

COMPANY



PROFILE

SEASON 2025/2026

PASSIONI



PIACENZA	
1	KEDZIERSKI M. K.
2	RICCI FABIO
3	BRIZARD A. A. F.
4	MARR STEPHEN TIMOTHY
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1	BRISTOT ALESSANDRO
2	PESARESI NICOLA
3	KOZAMERNIK JAN
4	MICHIELETTO A.
5	SBERTOLI RICCARDO
6	PELLACANI MARCO
7	GARCIA F. G. J.
8	CHLICKI KAMIL
9	GALINI GIULIO
10	DRENZANO GABRIELE
11	MA DANIELE
12	ERTHA BELA
13	SENDE G. F. C.
14	QUARONE ALESSANDRO
15	LI FABIO
16	PINTO ADRIANO



BUILDING VALUE TOGETHER, SEASON AFTER SEASON

YOU ENERGY VOLLEY with **GAS SALES BLUENERGY VOLLEY PIACENZA** is more than a sports project: it is a development model that combines enterprise, territory and passion for volleyball at the highest levels.

It is a solid structure, in constant growth, that enhances the corporate partnerships through visibility, value relationships and personalized initiatives.

The presence of our team in SuperLega, participation in international competitions, attention to sustainability and strong territorial roots make our company a concrete platform for generating measurable and reputational returns. Collaborating with us means accessing a dynamic ecosystem, where sports and business dialogue every day.

The 2025/2026 season represents a new opportunity to build value together, through targeted strategies, qualified visibility and high-potential networking opportunities.

We are ready to offer tailor-made opportunities, capable of adapting to the objectives of partner companies.

Elisabetta Curti
President

IND -



PG. 10

ENERGY

Opportunities and partnerships

TV, PRESS AND SOCIAL MEDIA

**VISIBILITY SPACES & EXPERIENTIAL
ACTIVATIONS** *-attachement 1*

BUSINESS COMMUNITY

INITIATIVES AND EVENTS

PG. 04

YOU

Identity and reliability

ABOUT US

PALMARÈS

SUSTAINABILITY

PALABANCASPORT

EX

PG. 16

VOLLEY

Performance and future

CHAMPIONS

NEW GENERATION

SUPERLEGA SERIE A

-attachement 2

ABOUT US

YOU ENERGY VOLLEY S.S.D R.L. is the owner of the men's volleyball team **Gas Sales Bluenergy Volley Piacenza**, which plays in **SuperLega Serie A** and since **2018** represents the sporting excellence of the territory.

“

*We are not just a team:
we are a project that
combines sport, business
and territory.*

”

OUR REALITY



CORPORATE STRUCTURE

Together with 25 other companies we are part of the **C.G.I. HOLDING SRL Group**.

MODEL 231/2001

We have adopted the Organisational and Management Model pursuant to Legislative Decree **231/2001**

WHY YOU ENERGY VOLLEY?

Because we are a medium-long-term project and investing in us means working alongside a reliable, evolving reality capable of transforming the investment into concrete opportunities for growth.

PALMARÈS

GROWTH, TALENT AND SUCCESSES



2018/2019

2022/2023

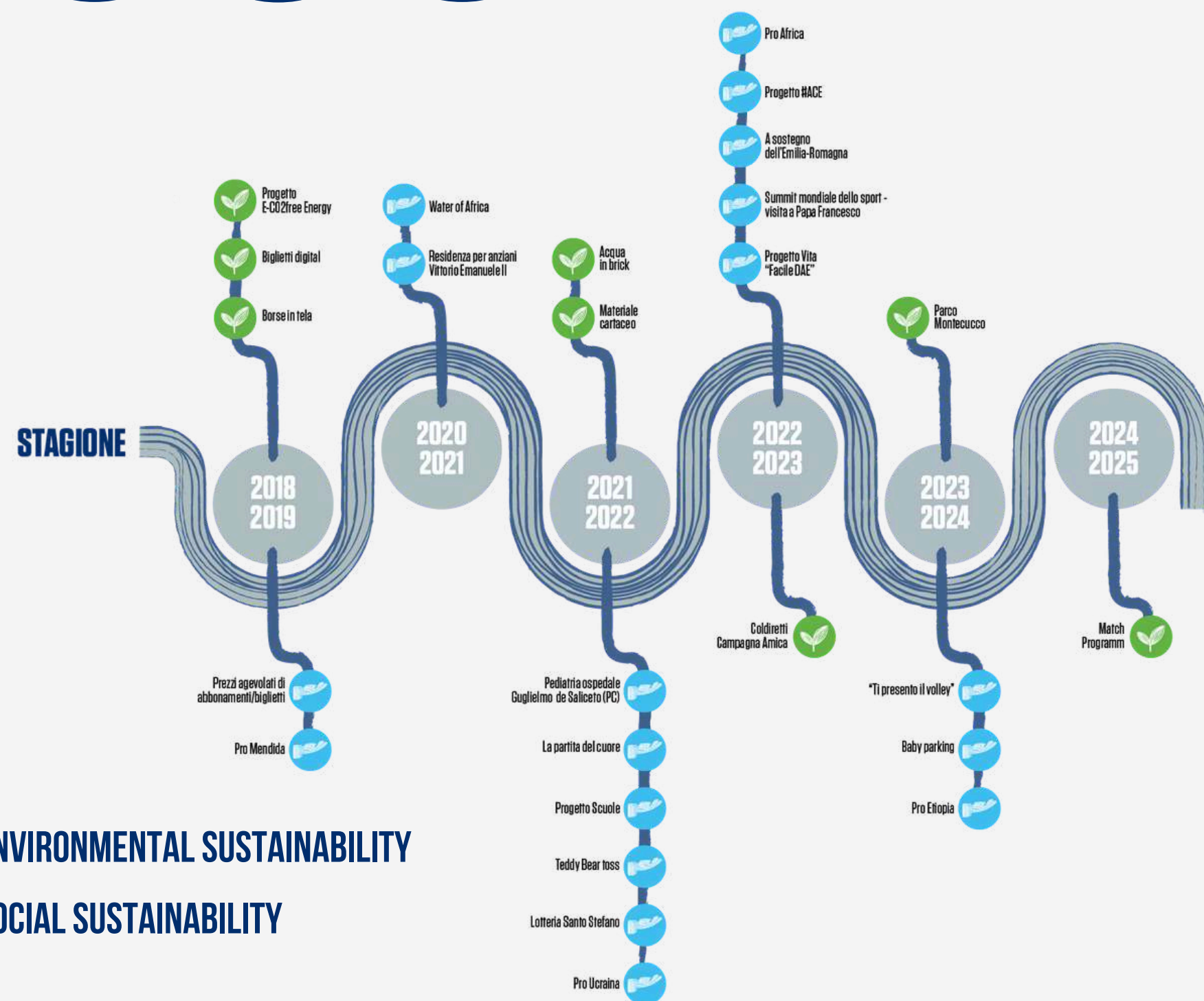
Winner of Del Monte® Italian Cup Serie A2

Champion of Italy Serie A2

Promotion in SuperLega

Winner of Del Monte® Italian Cup SuperLega

SUSTAINABILITY



COMMITMENT, ENVIRONMENT AND FUTURE

We are the first Italian volleyball sports company certified **CO2free** and that draws up a **Sustainability Report**.

We are committed to the **territory**, the **environment** and **future generations**.

In the **2023-2024** season, we offset **653 tonnes of CO₂** equivalent by purchasing carbon credits, helping to finance a **certified wind energy project** in China.

<https://www.gassalespiacenza.it/report-di-sostenibilita/>



PALABANCA SPORT

The **PalabancaSport** is more than a sports arena: it is a center of aggregation, visibility and networking. A versatile location for sports, corporate and entertainment events. With over 3,600 modular seats and functional spaces, the PalabancaSport is a hub of visibility and relationships.

80%

FILLING OF THE ARENA
AT EVERY MATCH



37.000

TOTAL ATTENDANCE IN 14 HOME
GAMES

2.700

AVERAGE PRESENCES, **10% MORE**
THAN LAST SEASON

3 SOLD OUT

60

SPORTS CLUBS INVOLVED

9/21

EN ERGY

“ *Being a sponsor means entering an ecosystem of valuable relationships: events, experiences, business opportunities designed to grow your company.* ”

TV E PRESS

SEASON 2024/2025



32 VOLLEYBALL WORLD TV LIVE STREAMING MATCHES IN OVER 80 COUNTRIES **FOR 60 HOURS OF LIVE**



18 MATCHES LIVE ON RAI CHANNELS (RAI SPORT, RAI 2, RAI PLAY) FOR A TOTAL OF **36 HOURS OF LIVE**



MORE THAN 10 INTERNATIONAL TV broadcast the matches live or delayed: among them Poland, Turkey, Japan, Albania, Bosnia, Montenegro, Macedonia, Serbia, Bulgaria.



12 LIVE MATCHES FROM DAZN (FOR A TOTAL OF OVER **23 HOURS LIVE**)



8 LOCAL MEDIA PARTNER:
Libertà, Sportpiacenza.it, Telelibertà, Liberta.it, Ilpiacenza.it, Piacenzasera.it, Il Nuovo Giornale, Pc24.it



1 MONTHLY TV SHOW AND DAILY MOMENTS WITH THE TEAM AND GUESTS **ON TELELIBERTÀ**



13 NATIONAL MEDIA:
Rai Sport, Corriere dello Sport, Sky Sport, Gazzetta dello Sport, Sport Mediaset, Sport Italia, Rai 2, Rai News, Rai Play, TuttoSport, Volleyball.it, Volleynews.it, Dallarivolley.it

2024/2025 SOCIAL MEDIA

01 JULY-31 MAY

+30%
TOTAL FOLLOWERS
compared to last season

TOTAL INTERACTIONS: 1.416.465
TOTAL REACH: 8.722.851



	Facebook	Instagram	LinkedIn	YouTube
REACH	2.979.514	4.467.378	175.959	1.100.000
INTERACTIONS	197.330	1.194.103	2.501	1.285
FOLLOWERS	+50%	+8%	+10%	+40%

TIKTOK



INTERACTIONS: 21.246
VIDEOS: 289.000
+20% FOLLOWERS

X



TOTAL FOLLOWERS: 2.162

BUSINESS

COMMUNITY



A **value ecosystem** that connects companies, territory and institutions and turns every meeting into an opportunity for **growth** and **connection**

- 1** More than **90 partner companies** active throughout the country
- 2** Opportunities for **personalised activations**
- 3** **Strategic connections** between companies, institutions and stakeholders of the territory
- 4** **Thematic events** to create synergies between companies

INITIATIVES AND EVENTS

WE INVOLVE OUR SPONSORS IN EXCLUSIVE EXPERIENCES DESIGNED TO:

- Promoting **B2B** networking
- Strengthening the **brand identity**
- Creating **shared value**

Seasonal Events:

- **OFFICIAL PRESENTATION OF THE TEAM**
- **SPONSOR CUP**
- **TRAINING WORKSHOPS ON BUSINESS TOPICS** (A.I., LINKEDIN, TEAM BUILDING, SUSTAINABILITY)
- **CONVIVIAL DINNERS AND MEETINGS**
- **TAILOR-MADE CORPORATE EVENTS** (GUIDED COMPANY TOURS, BUSINESS SPEED MEETINGS, PRESS CONFERENCES)





VOLEEY

PERFORMANCE AND FUTURE

**ROBERTLANDY
SIMON**

Middle Blocker

Cuban National



**ALESSANDRO
BOVOLENTA**

Opposite Hitter

Italian National



**GIANLUCA
GALASSI**

Middle Blocker

Italian National



**EFE
MANDIRACI**

Spiker

Turkish National



**HENRI
LÈON**

Opposite Hitter

French National



**STEPHEN
MAAR**

Spiker

Canadian National



**LUCA
LORETI**

Libero

Italian National



**PAOLO
PORRO**

Setter

Italian National



**JORIS
SEDDIK**

Middle Blocker

French National



**DOMENICO
PACE**

Libero

Italian National



YOUTH SECTOR

INVESTING IN YOUNG PEOPLE MEANS BUILDING A
FUTURE FOR SPORT AND THE COMMUNITY

► Teams

To give future are the teams of over 75 young athletes who participate in the men's championships with the categories ranging from U12 to U19, with the 1st Division, the Serie D and the Serie C.

► Guesthouse

Since 2022, a guest house has been activated that hosts young athletes from all over Italy to whom we provide support of specialized educators to help them live the best possible experience away from home and family.

1°
INTERPROVINCIAL:
UNDER 13/15/19

3°
BOY LEAGUE:
UNDER 14

SCHOOL PROJECT



Together with local schools, we have started an educational project to bring the new generations to the world of volleyball, successfully involving more than **1,200** children in over 9 schools between middle and high school.



READY



SET GO!

www.gassalespiacenza.it



CREATE

ENERGY



WITH US

VISIBILITY SPACES & EXPERIENTIAL ACTIVATIONS

COMPANY PROFILE 2025/2026 | ATTACHEMENT 1

VISIBILITY DURING THE **MATCH**

During the match, visibility spaces represent strategic opportunities for:

- ▶ **STRENGTHEN THE BRAND IDENTITY**
- ▶ **VALUE THE PARTNERSHIP**
- ▶ **REACH A WIDE AUDIENCE DIRECTLY AND CONTINUOUSLY**

Being present in the court means getting maximum exposure at times of greater public attention, both live and through photo and video shooting.

1.

LOGO ON MATCH JERSEY

Possibility of positioning the company logo in **strategic points** of the game jersey (front, back, side, under the number or on the sleeve) with customizable size and position to **maximize visual impact and brand consistency**.

THE TEAM



2.

LOGO ON MATCH SHORTS

Space reserved for the logo on **one or both sides of the shorts**, in an exclusive or shared form.

3.

CUSTOMIZATION OF THE LIBERO KIT

A unique jersey, with **high visibility** thanks to its chromatic differentiation and customization; available in **Home, Away or both versions**.





VOLLEYBALL COURT

LOGO PLACEMENT ON:

VOLLEYBALL NET:
SIDE BANDS
MESH

CONSTANT VISIBILITY THROUGHOUT THE GAME

Central and continuous positioning of the logo on **high exposure** elements such as mesh (horizontal bands or mesh).

LED TOUR
PLAYING COURT STICKERS
SIGNS ABOVE THE COURT

WIDE RANGE OF DYNAMIC AND STATIC SPACES TO ENHANCE THE BRAND

- **LED** screen on the court with fixed or animated messages
- **WALKABLE STICKERS** placed in strategic areas of the court
- **SIGNS above the court** visible from stands and cameras



PLAYING COURT

SPOT ON THE MAXISCREEN

INSTITUTIONAL OR PROMOTIONAL VIDEOS DURING THE KEY MOMENTS OF THE MATCH

An effective tool to tell the brand and capture the attention of the public present and at home (except during matches broadcast live on RaiSport).

STRUCTURAL BRANDING

A STRONG VISUAL IMPRINT THAT ENRICHES THE IDENTITY OF THE SPORTS ENVIRONMENT

Insertion of the company logo or graphic elements in iconic points of the arena: ventilation ducts, teams' benches or court service staff t-shirts.



PLAYING FIELD

NAMING OF THE ARENA

BRAND NAME TO THE STRUCTURE WITH CO-BRANDING OR TITLE AGREEMENTS

An exclusive formula of the highest profile, for a direct and memorable association over time. Visible from the A1 motorway and from the provincial road to Cremona.

BACKDROP

A PRESTIGIOUS VISIBILITY, ASSOCIATED WITH THE FACES AND STATEMENTS OF THE TEAM

Presence of the logo in the official background of all pre- and post-match interviews and press conferences.



EXCLUSIVE EXPERIENCES

“The exclusive experiences represent an added value for the sponsoring companies, offering unique moments of direct contact with the team, the public and special guests.”

MATCH EXPERIENCE AND DIRECT MARKETING

A CONCRETE OPPORTUNITY TO MAKE THE BRAND LIVE
IN AN ENGAGING AND MEMORABLE WAY

Customised activations:

- PRODUCT DISPLAY
- DISTRIBUTION OF PROMOTIONAL MATERIALS
- PUBLIC AWARDS
- AUDIO MESSAGES VIA SPEAKER
- BRANDED AREAS DEDICATED TO GADGETS



SPONSOR MATCH

**AN EXCLUSIVE EXPERIENCE TO MAXIMIZE EXPOSURE,
ENGAGEMENT AND PARTNERSHIP VALUE.**

A game entirely dedicated to the brand with a complete package of visibility in the court, on official channels and activations.



SIGNED MERCHANDISING

Unique and highly symbolic objects, signed by the protagonists of the team. Ideal as a prize for top clients, incentive operations, competitions or corporate events.

EXPERIENCE ON BENCH

**A UNIQUE OPPORTUNITY TO FULLY IMMERSE
YOURSELF IN THE HEART OF THE MATCH**

A privileged position to live the game alongside the
team and technical staff.





ACTIVATIONS AND BRANDING OF THE TEAM

STANDING OUT ALSO MEANS DARING WITH CREATIVE AND UNCONVENTIONAL SOLUTIONS

Special activations and structural branding opportunities provide off-the-cuff visibility that can surprise, engage and be remembered. An original way to leave a tangible mark and strengthen the brand's presence in the arena.

► **Customization of match gadgets**

Exclusive distribution of branded materials to the public during matches: clap banner, "walled" sign, flyer and personalized items. An opportunity to get into the fans' hands and hearts.



HOSPITALITY AND NETWORKING

OUR BUSINESS ECOSYSTEM MEETS ON AND OFF THE COURT, WHERE SPORT,
NETWORKING AND VISIBILITY MERGE INTO A SINGLE EXPERIENCE

SEASON TICKET VIP

COMFORT, PRIVACY AND PRIVACY

Guaranteed access to the best locations of PalabancaSport to follow the matches and welcome their guests.

PARKING SPACES RESERVED

Convenience and easy access thanks to dedicated parking passes, designed to ensure a smooth and professional experience for business guests.

AREA HOSPITALITY

Reserved space inside the arena, ideal to welcome customers and partners before, during and after the match.



MEDIA AND SOCIAL MEDIA

A SHARED STORY MULTIPLIES THE IMPACT OF VISIBILITY

COMMUNICATION

STRENGTHEN YOUR BRAND AWARENESS AND YOUR CORPORATE POSITIONING INSIDE AND OUTSIDE THE TERRITORY

▶ **Posts and social rubrics**

Dedicated content on the occasion of the entry or renewal of the partnership, columns with exclusive signature (e.g. Starting Six) and multi-channel format designed to enhance the brand.

▶ **Logo on the official website**

Continuous presence and well visible on the official platform of the team, consulted by fans, press and stakeholders for updates and institutional content.

COMMUNICATION

▶ **Branded videos and content**

Possibility to create customized videos with the involvement of athletes or at the company headquarters. Authentic storytelling to promote products, services or corporate values.

▶ **Medium coverage**

Wide visibility guaranteed by live television (RAI, DAZN), streaming on volleyballworld.tv, and constant presence in local and national newspapers. A media echo that extends the reach of sponsorship far beyond the playing field.

▶ **ADV**

Promotion of social content through targeted Meta Ads campaigns with positioning on our main channels, Facebook and Instagram. This approach will make it possible to expand the catchment area through a precise targeting on the territory.

SPONSOR EVENTS BUSINESS COMMUNITY

PARTNERSHIP DOES NOT END WITH VISIBILITY: IT IS BUILT THROUGH AUTHENTIC RELATIONSHIPS, SHARED EXPERIENCES AND MOMENTS OF VALUE

ANNUAL WORKSHOP

**AN OPPORTUNITY FOR SHARED GROWTH AND COMPARISON
BETWEEN PEERS**

Training and relational event on topics of transversal interest (communication, team building, sustainability, LinkedIn, AI), with the participation of prominent guests, professional moderators and experiential activities.



SPONSOR'S CHRISTMAS DINNER

**AN INFORMAL BUT STRATEGIC OPPORTUNITY TO
STRENGTHEN THE SENSE OF BELONGING AND FOSTER
NEW CONNECTIONS**

A convivial moment dedicated to the business community, with the presence of athletes, staff and institutional representatives.

EVENTS

MAIN / GOLD / SILVER SPONSOR

PERSONALISED EXPERIENCES WITH HIGH RELATIONAL VALUE

Events reserved for the main partners: exclusive cocktails, team building activities, closed-door events with direct participation of athletes and technicians.

SPONSOR AND SUPPORTER

A REAL OPPORTUNITY TO GENERATE VALUE AND SYNERGIES BETWEEN PARTNER COMPANIES

Activities designed to involve even mid-level sponsors, with formula such as business speed meeting, meet&greet with the team, special evenings dedicated to networking and visibility.



PALABANCA SPORT

SERVING SPORT, BUSINESS AND THE COMMUNITY

In addition to being the home of our team and the city's basketball team, the PalabancaSport is a **multipurpose space** that transforms itself to host sporting, business and cultural events of all kinds.

3.600 OF CAPACITY

Modular according to the layout, the arena offers a modern infrastructure, equipped and accessible, ideal for those looking for an impact location.

OPPORTUNITY TO ORGANIZE EVENTS

An excellent structure at the service of the territory, ready to host conventions, shows, meetings, sporting events, recreational activities and engagement experiences, in a setting that combines comfort, technology and visibility.

events of the last months...

- Italian Fencing Championships
- Regional USL Company Competitions
- Corporate Convention
- Christmas dinner of the sponsoring companies
- Official team presentation party

WHY INVEST IN OUR TEAM



1. STRATEGIC VISIBILITY LOCAL, NATIONAL AND INTERNATIONAL

Being a partner of our team means appearing in moments of maximum media attention: live TV in Italy and abroad, global streaming, press coverage and exclusive spaces during matches. A strong and continuous positioning opportunity.

2. VALUE RELATIONSHIPS AND NETWORKING EXCELLENCE

The partnership provides access to an active ecosystem of companies and professionals. Business events, VIP hospitality and experiential meetings create concrete opportunities to strengthen relationships and develop new opportunities.

3. ENGAGING EXPERIENCES FOR THE BRAND

CHOOSE OUR



AND ENHANCE YOUR BRAND



COMPANY PROFILE 2025/2026

VOLLEY



VOLLEYBALL VISIBILITY AND AUDIENCE
COMPANY PROFILE 2025/2026 | ATTACHEMENT 2



SUPERLEAGUE

MEN'S SERIE A

SERIE A VOLLEYBALL LEAGUE IS THE ASSOCIATION THAT REPRESENTS THE CLUBS OF MALE SERIE A, IN TOTAL 47 COMPANIES

MOST RECENT TITLES

- ▶ **2021:** GOLD MEDAL IN THE EUROPEAN CHAMPIONSHIP
- ▶ **2022:** WORLD CHAMPION
- ▶ **2023:** SILVER MEDAL IN THE EUROPEAN CHAMPIONSHIP

SERIE A*

MORE THAN 16.5 MILLION INTERESTED IN SUPERLEAGUE

MORE THAN 18.3 MILLION PEOPLE INTERESTED IN THE SUPERLEAGUE

2° MOST WATCHED LEAGUE OF ITALY AFTER FOOTBALL

5.7 MILLION REGULAR FANS

ATTITUDE OF THE AUDIENCE

ATTITUDE TOWARDS SPONSORSHIP

68%

compared to that of the Serie A football audience (64%)

BRAND SPONSOR PREFERENCE

52%

compared to the Serie A football audience (44%)



SUPERLEAGUE

MEN'S SERIE A

STRONG POINTS

- ▶ **TARGET**
Public of **EDUCATED, WELL-OFF, TECH**
YOUNG ADULTS, COUPLES AND FAMILIES.
The interest of the **FEMALE PUBLIC** is constantly growing.
- ▶ **CLEAN IMAGE**
Refers to well-being and fitness, dynamism, team spirit and fair play.
- ▶ **NATIONAL IDENTITY**
- ▶ **VERY POSITIVE ATTITUDE TOWARDS SPONSORS** (among the best in sports)
- ▶ **PROMOTIONAL ACTIONS FOR HIGH-INTEREST AUDIENCES**
- ▶ **VALUES VOLLEY DECLINABLE ON THE COMPANY** (game, fun, emotions, loyalty, fairness, non-violence, fair-play, dynamism, team spirit)



SUPERLEAGUE

MEN'S SERIE A TV COVERAGE

ITALY

▶ RAI SPORT

Broadcast over **50 matches** of Regular Season, Play Off, Del Monte Coppa Italia, Del Monte Supercoppa; **7 live** on RAI 2. All matches were also available for streaming on RaiPlay.

▶ DAZN

Broadcast of **2 top matches** per day and matches of the Italian teams in **CEV Champions League**, some highlights of **CEV Cup** and **CEV Challenge Cup**, **Volleyball Nations League**, **World Championship for Clubs** and will broadcast the next two editions of the **World Championship**.

WORLDWIDE

▶ VOLLEYBALL WORLD TV

Over **1.5 million** subscribers worldwide, broadcasts live, replay, highlights and exclusive content in different languages and for each country.

▶ TV BROADCASTER

Some matches are broadcast in a number of foreign countries including Poland, Turkey, Japan, Albania, Bosnia, Montenegro, Macedonia, Serbia, Bulgaria, Croatia and Slovenia.



SUPERLEAGUE

MEN'S SERIE A AUDIENCE

REGULAR SEASON

2.980

MEDIA SPECTATORS PER GAME

393.405

TOTAL SPECTATORS

+11,34%

COMPARED TO SEASON 2023/2024

PLAY OFF

4.000

MEDIA SPECTATORS PER GAME

100.933

TOTAL SPECTATORS

+7%

COMPARED TO SEASON 2023/2024

**BEST DATA IN THE
LAST 30 YEARS**



THANK YOU FOR YOUR ATTENTION

COMPANY PROFILE 2025/2026