

# COMPANY



# PROFILE

SEASON 2026/2027

# PAOGLION



THE SOURCE for coating, laminating, metallizing

metallizing machinery

# 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 2026/2027 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. 04**

## YOU

*Identity and reliability*

**ABOUT US**  
**PALMARÈS**  
**SUSTAINABILITY**  
**PALABANCASPORT**



**PG. 10**

## ENERGY

*Opportunities and partnerships*

**TV, PRESS AND SOCIAL MEDIA**  
**VISIBILITY SPACES & EXPERIENTIAL**  
**ACTIVATIONS** *-attachement 1*  
**BUSINESS COMMUNITY**  
**INITIATIVES AND EVENTS**

# 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

Winner of Del Monte® Italian Cup Serie A2



Champion of Italy Serie A2



2022/2023

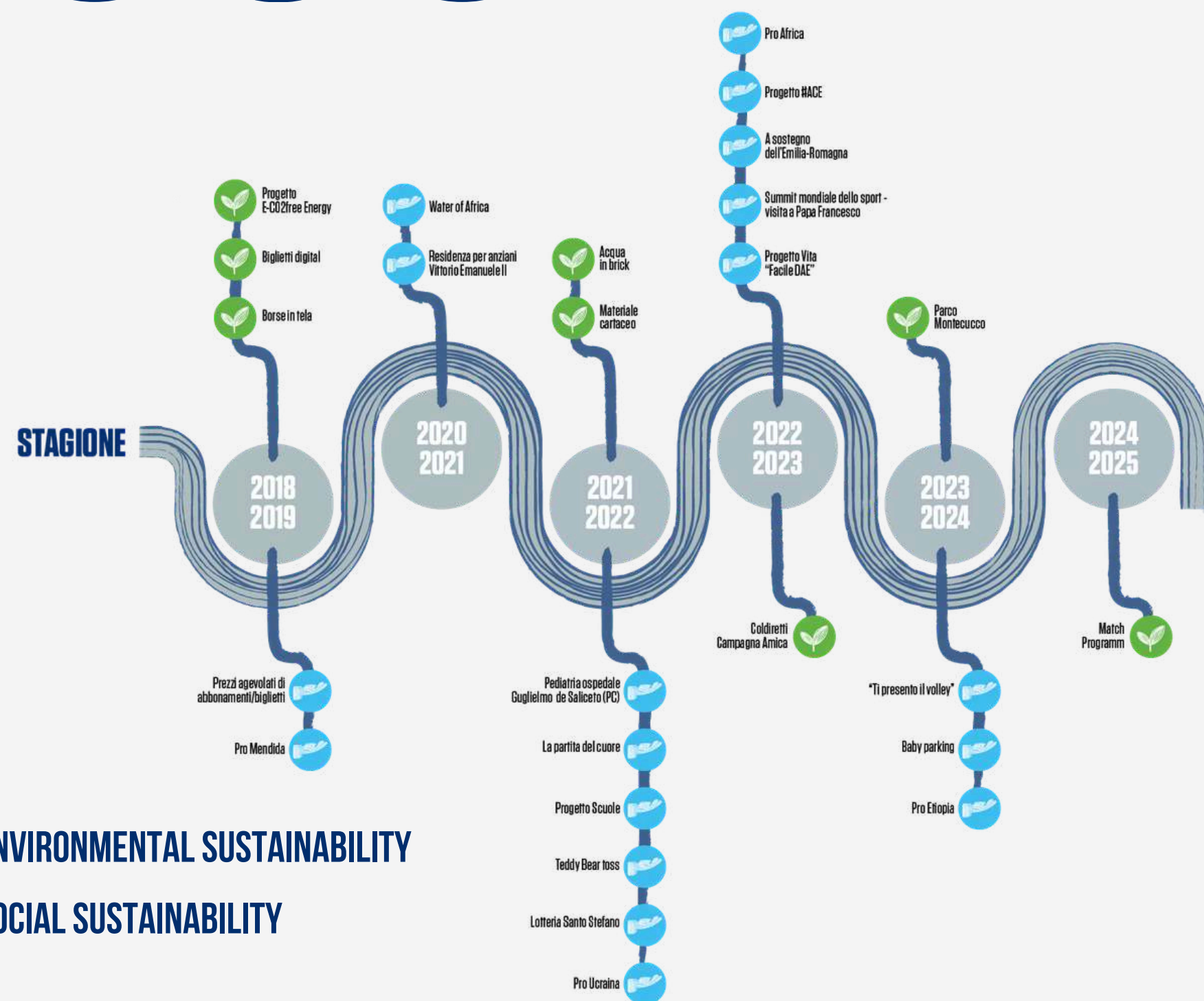
Winner of Del Monte® Italian Cup SuperLegA



2025/2026

Winner of Cev Volleyball Cup

# 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 CO<sub>2</sub>** equivalent by purchasing carbon credits, helping to finance a **certified wind energy project** in China.

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

# CER

## RENEWABLE ENERGY COMMUNITY (CER): CLEAN ENERGY FOR THE TERRITORY



Gas Sales Bluenergy Volley Piacenza is one of the first Italian sports clubs to have created a CER, with the aim of sharing energy from renewable sources and reducing emissions. An initiative that unites sport, businesses and citizens in a path of concrete environmental responsibility.

### Project objectives

- Promote the production and consumption of local renewable energy.
- Share economic and environmental benefits among community members.
- Educate the public and partner companies about energy sustainability.

# SITTING VOLLEY



**A project supported by those who believe that sport is, first of all, a form of shared leisure.**



Starting from the 2025/2026 season, Gas Sales Bluenergy Volley Piacenza will create its own Sitting Volleyball team, a Paralympic discipline in which disabled and able-bodied athletes play together.

## **Objectives**

- Promote the value of inclusion in sport and society.
- Offer equal opportunities for sports practice.
- Spread sitting volleyball in schools and local centres.
- Participate in the men's Serie A1 championship, the Italian Cup and the European Cups.



# 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.

## 71%

FILLING OF THE ARENA  
AT EVERY MATCH



## 50.000

TOTAL ATTENDANCE IN 20 HOME  
GAMES

## 2.500

AVERAGE ATTENDANCE

## 3 SOLD OUT

## 70

SPORTS CLUBS INVOLVED

9/24

# ENERGY

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

# TV E PRESS

SEASON 2025/2026



**32 VOLLEYBALL WORLD TV LIVE STREAMING MATCHES** IN OVER 80 COUNTRIES **FOR 50 HOURS OF LIVE**



**16 MATCHES LIVE ON RAI CHANNELS** (RAI SPORT, RAI 2, RAI PLAY) FOR A TOTAL OF **28 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.



**17 LIVE MATCHES FROM DAZN** (FOR A TOTAL OF OVER **24 HOURS LIVE**)



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



**CEV VOLLEYBALL CUP FINAL LIVE STREAMING ON SKY SPORT ARENA** WITH **EXCLUSIVE INTERVIEWS AND HOSTED ON SKY SPORT 24**



**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

# MAIN DIGITAL TOUCHPOINTS

2025/2026

1 JULY 2025 - 18 MAY 2026



<b>FOLLOWER</b>	30.940	92.240	3.235	1.875
<b>INTERACTIONS</b>	458.461	2,3 MLN	2.792	3.645
<b>VIEWS</b>	23,9 MLN	76,5 MLN	106.608	155.344

## WEB APP



**TOTAL FOLLOWERS:**  
**635**

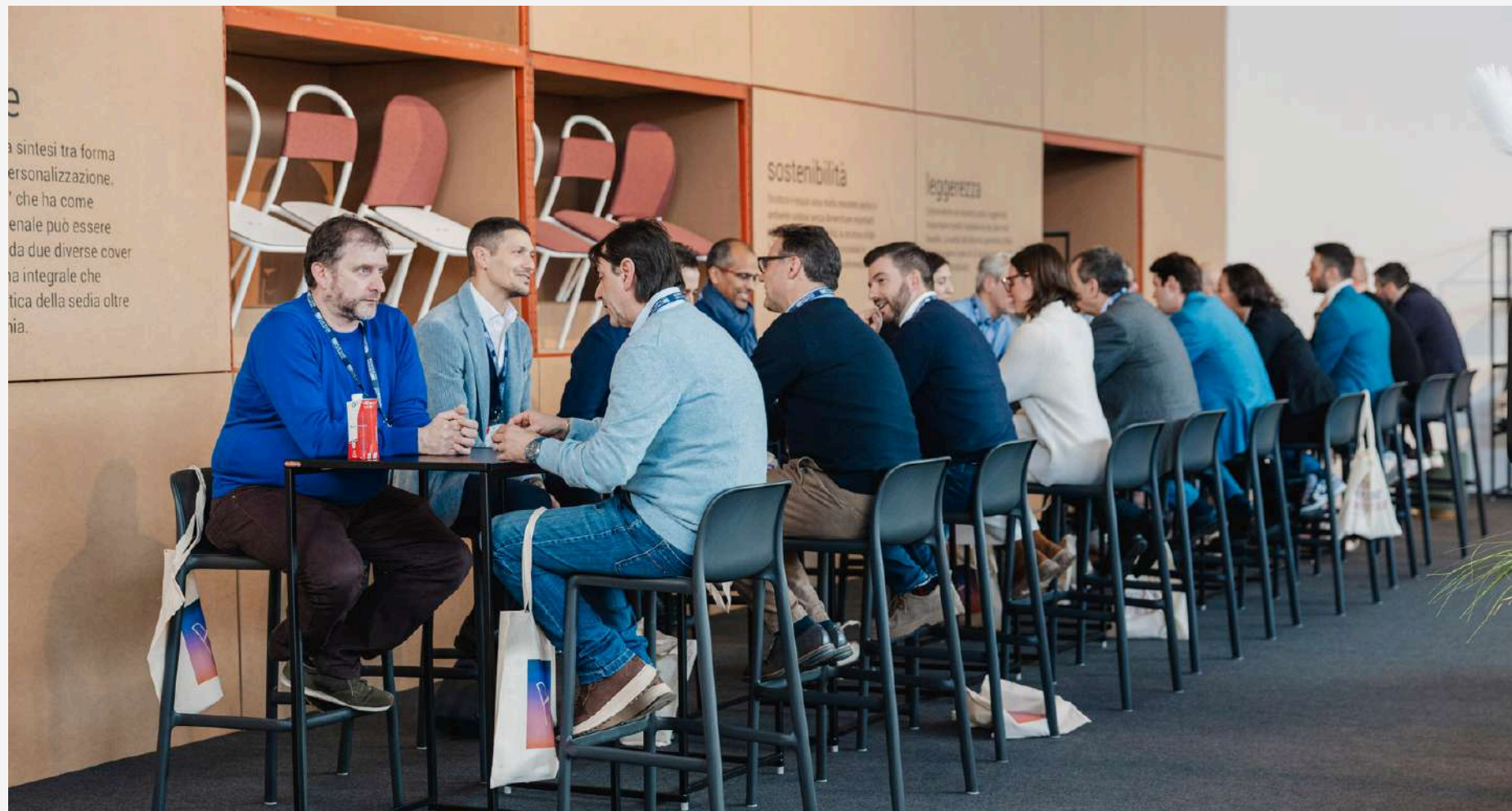
## NEWSLETTER



**TOTAL FOLLOWERS:**  
**2.482**

# 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)





# VOLLEY

PERFORMANCE AND FUTURE

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**FRANCESCO  
COMPARONI**

*Middle Blocker*



**ALESSANDRO  
BOVOLENTA**

*Opposite Hitter*



**GIANLUCA  
GALASSI**

*Middle Blocker*



**EFE  
MANDIRACI**

*Spiker*



**HENRI  
LÈON**

*Opposite Hitter*



**LUKAS  
BERGMANN**

*Spiker*



**DRAGAN  
TRAVICA**

*Setter*



**MIGUEL  
GUTIERREZ**

*Spiker*



**PAOLO  
PORRO**

*Setter*



**JORIS  
SEDDIK**

*Middle Blocker*



**DOMENICO  
PACE**

*Libero*





# YOUTH SECTOR

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



## **Teams**

To give future are the teams of over 120 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°**

**INTERRITORIAL:  
UNDER 15/17/19**

**AND REGIONAL FINAL FOUR**

**1°**

**REGIONAL CHAMPIONSHIP:  
UNDER 13**

**ACCESS REGIONAL PHASE**

# 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 **1.000** children in over 8 schools between primary, middle and high school.



# Educational MEETINGS

During the season, training sessions were held with students from higher education institutions or university master's degrees, involving approximately **120 students**.

## HIGH SCHOOLS

I.C. CALAMANDREI-CODOGNO (LO)

## UNIVERSITY MASTERS

SPORT CONSULTING-UNICATT

MASTER IN SPORTS AND SPORTS EVENTS MANAGEMENT



# READY



# SET

# GO!

[www.gassalespiacenza.it](http://www.gassalespiacenza.it)



**CREATE**

# ENERGY



**WITH US**

**VISIBILITY SPACES & EXPERIENTIAL ACTIVATIONS**

**COMPANY PROFILE 2026/2027 | 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.

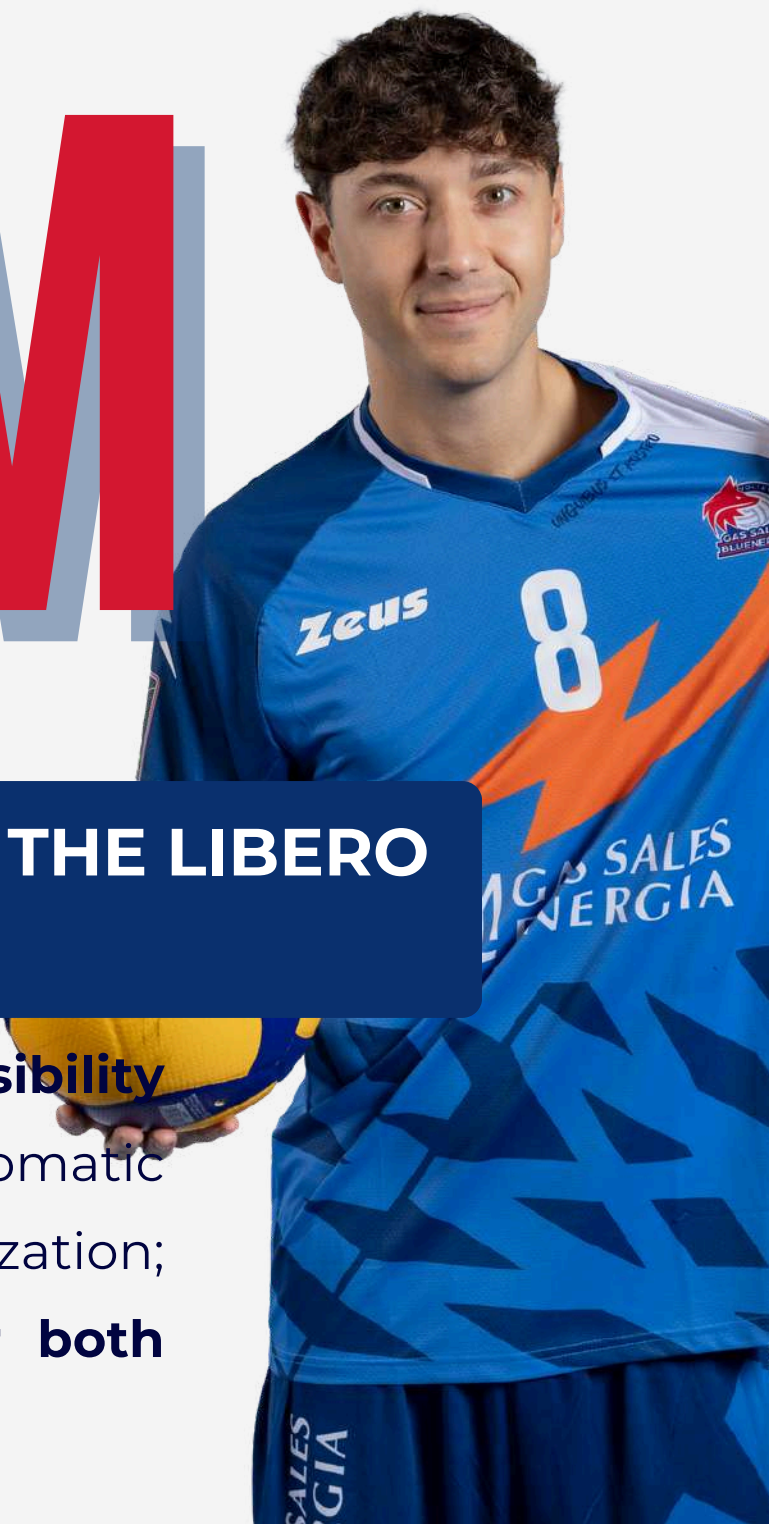
## LOGO ON MATCH SHORTS

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

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

# SEASON TICKET VIP

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## **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**

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# COMMUNICATION

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**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

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**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

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### 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

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### 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
- Under-19 National Finals
- Concert of the Five Parts Orchestra

# 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