



VOLLEYBALL WORLD  
**BEACH**  
**PRO TOUR**



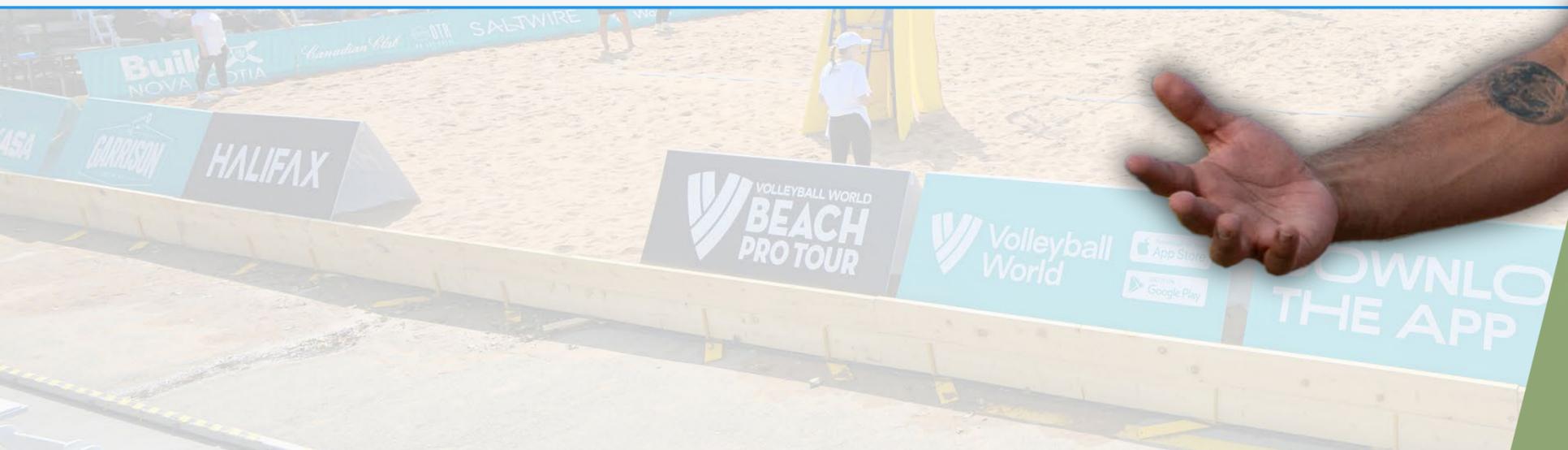
**S | E | A**  
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# THE POWER OF SPORT

## 2023 RECAP VIDEO



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# FIVB Futures Tour

The Volleyball World Beach Pro Tour is the annual international Beach Volleyball circuit featuring the best athletes in the world.

The Beach Pro Tour features 3 levels of events:  
Elite 16 / Challenge / Futures.

The tour travels across the globe, showcasing the best of beach volleyball action and events that are engaging, vibrant and where fans leave feeling inspired and part of a community!



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# Our Experience

- From 2011-2014, and 2023, Sports & Entertainment Atlantic (S|E|A) built Beach Volleyball into one the most popular sporting events in Atlantic Canada. 2024 will mark the 6th event and the 2nd year of a 3-year agreement.
  - Two (2) FIVB World Junior Championships
  - Two (2) International Challenge Tournaments
  - One (1) Volleyball World Futures
- Over 75,000 people have visited our temporary Beach Volleyball stadiums on the Halifax waterfront, captivated and entertained by the skill of national and international athletes.



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# Vital Stats

## TEAMS

**+32 teams from across the globe (16 men and 16 women)**

## MATCHES

**80 matches across 5 days of competition**

## IN-VENUE

**1.2M pounds of sand will transform Salter Parking Lot on the waterfront in Downtown Halifax into a premier Beach Volleyball venue**

**A temporary stadium will surround 'Centre Court' with grandstand seating and standing room viewing**



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# digital impact 2023

## WEBSTREAM

**+40,000 total webstream viewers of Sunday's competition (Semi-Finals & Finals).**

## SOCIAL MEDIA

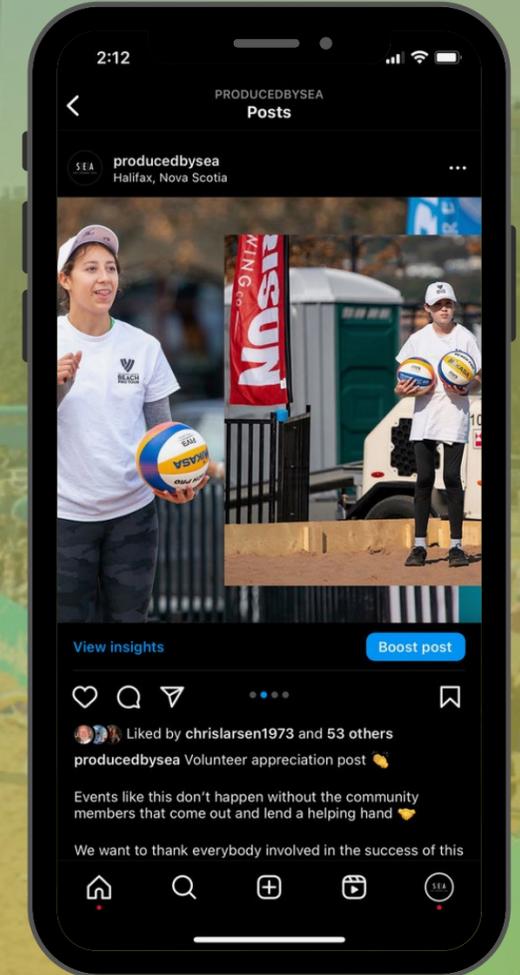
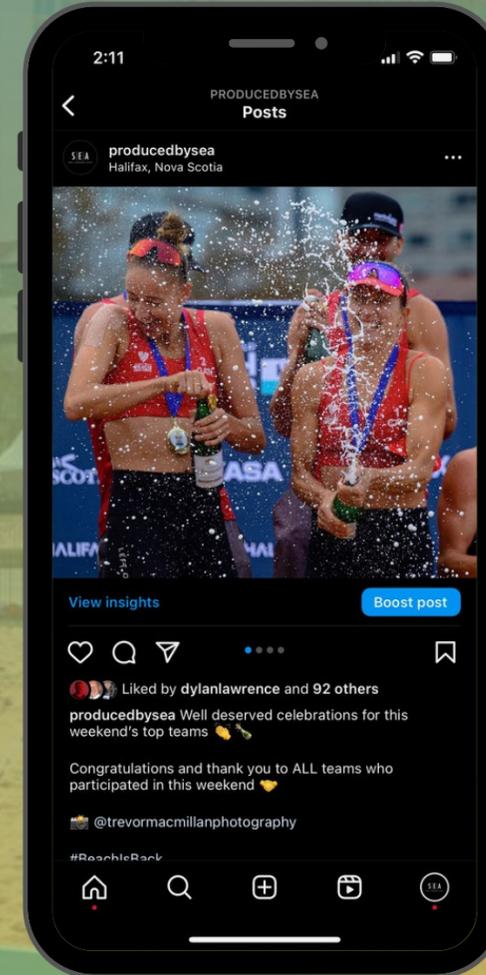
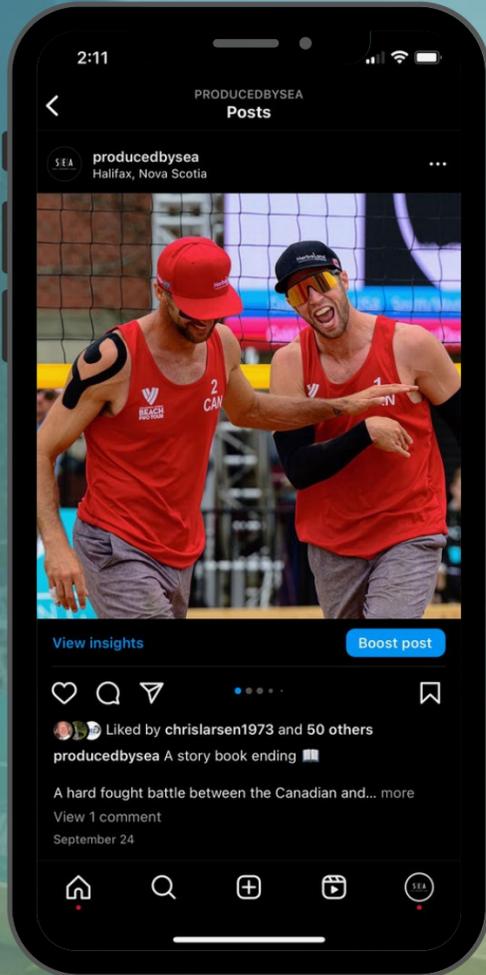
**Over 82,000 accounts engaged from S|E|A's channel alone**

## MARKETING SUPPORT

**Marketing support from local partners, and international partners Volleyball Canada and Volleyball World**



# 2023 SOCIAL EXAMPLES



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# 2023 MEDAL WINNERS



## Gold (Pictured Middle)

Mens - Schacter/ Dearing (Canada)

Womens - Bansley/ Bukovec (Canada)

## Silver (Pictured Left)

Mens - Smith/ Webber (USA)

Womens - Hildreth/ Van Gunst (USA)

## Bronze (Pictured Right)

Mens - Van Geel/ Van Geel (Canada)

Womens - Lloyd/ Deberg (USA)

# futures 2024



## Key Areas being addressed for 2024:

- Entering Year 2 of a 3 year agreement with the FIVB
- Date change to earlier in the Summer Season
  - Aligns with post-olympics and Montreal Elite 16
- Re-utilize materials from 2023 for cost savings to grow 2024
  - Implement additional seating
- Adjusted schedule allowing for a low ticket pricing strategy
- Shift in venue layout allows for more efficient use of space

# Welcome wednesday

- Welcome Wednesday is a community outreach plan that will provide community members and youth from underrepresented communities with the opportunity to attend the Halifax Futures Event, free of charge!



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# Sport Tourism

FIVB Futures Tour will provide a unique world-class event in Downtown Halifax.

- The world's best Beach Volleyball countries will be in Halifax.
- Elevates Downtown Halifax's reputation as a world-class desirable destination for future International Beach Volleyball events.
- Over 700 room nights.
- Food & Beverage revenues of +\$30,000
- Forecasted attendance of +10,000.

Helps drive development of Beach Volleyball in Halifax - inspiring young boys and girls to pursue their dreams.



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# EVENT LEGACY

## Beach Volleyball Sand

- In partnership with Volleyball Nova Scotia the sand from this event will be repurposed for the development of Beach Volleyball Courts in the City of Halifax
- Volleyball Nova Scotia is assessing new venue opportunities for Beach Volleyball Courts
- The partnership helps drive the development of Beach Volleyball in Halifax, inspiring young boys and girls to pursue their Beach Volleyball dreams



# legacy continued

## DEVELOPMENT OPPORTUNITIES

- Volunteer opportunities
- Referee clinics
- Coaching clinics
- Recreational Tournament
- Team Nova Scotia training

### TYNAN GANNETT - DARTMOUTH, NS

- Started playing Volleyball with local Dartmouth club
- Finished 6th out of 20 Teams at 2023 Halifax Futures
- Participating in 2024 Paris Olympics Qualifiers
- Will participate in 2024 Event



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# Schedule OF PLAY

## Wednesday, August 21

- Qualification Tournament
- 24 Matches (8AM- 6PM)
- Open to Public - Free of charge!

## Thursday, August 22

- Main Draw Pool Play
- 20 Matches (9AM- 8:45PM)

## Friday, August 23

- Main Draw Pool Play & Round of 12
- 20 Matches (9AM- 8:45PM)

## Saturday, August 24

- Main Draw Quarterfinals & Semi-Finals
- 12 Matches (9AM- 8:45PM)

## Sunday, August 25

- Main Draw Medal Matches & Awards
- 4 Matches (1PM- 5PM)

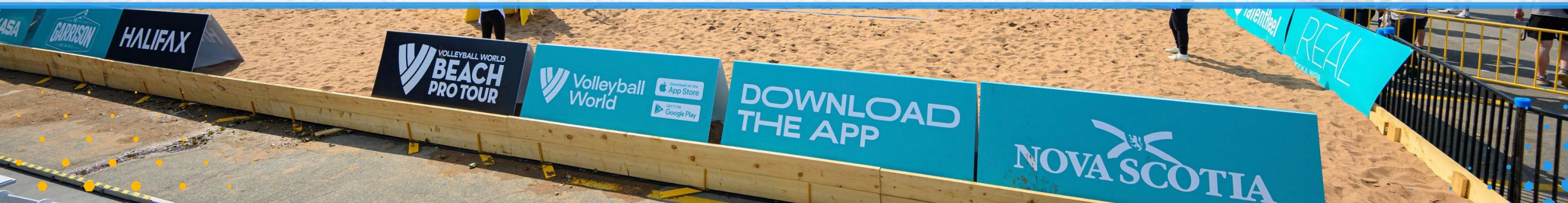


# SITE PLAN



# Funding Request

## \$50,000



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