



Press Release 07/06/2022

## **PARTNERSHIP SIGNED BETWEEN CHAINON AND EMMA VILLAS AUBAY SIENA**

*Following the agreement with Lega Volley, the Tuscany club will be the first in the Superleague to offer its sponsorships through ChainOn platform, where sponsorships are concluded through blockchain, artificial intelligence and proprietary algorithms.*

**Emma Villas Aubay Siena** and **ChainOn** have reached a partnership agreement: the Siena club, which will take part in the 2022/2023 Volleyball SuperLega, will offer its sponsorships on [www.chainon.it](http://www.chainon.it).

In the top world of volleyball, **ChainOn** had already signed the first blockchain sponsorship agreement in Italian sports, becoming, as of March 1, 2022, **Official Innovation Partner** of Lega Pallavolo. The partnership includes, for **all 54 member clubs** (A1, A2, A3), a basic agreement to access the marketplace and propose their own sponsorships.

On **ChainOn**, the digital marketplace for buying and selling sponsorships, **sponsors** (local, national and international companies) and **vendors** (sports clubs, federations, leagues, event organizers), thanks to the innovative technology, can meet, exchange information, negotiate and **sign agreements in blockchain**.

Blockchain is the most secure cryptographic system in the world, and it allows for "**smart**" contracts that can be negotiated with the same guarantees as traditional ones: in **very little time** and **automatically managing variable considerations** linked to parameters such as, for example, the audience obtained from a match.

This is a real revolution that increases **speed, transparency** and **savings** in the signing of sponsorships, with a reduction in contact, negotiation and contracting costs that reach 97% of those currently incurred.

### **STATEMENTS**

#### **Giovanni Palazzi - ChainOn Founder and CEO**

*"We are very pleased that Emma Villas Aubay Siena, which has just returned to Superleague, the world's top club volleyball league, immediately seized the opportunity to sell its sponsorship opportunities on ChainOn. It is a further and important testimony to the need for change and technological innovation in the sponsorship market. A choice that underlines the ability to innovate owned by the entire volleyball movement: a sport that has shown that it sees change as a way to grow and that represents the lowest common denominator that has already led, last March, to the "blockchain signed" partnership with Lega Volleyball."*

#### **Vittorio Angelaccio – Emma Villas Aubay Siena Commercial and Marketing Director**

*"It is a great pride for us to be able to be the first Italian volleyball club to enter the world of digital sponsorship, even more so with our participation in SuperLega. We saw in ChainOn an excellent partner with whom, from the very beginning, we shared ideas and projects. The agreement*

*represents a great opportunity, for those who, like Emma Villas, want to be innovators, on a market, such as the sports one, that has radically changed and will still change especially thanks to technology. The marketplace will allow us to intercept a large part of those domestic and foreign companies interested even in short-term partnerships (for a single competition or sports event), thanks to a practical, simple and immediate tool. Digital is a parallel market to the traditional one that is now an integral part of our lives; that's why there is a need to study it, know it thoroughly, glimpse opportunities and above all be ready to translate it into concrete business opportunities”*