



## **AVP Brand Information**

- The Association of Volleyball Professionals is the United States' premier beach volleyball tour, headquartered in Newport Beach, Calif. under owner Donald Sun.
- AVP has a **36+ year legacy**, and is a household brand famous for their **signature yellow and white Wilson volleyball**. It is responsible for providing a stage and developing the careers for the biggest names in beach volleyball.
- This year marks **AVP's 36th season** with an eight-stop tour kicking off in Huntington Beach, CA. (May 3-5) followed by stops in Austin (May 17-19), New York (June 7-9), Seattle (June 21-23), Hermosa Beach (July 26-28), Manhattan Beach (August 16-18), Chicago (Aug 30-Sept 1), and Honolulu (Sept 20-22). Full tour schedule available at [AVP.com/events](http://AVP.com/events).
- In addition to the Pro Tour, AVP has several branches including a non-profit, **AVPFirst**, dedicated to giving back to the community and providing scholarships and equal opportunities to underserved communities. It also has programs that are dedicated planting seeds early with the youth to invest in future beach volleyball stars and to increase chances for diversity in the sport.
- **AVP Grassroot Initiatives - AVPNext, AVP Academy, and AVP America**
  - **AVPNext** is the official developmental program of the AVP Pro Beach Volleyball Tour and serves as the exclusive qualification circuit for elite amateur players to earn AVP qualification points, a national ranking and entry into AVP main draws.
  - **AVP Academy** - a year-round program that strives to develop the most complete athlete for their desired level of performance in the sport by integrating the components of beach volleyball training and education, Sports Psychology, Nutrition, and Strength and Conditioning. The juniors programs (ages 8-18) focus on preparing athletes for high school and collegiate play, as well as tournament play.
  - **AVP America**, in addition to the AVP Pro Tour, continues to build on its grassroots initiatives through the growth of junior and amateur programs as a commitment to the past, present, and future of the sport. In 2018 alone, AVP America teamed up with Seaside Beach Volleyball, Texas Volleyball Tour, and Dig Deep Volleyball Tour.
- AVP played a key role in getting beach volleyball recognized as an **NCAA sanctioned sport** as the organizer and producer of the very first college event in 2006.

## **New to 2019**

- **Increased Prize Money & Travel Stipend**
  - AVP is proud to increase prize money across all tournament stops.

- AVP will provide each Main Draw athlete a stipend for each stop to offset some travel expenses (hotel, flight, and expenses.)
- **Road to AVP Hawai'i Open**
  - In 2019, Hawai'i will be designated as an Open (vs. an Invitational as it previously was in 2018.)
  - Each winning team per gender of every non-Gold Series AVP Pro Tour stop will earn a spot to Hawai'i. The remaining spots will go to Gold Series winners based on ranking and those who make it through Qualifiers at the Hawai'i Open.
  - The event will feature a 16-draw team with a Qualifier as in the other stops.

## **Back for 2019**

- **Second Year Partnership with Amazon Prime Video and fifth season with long-time partner, NBC**
  - Prime Video will stream the men's and women's finals to viewers outside of the U.S., and one final match per event to Prime members in the U.S. Prime members will also have on-demand access to completed matches, including all finals, highlights and additional content at [primevideo.com/avp](https://primevideo.com/avp).
  - Prime Video will deliver live coverage of Main Draw matches from each tour stop through 2020. NBC will broadcast one of the final competitions on the Sunday of each stop. Check local listings for the most updated information.
  - Prime members in more than 200 countries and territories will be able to watch live and on-demand AVP content across more than 600 devices on the Prime Video app for TVs, mobile devices, online, game consoles, set top boxes, and connected devices, including Amazon Fire TV and Apple TV.
- **Festival Village**
  - Each stop on the 2019 AVP Pro Tour Season will have a family-friendly interactive sponsor village complete with fan activations, giveaways, product sampling, athlete meet 'n greets, top local food and more.
  - First-time national sponsors Corner Bakery and Stella Rosa will join alongside returning national partners Wilson®, Kona Brewing Co., Hydro Flask, KT Tape, and Rox Volleyball,
- **Expanded AVPFirst Programming**
  - [AVPFirst](#) is a 501(c)3 nonprofit organization founded to create a national pipeline for youth volleyball development designed specifically to create access for all children and their families, regardless of the neighborhood in which they reside or their economic status. The programs offer an expanded series of free community corner clinics, coaching education workshops, and junior beach tournaments designed to develop youth into positive, empowered citizens, and to provide the necessary skills to potentially pursue a path as a professional beach volleyball athlete. To date more than 7,000 youth, ages eight to 18, have participated in these volleyball programs led by elite coaches and a large volunteer corps of dedicated adults and professional AVP athletes. These programs culminate at the annual AVPFirst National Championships, which take place during the week of the Hermosa Beach Open. Last year, a record 272 teams, representing 35 states and four countries, including Canada, Mexico, Australia, and

Puerto Rico, competed for the title. All nine AVP First gold medal matches are played on Stadium Court over the AVP Pro weekend.

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