



COMPETITION & COMMERCIAL GUIDELINES

SEASON 2022 – 2023

Dear Reader,

The Belgian Volley League is very proud of its Lotto Volley League Competition and the clubs who compete in them are a crucial part of our Volleyball family.

We appreciate that it takes a great amount of hard work and commitment to deliver organization fitting to this competition.

However without this effort we will miss out on some of the most memorable moments in our sport. This is the reason why we have fixed quality standards in both the marketing and the technical aspects of top volleyball games.

Committing to participate in this competition is a decision that cannot be taken lightly, so we thank you for doing your part in continuing the development of our sport.

Many thanks for your time, and all the best with your continued efforts with Volleyball.

Mr. Luc Haegemans

Mrs. Marie De Clerck

President Belgian Volley League

CEO Belgian Volley League

A. Lotto Volley League competition format

The statutes, the rules of procedure and the guidelines of the Belgian Volley League are applicable to the competition of the Liga A Men.

LOTTO Volley League Competition format 22 - 23

9 TEAMS with Play-offs

Regular Competition (RC): Double Round Robin.

- ✓ Ranking 1 to 9
- ✓ 16 games = 18 gamedays

Champion Play Offs

- ✓ 6 teams
- ✓ Numbers 1 – 6 of the regular competition
- ✓ Starting grid:
 - 1st regular competition 5 points
 - 2nd regular competition 4 points
 - 3th regular competition 3 points
 - 4th regular competition 2 points
 - 5th regular competition 1 point
 - 6th regular competition 0 points
- ✓ Double Round Robin
- ✓ 10 games = 10 gamedays

Challenge Play Offs

- ✓ 3 teams
- ✓ Numbers 7 – 9 of the regular competition
- ✓ Starting grid:
 - 7th regular competition 2 points
 - 8th regular competition 1 points
 - 9th regular competition 0 point
- ✓ Double Round Robin
- ✓ 4 games each = 6 gamedays

Qualification 5th European ticket (if needed)

- ✓ 5th and 6th ranked of Champions PO and 1th and 2th of Challenge PO
- ✓ One match
 - Match 1 : 5th CPO – 2th CHPO
 - Match 2 : 6th CPO – 1th CHPO

- ✓ Teams of Champions PO have the right to play at home
- ✓ Final Leg : Winner Match 1 / Winner Match 2
- ✓ One match
- ✓ Will have the right to play at home :
 - the team classified the highest in the Champions PO
 - the team classified the highest in the Challenge Play Off (if the two teams of the Challenge Play Off are the winners)
- ✓ The losers of match 1 & 2 will be classified in the classification as follows :
 - The team classified the highest in the Champions PO or Challenge PO will be classified as 7th in the end classification.

Champion PO Final

- ✓ The first two of Champions Play off
- ✓ Best of 5
- ✓ 3 to 5 games = 3 to 5 gamedays

Final Ranking if no Qualification for 5th European ticket:

1. Winner Champion Play Off Final
2. Loser Champion Play Off Final
3. 3rd Champions Play Off
4. 4th Champions Play Off
5. 5th Challenge Plat Off
6. 6nd Challenge Play Off
7. 1st Challenge Play Off
8. 2nd Challenge Play Off
9. 3th Challenge Play Off

Final Ranking if Qualification for 5th European ticket:

1. Winner Champion Play Off Final
2. Loser Champion Play Off Final
3. 3rd Champions Play Off
4. 4th Champions Play Off
5. Winner of the final of Qualification for 5th European ticket
6. Loser of the final of Qualification for 5th European ticket
7. Loser of the 1st round of the Qualification for 5th European ticket that is classified the highest in the Champions PO or Challenge PO
8. Loser of the 1st round of the Qualification for 5th European ticket that is classified the lowest in the Champions PO or Challenge PO
9. 3th Challenge Play Off

Reason of difference between the two final rankings:

CEV is looking at the final ranking to have the right of participating in the European Cups

LOTTO VOLLEY COMPETITION 22/23

**If no Qualification for
5th European ticket**

Regular Competition Double Round Robin	PLAY OFF Double Round Robin	Champions Play Off Final Best of 5	Final Ranking
#1	CHAMPIONS PLAY OFF First 6 of Regular Competition Calendar to be determined	#1 Champions Play Off <i>versus</i> # 2 Champions Play Off	1. Winner Champion Play Off Final
#2			2. Loser Champion Play Off Final
#3		3. 3rd Champions Play Off	
#4		4. 4th Champions Play Off	
#5		5. 5st Challenge Play Off	
#6		6. 6nd Challenge Play Off	
#7	CHALLENGE PLAY OFF 7th,8th and 9th of Regular Competition Calendar to be determined	7. 1st Challenge Play Off	
#8		8. 2nd Challenge Play Off	
#9		9. 3th Challenge Play Off	

If Qualification for 5th European ticket				
Regular Competition Double Round Robin	PLAY OFF Double Round Robin	Qualification for 5th European ticket	Champions Play Off Final Best of 5	Final Ranking
#1	CHAMPIONS PLAY OFF First 6 of Regular Competition Calendar to be determined		#1 Champions Play Off <i>versus</i> # 2 Champions Play Off	1. Winner Champion Play Off Final
#2				2. Loser Champion Play Off Final
#3				3. 3rd Champions Play Off
#4				4. 4th Champions Play Off
#5		5th and 6th ranked of Champions PO and 1th and 2th of Challenge PO One match Match 1 : 5th CPO – 2th CHPO Match 2 : 6th CPO – 1th CHPO Final Leg : Winner Match 1 versus Winner Match 2 One match		5. Winner of the final of Qualification for 5st European ticket
#6				6. Loser of the final of Qualification for 5st European ticket
#7			7. Loser of the 1st round of the Qualification for 5th European ticket that is classified the highest in the Champions PO or Challenge PO	
#8			8. Loser of the 1st round of the Qualification for 5th European ticket that is classified the lowest in the Champions PO or Challenge PO	
#9			9. 3th Challenge Play Off	

CEV Tickets: (if we still have five tickets, finalize after confirmation CEV)

1. Qualified Champions League: Champion
2. Qualified Champions League: Vice Champion
3. Qualified CEV Cup: Winner Federation Cup
4. Qualified CEV Cup: 3th ranked team
5. Qualified CEV Challenge: 4th ranked team

In case the winner of Federation Cup has a ticket for the CEV Champions League there will be a qualification faze for the CEV Challenge ticket.

B. Standards of the LOTTO Volley Competition

1. Competition Halls

According to the stages in competition there are minimum standards required for the Competition Hall as shown in the table below:

Table 1

	<ul style="list-style-type: none"> ▫ Regular Competition ▫ Challenge PO ▫ Qualification 5th European ticket 	▫ Champions PO	▫ Champion PO Final
Playing Court	18 x 9 m	18 x 9 m	18 x 9 m
+ Free Zone	>=5 x 3 m	>=6,5 x 5 m	>=6,5 x 5 m
= Playing Area	>=28 x 15 m	>=31 x 19 m	>=31 x 19 m
+ Free Passage way	optional	>=1m optional	>=2m
= Competition Area	>=28 x 15 m	>=33 x 21 m	>=35 x 23 m
Height	>=7m	>=9m	>=9m
Sub Floor	Wood/Synthetic	Wood/Synthetic	Wood/Synthetic
+Flooring: Gerflor or Overtaping	optional	optional	Gerflor or Complete Line Overtaping
Colored Playing court	yes	yes	yes
Lighting	>=750	>=750	>=1000
Seats	>=500	>=750	>=1500
Scoreboard	1 Manual and 1 Electronic	1 Manual and 1 Electronic	1 Manual and 1 Electronic
LED boarding	optional	optional	45m
Camera platform	optional	Yes	Yes
Video Challenge	Optional but Mandatory for: Aalst/Maaseik/Roeselare	Optional but Mandatory for: Aalst/Maaseik/Roeselare	Yes
Web Stream Cameras	Yes	Yes	Yes
E Score/Scout	Yes	Yes	Yes
Video Sharing	Yes	Yes	Yes
VIP Area	Optional	Yes	Yes
Large Video Screen	Optional	optional	Yes
Wireless Headsets	Yes (Volley Belgium)	Yes	Yes
ES Bench Tablets	Yes	Yes	Yes

2. Regulations CEV

Competition hall category	Minimum height	Minimum surface of the Competition area	Minimum lighting	Minimum seating capacity
1	12.5 meters	35 x 24.5 meters	1,500 lux	5,000
2	9 meters	35 x 23 meters	1,500 lux	2,500
3	9 meters	35 x 23 meters	1,500 lux	1,500
4	8 meters	33 x 21 meters	1,000 lux	1,000
T	7 meters	31 x 19 meters	500 lux	-

CEV competition	Category	Playing surface			Sub floor
		Synthetic surface	Volleyball lines only	Playing court and Free zone in different colours	Wooden floor on beams
CEV EuroVolley					
Final phase	1	Yes	Yes	Yes	Yes
Other Phases	2	Yes	Yes	Yes	Yes
CEV U21/22, U19/U20, U17/U18 Volleyball European Championship					
Final phase	2	Yes	Yes	Yes	Yes
Other Rounds	3	Optional	Optional	Optional	Yes
CEV U16/U17 Volleyball European Championship					
Final phase	3	Yes	Yes	Yes	Yes
Other Rounds	3	Optional	Optional	Optional	Yes
CEV Volleyball European Golden and Silver Leagues					
Final phase	2	Yes	Yes	Yes	Yes
Other phases	2	Yes	Yes	Yes	Yes
CEV Champions League Volley					
Super Finals	1	Yes	Yes	Yes	Yes
From 4 th Round	2	Yes	Yes	Yes	Yes
Other phases	3	Yes	Yes	Yes	Yes
CEV Volleyball Cup					
Final Phase	2	Yes	Yes	Yes	Optional
Other matches	3	Optional	Optional	Yes	Optional
CEV Volleyball Challenge Cup					
Final Phase	3	Yes	Yes	Yes	Optional
Other matches	4	Optional	Optional	Optional	Optional

3. Homologation of the Belgian Competition Halls

Every Competition Hall has been inspected by the Homologation Commission of the Belgian Volleyball League in coordination with the responsible of the homologation of Volley Belgium.

The accommodations must be ready and available 60 minutes before the established starting time. The necessary balls must also be available to both teams from that moment on.

4. Additional Requirements LOTTO Volley Competition

Some competition Halls need additional requirements according to the stages of the LOTTO Volley Competitions.

Table 2

Competition Halls	<input type="checkbox"/> Regular Competition <input type="checkbox"/> PO Qualification <input type="checkbox"/> Challenge Final 4	<input type="checkbox"/> Champions Final 4	Play Off Final
Knack Roeselare	OK	OK	Line overtaping
Greenyard Maaseik	OK	OK	OK
Lindemans Aalst	OK	OK	Line overtaping
Caruur Gent	OK	OK	OK
Decospan Menen	OK	TBD	Unsuitable
Wareme Volley	OK	TBD	Unsuitable
VHL Haasrode	OK	TBD	Unsuitable
Tectum Achel	OK	TBD	Unsuitable
AxisGuibertin	OK	TBD	Unsuitable

The Board of Directors, dated 19/05/2022, has decided that the teams Decospan Menen, Wareme Volley, VHL Haasrode Leuven, Tectum Achel and AxisGuibertin (if they are qualified) may participate at their own choice in the Champions PO in their own hall or move for all these matches to a hall that fulfill the requirements.

For the Champions PO Finals, the halls of those teams are not suitable. If they are qualified for the Champions PO Finals, they have to play their home matches in a hall that fulfill the conditions mentioned in table 1.

5. Players Outfit

The outfit has to conform the competition regulations of the Federation.

Players

A player playing an official match must take the prescribed dress code:

- ✓ The equipment must be uniform and of the same color; also publicity.
- ✓ From the toss, the warm-up must take place in uniform clothing.
- ✓ The numbering from 1 to 99 in contrasting color with a minimum height of min. 10 cm and max. 15 cm in the middle of the chest and minimum 15 cm and max. 20 cm in the middle of the back according to the International Rules, the width of the strip used must be at least 2 cm (in accordance with the international game rules).

Liberos

- ✓ The libero(s) wear a shirt (sweater), numbered and with a clear contrasting color compared to the colors of the rest of the team.
- ✓ The publicity on the outfit of the libero(s) may differ from that of others players

Shirt color

Each team has to have two outfits of a different color. If the first color of both teams is not sufficiently contrasting, the home team plays with its first color and the visiting team with its second color.

6. Competition Manager

All data concerning players-staff should be delivered to the League Competition Manager on the official league forms and sent to vbjvolley@telenet.be before **01/10/22**.

7. Method of asking match change

- ✓ Send application to competition manager BVL, who will first judge the application (TV, commercial, etc.)
- ✓ Competition manager forwards confirmation to both teams and MNC
- ✓ Submission of application in Volleyadmin2 and approval therein by opponent
- ✓ Approval/Disapproval by MNC
- ✓ MNC will not approve a match change if it has not obtained approval from the competition manager

8. Participant lists

- ✓ The official list of players of a LIGA A Men team is sent to the competition manager of the BVL at the latest 48 hours before the first competition match.
- ✓ The list of players must state for each player: surname and first name, height, position on the field, date of birth, nationality, affiliation number and date of affiliation.
- ✓ There is no obligation in the Liga A Men regarding the core players that appear on the core player list. They must not have competed three (3) times before December 31st.

9. Last matchday

For the Liga A Men, the regulations regarding postponement are only valid for the last match day of the regular competition and the play-offs. The Executive Board of the BVL may allow exceptions to this.

10. Challenge System

- ✓ The teams of Knack Roeselare, Greenyard Maaseik and Lindemans Aalst has the disposition of a Challenge Video Full system
- ✓ The Challenge Video System will be optional for Regular competition, Champions PO and Challenge PO but mandatory for the matches between Knack Roeselare, Greenyard Maaseik and Lindemans Aalst
- ✓ Those clubs must have a Video Challenge Technician who will assist in adjusting the cameras before and during the game.
- ✓ In case that the competition hall has a big screen, there will be a relay with the challenge system.
- ✓ The Challenge system requires a 45m ledboarding
- ✓ All League clubs agree that the Video Challenge System shall also be used in Regular and Live TV Matches

11. Overtaping Court

- ✓ ATA Sports is one of the official dealers: atasport@skynet.be
- ✓ If during the Live TV games the competition court has more than one extra court line, the lines should be overtaped by an official dealer.
- ✓ During the Champions PO Finals no extra line is permitted and the court should be Gerflor or overtaped

12. Bench Application: Tablets

- ✓ The clubs have to use portable tablet devices for the team benches and the referees to deliver their starting line ups, time outs, substitutions and challenges.
- ✓ The tablets of the referees will have a display from the E-score
- ✓ A secured wireless LAN internet is required courtside

C. Publicity

1. Competition Ball

- Official ball: Mikasa V200W
- Ball-trolleys: free to choose
- Material yearly provided by the League: 20 Mikasa-Balls / Club

2. Publicity on Players Outfit

The LOTTO Logo should be positioned at the BOTTOM OF THE LEFT SLEEVE.

- ✓ The logo has to be 8cm length and 6cm width. Around the logo a free zone of 2,5 cm is required, except from the bottom of the sleeve where the free zone may be smaller. Another logo can be used above the Lotto logo if the distance of 2,5 cm is respected.
- ✓ The logo must be worn on all (also libero) shirt for every Lotto Volley League game.
- ✓ The logo can be printed directly on the shirt using the EPS file and respecting the size of 8cm/6cm.

3. Court Lay Out

- ✓ Only 2 positions will be reserved for the league sponsor Lotto
- ✓ The format of the sticker is 3.40m x 1m
- ✓ These stickers will be provided by the League
- ✓ The League floor stickers have to be placed in every game of the Lotto Volley League
- ✓ Besides the position of the 2 Lotto stickers a club can organize the court layout
- ✓ The club can choose either removable or fixed stickers



The court lines should be in a contrasting color with the color of the floor stickers

4. Backdrop

- ✓ Interviews for TV (official broadcaster/Regional TV) and “Star of the Game” must be taken in front of the interview backdrop positioned in the Mixed Zone straight after the end of the game.
- ✓ The Interview Backdrop will be delivered by the League.
- ✓ Clublogo’s should be delivered in high resolution
- ✓ before 01/09/2022

5. Clubs with Led Boarding

- ✓ If the duration of the loop is 25 - 30 minutes, a maximum of 10 slots is occupied per loop for the league. Each slot will be 15 sec.
- ✓ The led animation will delivered by the League
- ✓ Season 2022-2023
 - Lotto: 6 slots
 - Lotto Volley League: 4 slots

6. Clubs (with and without Led Boarding)

- ✓ All clubs will install minimum 3 Lotto banners (2 pop up banner - 80 cm h x 180 cm w – and a banner to hang on the wall - 80 cm h x 430 cm w) in front of the main camera
- ✓ Banners will be delivered by the League

7. Ceremonies

Star of the Game

- ✓ From the start of the competition, every E.M. contest a player selected as "Star of the Game". (not in matches from Beker van België)
- ✓ We use the following procedure: The coach of the losing team selects a player from the winning team
- ✓ The choice is based on the following criterion: "Which player of the winning team has had the greatest influence on the course of the match"?
- ✓ This may be the best scoring player or a substitute who has tipped the course of the game or a libero who took care of all receptions or a game distributor, center blocker,..
- ✓ Immediately after the match, the trophy (supplied by each team) is handed over by the losing coach to the chosen player.

Champions Ceremony

- ✓ The Ceremony at the end of the season for the champion/runner up and awarding of players should take place after the 3, or 4th, or 5th match of the final of the Play Offs by the organizer of that last game.
- ✓ Requirements and format in special document.

8. Roll Up

- ✓ The league will provide 2 welcome roll-ups: these must be present at every entrance (VIP/public) of the venue.

9. New League sponsors

- ✓ The league has the right to attract new partners and give them the necessary exposure, also during the season. When it comes to co- and main sponsors, this should not go against the already existing club sponsors.

D. TV / Statistics and Social Media

1. Statistics & Videosharing & e-score

Concerning the videosharing

- ✓ Each Lotto Volley League-game will be shared with the scouters via the 360 Sports Intelligence system

Concerning the statistics

- ✓ All teams will scout the EuroMillions-games with DATA VOLLEY (2007 or DV4)
- ✓ All teams will use the official team-files
- ✓ In official games the home team will use the scout-file of the server
- ✓ 15 minutes after the game the scout-file has to be mailed to the server
- ✓ Minimum requirements of the scout-file
 - Starting positions/Rotations of each set
 - Serves (spinner or float)
 - Receptions
 - Side-out attacks
 - Transition attacks
 - Scoring blocks
 - If possible:
 - Block and defense
 - Attack tempo's with tips/shots
 - Amount of blockers
 - Codes of attack
 - Setter calls

Collaboration:

- Scouters can exchange by using Google Drive
- Scouters will send the non-corrected file as soon as possible
- Scouters will upload the corrected file within 24 hrs
- Scout-file should be synchronized with the video

Requirements:

- The home team provides a table at either end of the court with enough space for two people where they can complete statistics (electricity should be available).
- A secure free wireless internet connection should be available for the competing teams.
- A suitable location must be provided for the opponent team video camera, they should be in a raised position behind the end line of the competition court.

Concerning E-score

- ✓ The E-score shall be done by the system of DATAVOLLEY. Program can be downloaded as follow :
<https://www.dataproject.com/Products/EU/en/Volleyball/eScoresheet>
- ✓ Update will be done automatically by opening the program.
- ✓ The club official has to connect the eScoresheet online no later than 20 minutes prior to the start of each match and shall remain connected until the official data has been checked and confirmed post-match.

2. Video & photo content - social media - website

Streaming the Lotto Volley League competition

A new streaming infrastructure will be set up by 360 Sports Intelligence:

- ✓ 3 fixed cameras, both live and on demand
- ✓ a fourth camera will be provided for interviews before and after the game
- ✓ a commentators post will provided
 - the club will be responsible to have minimum one commentator per game, and preferably two commentators
- ✓ possibility to add sponsors to the livestream
 - the Lotto Volley League must always be present
 - the Lotto logo will be added (to determine when and where)
- ✓ The live streaming and the summary of the game will also be made available (free of charge) to the regional and national TV broadcasts

Video content & media manager

With the 360 Sports Intelligence system, we are able to make a lot more video content ourselves. It is the responsibility of the club to appoint someone for this. He or she must be able to install the camera for the interviews, conduct interviews and transfer the images if necessary.

Social Media

- ✓ Every Club should have at least an active Facebook, Instagram and Twitteraccount.
- ✓ The Lotto Volley League logo is added to the header photo
- ✓ The Lotto Volley League logo is as much as possible added to all content shared on the club accounts
- ✓ All activations of Lotto, forseen during a home game of the club, are announced on all used social media channels of the club.
- ✓ Every club shares as much as possible the Lotto related social media posts
- ✓ The sponsors of the Lotto Volley League have the opportunity to propose a message on the social media of the club when of interest for the Belgian volleyball community.
- ✓ Social media is an important part of the value determination of the sponsorship contracts. It is therefore important for the clubs to build a comprehensive community through social media.
- ✓ The performance of the social media and reach of the website will be measured using tools such as Google Analytics.

Club Website

- ✓ Every Club-website should contain the logo of Lotto as a main partner
- ✓ Every Club website should contain the Lotto Volley League logo in the header (where the menu is) or a header image (one of the carousel)
- ✓ Every Club-website should contain the up-to-date Competition and Cup Results with the Logo of the Lotto Volley League.
- ✓ Every Club-website should contain the up-to-date competition ranking with the Logo of the Lotto Volley League.
- ✓ Every Club-website includes a link to Live Score.
- ✓ Every club-website includes a link to the Leagues website and links to the Leagues Sponsors websites.
- ✓ Links to the sponsors of Lotto Volley League are mentioned on the Club-website.
- ✓ Activations or actions of Lotto Volley League Sponsors, forseen during a homegame of the club are announced on the Club website.

Info Google/FB Analytics

- ✓ An important part of the valuation of the agreements with our sponsors is based on measurable results.
- ✓ Based on the number of spectators, social media followers and website visitors the league can prove the size and growth of our total community.
- ✓ Most of the figures are publicly available. For the monitoring of the website of each club we need some support.
- ✓ To be able to check, on a regular base, the evolution of the number of visitors during the season, the club should provide the League the rights to consult the clubs Google Analytics account.
- ✓ Each club should provide an access to the CEO of the Belgian Volley League with password and login.

Television

- ✓ For all matches displayed on TV, national or regional there are fixed requirements.
- ✓ For all matches the "League TV manuals1-2-3" apply. In this way the league wants to bring volleyball to the fans in a fixed format

Club database and GDPR

- ✓ Club data emails must have an "opt in" to use them for commercial purposes and the reporting asks the community managers to make a monthly count of the available addresses that are "GDPR ready".

League Features

- ✓ Club Presentation: each team provides the requested items on the official form provided by the League. The club-logo must be provided in .eps or .ai format
- ✓ Team Presentation: each team provides the requested items on the official form provided by the League