tokyo / osaka / nagoya

Japan consistently delivers some of the largest television audiences in world volleyball, while attendance at the VNL Japan stop has increased by 38% between 2023 and 2025*. The country's growing interest in volleyball has been driven by the success of the men's and women's national teams, the momentum of Japan's domestic league, and the achievements of Japanese players competing both at home and internationally, with every VNL home match since 2022 that featured the Japan's men's or women's national team fully selling out. As one of the sport's flagship international competitions, the VNL returns to Japan annually, reinforcing the country's position as one of volleyball's most important global markets. Against this backdrop of growing enthusiasm for volleyball, the VNL is well positioned to continue expanding its fan base and creating new commercial opportunities in one of the sport's strongest and most passionate markets.

Recognising the significant growth potential of the Japanese market, Volleyball World and Dentsu have entered this strategic partnership to strengthen the commercial development of the VNL in Japan and build on this strong momentum. The collaboration brings together Volleyball World's global platform and rights portfolio with Dentsu's extensive expertise in sports marketing and its strong domestic and international network.

Under the agreement, Dentsu will serve as the Commercial Growth Partner for the VNL Japan Round, leading sponsorship development, supporting partner activations, and delivering integrated marketing initiatives across media and digital platforms. Together, Volleyball World and Dentsu will create new opportunities for brands to engage with fans through the VNL while enhancing the tournament experience both inside the venue and across digital touchpoints.

Through this partnership, Volleyball World and Dentsu will further elevate the VNL in Japan, strengthen the tournament's commercial value, and continue growing the sport by delivering innovative experiences for fans, partners and the wider volleyball community.

Ugo Valensi, CEO, Volleyball World:

"Japan continues to set the benchmark for volleyball fandom, with outstanding support for both the national teams and the VNL. We're delighted to welcome Dentsu as our Commercial Growth Partner for the VNL Japan Round. Their expertise, market knowledge and strong relationships across the Japanese business community will help unlock new commercial opportunities and elevate the fan experience of volleyball in Japan."

Chisato Matsumoto, Representative Director, President and CEO, Dentsu Inc.

"As a growth partner of Volleyball World and the FIVB, I am deeply honored to contribute to the development of the Nations League and volleyball as a sport. Leveraging the sports business expertise and domestic and international networks we have cultivated over the

years, we will create new experiential value that connects fans, businesses, and society, and help foster a ‘passion for volleyball.’”

* Source: Volleyball World

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About Volleyball Nations League

The VNL (Volleyball Nations League) is an annual international men’s and women’s volleyball competition organised by Volleyball World and launched in 2018. The league features the world’s top national teams competing in pools over several weeks in iconic cities around the world. The top teams advance to the VNL (Volleyball Nations League) Finals, where fierce competition meets electric crowds enjoying the very best of live volleyball. The VNL (Volleyball Nations League) brings world-class sport to volleyball’s most passionate and engaged communities.

Across the preliminary phase, VNL (Volleyball Nations League) 2026 will see teams compete across multiple host cities as they vie for qualification to the Finals.

About Volleyball World

Volleyball World is a commercial joint venture between the FIVB and private equity firm CVC Capital Partners, created to drive innovation, digital transformation, and growth across the sport of volleyball globally. With a mission to modernize the game and expand its fanbase, Volleyball World oversees media, events, and fan engagement for all major international competitions.

About Dentsu Inc.

Utilizing in-depth insights into human behavior, Dentsu uncovers the essential issues behind increasingly complex and sophisticated client challenges, delivering comprehensive solutions through its “Integrated Growth Solutions.” Dentsu’s support extends beyond advertising and marketing into a wide range of domains, enabling sustainable growth for clients and contributing to the revitalization of society. <https://www.dentsu.co.jp/en/>

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