



# Major League Volleyball

Entering its third season in 2026

MLV continues its growth—with Dallas taking the court for the first time this season, and teams in both Northern California and Washington DC confirmed for 2027.



## About the league:

- 2026 is Major League Volleyball's third season
- 8 teams in major US cities
- Dallas is the newest MLV franchise for 2026
- Two more franchise teams confirmed for 2027
- 28 regular season games and championship game





ATTENDANCE & HIGHLIGHTS

Over the first two seasons,

# More than 828,000 fans have attended

MLV matches, with an average of  
**more than 4,000 fans over the 200  
matches overall.**

(AS OF August 19, 2025)

In the first two seasons,  
matches throughout the league  
have seen **attendance figures  
over 5,000**

**Each team has a  
\$1.2 million  
salary pool for player  
compensation.**

In addition, there are further financial  
bonuses for postseason awards and  
championship competition.

MLV plays in  
some of the  
**largest  
markets** in the  
nation  
with all eight teams  
that will take the  
court in 2026 **located  
in the top 45 DMAs  
in America.**

**Every match** in the league has been broadcast in the past two seasons.

Matches have been seen on:  
**CBS, FOX, Roku, VBTv, YouTube**

(AS OF August 19, 2025)

In 2025, the league saw more than

**4.78 million total match views on YouTube**

Including 16 matches that drew **over 100,000 viewers**

**Social impressions exceeded over 80 million in 2025, and with nearly 1 million total engagements**

*The league held **the first** volleyball All-Star Match in U.S. history in 2025, drawing a peak viewership of **455,000** on the CBS broadcast network*

# Why Dallas?

- Top 5 U.S media market
- Dallas-Fort Worth Metroplex has over 14,000 registered USA volleyball members
- 3rd in nation for high school volleyball
- Over 61,000 teams competing statewide
- Texas has 5 NCAA universities in the top 20 of women's volleyball



## COMERICA CENTER

- 5,500 seat arena Frisco, Texas
- Newly remodeled
- Best-in-class sound system
- Suites and private event space



# Women's Sports Impact

84%

Of sports fans are interested in women's sports

DALLAS PULSE

## Fans of women's sports are...

**1.6X**

More likely to consider buying a brand that sponsors sports

**1.9X**

More likely to recommend a sponsor

**1.8X**

More likely to engage with a sponsor of their favorite team / league

**1.6X**

More likely to purchase a product from a sponsor of their favorite team / league

... than fans of men's sports

Source: Endeavor Analytics

For every \$1 spent on women's sports sponsorships, more than \$7 is generated in customer value

Source: Change The Game

# About our brand



# Our name has meaning.

The Dallas PULSE is the inaugural women's pro volleyball team representing Dallas in Major League Volleyball (MLV). Our name and logo evoke **energy, rhythm and light**—symbolizing both the **heartbeat of the city, and the tempo of the game**.

Our brand expression embodies heart and crowd-fueled electricity. It's emotive and the kind of identity that fans feel as much as they witness.



## OUR BRAND VALUES



### We play with **HEART**

We believe in the power of women's pro volleyball.

We deeply connect with our communities and fans.

We are inclusive and culturally relevant.

We support each other on and off the court.



### We are **ELECTRIC**

We move with precision.

We are fast thinking, high energy.

We are competitive.

We create contagious excitement.



### We are Dallas **PROUD**

We are building momentum with professional sports in Dallas.

We are owned and led by Dallas locals.

We value partnerships with community leaders, media, and sponsors.

We are located in the heart of Texas.



### We advocate for **WOMEN**

Our principal ownership includes women.

Our executive front office is majority women.

We partner with women's organizations.

Our Rally Cry:

# When the **PULSE** strikes, *it's electric.*

It's about rising to the moment of truth, charging the court with unstoppable momentum, overwhelming the opposition with intensity. Every serve is a spark.

Every volley builds pressure... *Feel the PULSE.*

# Partner with us

We are always looking for  
strong partners and creative  
ways to work together.

## GRADY RASKIN

President and CEO

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**FANS & FRIENDS**  
Be Part Of History

mtv



**TICKETS  
ON SALE**  
[dallaspulsevb.com](http://dallaspulsevb.com)



# DALLAS PULSE 2026 HOME SCHEDULE



Saturday | 6PM  
**JANUARY 10**  
BLUE OUT



Friday | 7PM  
**MARCH 13**  
TEACHER APPRECIATION



Thursday | 7PM  
**JANUARY 15**



Sunday | 3PM  
**MARCH 15**  
COLLEGE DAY



Thursday | 7PM  
**FEBRUARY 5**  
WOMEN IN SPORTS



Saturday | 7PM  
**MARCH 21**



Sunday | 2PM  
**FEBRUARY 8**  
PULSE TAILGATE



Thursday | 7PM  
**MARCH 26**  
FIRST RESPONDERS & MILITARY APPRECIATION



Thursday | 7PM  
**FEBRUARY 19**  
COLOR RUSH



Friday | 7PM  
**APRIL 17**



Sunday | 2PM  
**FEBRUARY 22**  
SCOUT NIGHT



Friday | 7PM  
**MAY 1**



Friday | 7PM  
**FEBRUARY 27**  
BLACK HISTORY MONTH CELEBRATION



Sunday | 3PM  
**MAY 3**  
FAN APPRECIATION

Comerica  
CENTER