



Major League Volleyball

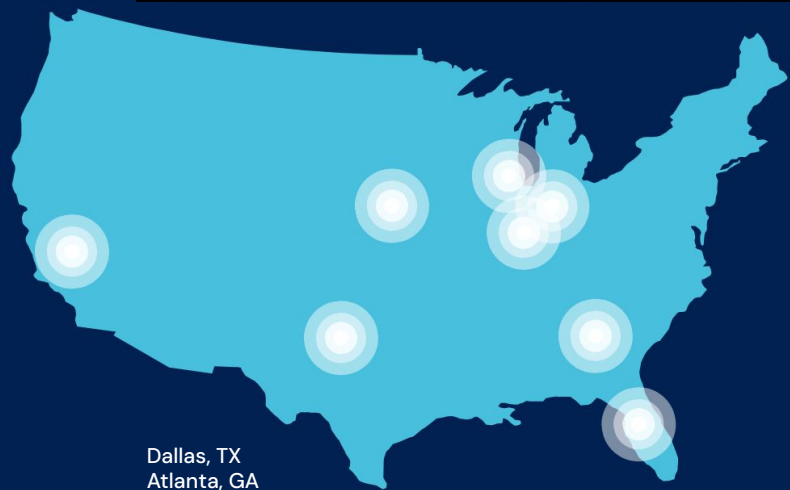
Entering its third season in 2026

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



Dallas, TX
Atlanta, GA
Columbus, OH
Grand Rapids, MI
Omaha, NE
Orlando, FL
San Diego, CA
Indianapolis, IN



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.**



VIEWERSHIP & ENGAGEMENT

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



OUR VENUE

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

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.*

OUR TEAM

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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KATRINA STREINER

Vice President, Marketing and Creative

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ZACH JOHNSTON

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COURTNIE ORTIZ

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FANS & FRIENDS
Be Part Of History



**TICKETS
ON SALE**

dallaspulsevb.com



DALLAS PULSE 2026 HOME SCHEDULE



Saturday | 6PM
JANUARY 10
BLUE OUT



Thursday | 7PM
JANUARY 15



Thursday | 7PM
FEBRUARY 5
WOMEN IN SPORTS



Sunday | 2PM
FEBRUARY 8
PULSE TAILGATE



Thursday | 7PM
FEBRUARY 19
COLOR RUSH



Sunday | 2PM
FEBRUARY 22
SCOUT NIGHT



Friday | 7PM
FEBRUARY 27
BLACK HISTORY MONTH
CELEBRATION



Friday | 7PM
MARCH 13
TEACHER
APPRECIATION



Sunday | 3PM
MARCH 15
COLLEGE DAY



Saturday | 7PM
MARCH 21



Thursday | 7PM
MARCH 26
FIRST RESPONDERS &
MILITARY APPRECIATION



Friday | 7PM
APRIL 17



Friday | 7PM
MAY 1



Sunday | 3PM
MAY 3
FAN APPRECIATION

Comerica
CENTER