

Chapter 18

Beach Volleyball Management in Brazil

Reflections on the Modality's Autonomy

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Introduction

From its creation to the current times, beach volleyball has been showing a significant growth in the global scenario in terms of competitive sports practice and was one of the sports that took the least amount of time to enter the official program

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of the Summer Olympic Games. Throughout this process, Brazil became one of the world's strongest powerhouses in this sport, earning hundreds of international prizes and making it strategic for the Brazilian Olympic Committee (COB) in winning Olympic medals for the country. In the Rio de Janeiro 2016 edition of the Olympic Games, Brazil achieved the Olympic championship in the men's competition and the women achieved the Olympic vice-championship. The model that was adopted by Brazilian beach volleyball and is used to this day has shown to be successful regarding the titles and profits achieved for financial backers and sponsors. It has, in fact, become a reference for the national confederations for other sports and even those from other countries. As stated by Pizzolato (2004), "the modality's management is seen as an example of action for the field's professionals. The CBV is seen as the best and most structured confederation currently active in Brazil".

Throughout the beach volleyball regulation process and the sport's subsequent incorporation as an Olympic sport, priority was given to the creation of official regulations that aimed to guide its competitive practice, allowing the athletes to participate in official competitions without needing to be tied to clubs, teams, or schools. Even today, for their participation to be possible, each athlete needs only to be registered in their respective state federation, which must be a member of the Brazilian Volleyball Confederation or, in the case of international competitions, with one of the national federations that is a part of the International Volleyball Federation (FIVB) – such as the Brazilian Volleyball Confederation – (CBV). With this in mind, we believe that it is important to understand the impacts that this process of structuring beach volleyball in Brazil has had on establishing degrees of autonomy and dependence for this modality as a sportive practice in the country, building from an understanding of the operational dynamics of certain practice locations and the conditions under which the practice is integrated in these regions. With this, we seek to investigate how the different forms of practice correlate to the different actors of the field in which this sport is inserted. This study aimed to map the volleyball practice points in the main locations of the modality's development in Brazil and to identify the conditions under which the sport is practiced in these regions. In this sense, the intention is to offer information that contributes to advancing the knowledge pertaining to sports management in beach volleyball, stimulating reflections on the subject and, consequently, the presentation of proposals for the modality's evolution based on the knowledge shared in this chapter.

Contextualizing the Field – Beach Volleyball: from Invention to Spectacularization

The first information on its beginnings around the world appeared in 1915 on the beaches of Hawaii (USA) with matches played by six-player teams (Garcia et al., 2021). Couvillon (2002) mentions in his book "Sands of Time: The History of Beach Volleyball" that the first recorded event of this sport was also in 1915, on the sands of Waikiki Beach, Hawaii, at the Outrigger Canoe Club, a club founded to popularize the sports of that region.

In Brazil, beach volleyball is a tradition dating back to the 1940s and it is possible to find records of this in the written press of the time, more specifically in the country's first ever sports newspaper (Tavares et al., 2021), of amateur tournaments held in 1946 in Rio de Janeiro, a city considered by the Rio de Janeiro Municipal Tourism Company (RIOTUR) to be the birthplace of beach volleyball in Brazil. At the time, the tournaments in Rio de Janeiro were disputed by teams with six players which alternated their composition. Sometimes the teams contained only men and sometimes the teams were mixed. At the time, beach volleyball had no specific official rules, but instead the rules came from social groups of players and were mixed with the rules for indoor volleyball. In 1947, the first official tournament disputed by pairs was held on State Beach, in California, United States of America (Garcia et al., 2021). According to Couvillon (2002), this system was idealized by the American player Pablo Johnson in the 1930s.

In the following years, other championships were held in the United States, causing a beach volleyball "fever" in the country and culminating with the organization of the first American beach volleyball circuit including the cities of Santa Barbara, State Beach, Corona Del Mar, Laguna Beach, and Santa Monica with the participation of hundreds of players (França et al., 2022). In Brazil, the first pairs tournaments began in the 1970s. The Brazilians probably adopted this system (pairs) thanks to influence from United States. In the second half of the 1980s, after the Brazilian men's indoor volleyball team won a silver medal in the 1984 Los Angeles Olympic Games and after beach volleyball began to gain popularity in Brazil, there was a movement to hold tournaments of this modality in Brazil with the aim to provide, through sport, visibility to commercial brands familiar to the public. According to Kasznar and Graça Filho (2002), the characteristics of beach volleyball made this popularization easier, as it is a sport that can be played in the sand on any beach (Tavares et al., 2020). The authors point out that thanks to this characteristic, countless courts could easily be created for use by millions of amateur and professional athletes, as well as by weekend players (Cruz et al., 2020).

In 1986, the first international beach volleyball event was organized in Brazil thanks to a partnership between the Koch Tavares sports marketing company and Sousa Cruz, the country's biggest cigarette producer at the time. Big international volleyball names were brought together at Copacabana Beach in Rio de Janeiro for this exhibition event, which was called Hollywood Volley. In the same year, the same event would be held in Santos and in São Paulo. The participants were mostly from the United States and from Brazil, which were the two countries in which beach volleyball was more developed and popular. After Hollywood Volley's success, FIVB decided to make this modality official and, in 1987, Ipanema Beach hosted the first international beach volleyball tournament accredited by the federation, for men only. The tournament was a huge media and public success and once again brought together thousands of people at the arena (Junior et al., 2021). Later, in 1989, the FIVB implemented the Men's World Tour called the World Champion Series, with events held in Brazil, Japan and Italy after 1992.

Duarte (2007), for example, shows in his work *Bank of Brazil's Sports Marketing – A Case Study* a history of Banco do Brasil's sports marketing and highlights the institution's sponsorship of beach volleyball as one of the stars within this strategy, analyzing the marketing strategies employed in Brazilian beach volleyball as well as the influence these strategies had on the sport's development in the country.

According to Kasznar and Graça Filho (2006), in the end of the 1980s and the beginning of the 1990s, it was already possible at the time to see that the sport had everything it needed to be a success, both as a sport and as a business (Teixeira et al., 2022). In 1991, the CBV signed a sponsorship contract with the Banco do Brasil financial institution and began to count on this entity's financial support to develop projects in indoor and beach volleyball all over the country, as shown in the institution's webpage (Oliveira et al., 2021). The agreement signed between CBV and Banco do Brasil was part of the bank's marketing strategy to rejuvenate its image. With this association with sport, the bank wanted to attract more clients, preferably young ones, thus overcoming a period of institutional instability they were undergoing at the time. In this context, volleyball was chosen because the entity in charge developed important work in the base categories, as well as because the sport was well-accepted by the young public and had a promising future in terms of medals (Junior, 2021).

For the first time, the CBV's organizational structure gained a beach volleyball department with a work team assigned to deal exclusively with matters related to the sport. Furthermore, a national adult circuit was created with the name "Circuito Banco do Brasil Vôlei de Praia" (Banco do Brasil Beach Volleyball Circuit). From this point, CBV took care of beach volleyball management in Brazil and established the strategic planning for developing the sport in the country. Afonso and Júnior (2012) point out that "From the moment the sport had the possibility of moving large sums of money, institutions/entities quickly appeared with the goal of controlling a specific monopoly". In 1997, CBV began to adopt a business model based on the American concept of Strategic Business Unit (SBU). The entity created five units: Nacional Competitions Unit – NCU (UCN in Portuguese), Teams Unit – TU (USE in Portuguese), Beach Volleyball Unit – BVU (UVP in Portuguese), Events Unit – EU (UE in Portuguese), and the Viva-Vôlei Unit – VVU (UVV in Portuguese) and professionalized the sport's management (Sesinando et al., 2022). This action would mark the beginning of a stage in which Brazilian sports entities were encouraged to become professional based on the CBV's successful case. The strategy used by CBV was based on the understanding of volleyball as a business which generates clear benefits for its stakeholders. Alongside other factors, beach volleyball became an official and Olympic sport.

In 1993, after watching the Rio de Janeiro stage of the world beach volleyball circuit, the president of the International Olympic Committee (IOC), Juan Antonio Samaranch, made beach volleyball an Olympic sport. In 1996, beach volleyball made its debut in the Atlanta Olympic Games. Brazil went down in the history of international beach volleyball by winning the first gold medals for the women's modality with the pair formed by Jackie Silva and Sandra Pires (Garcia

et al., 2017). From that moment onward, Brazilian beach volleyball underwent major growth internationally in terms of results and began to occupy a place of honor in the world sports scenario (Tavares et al., 2021). Brazil won 13 medals in the seven editions of the Olympic Games since beach volleyball was included in the program (França et al., 2022). Throughout the regulation process for beach volleyball and its following absorption as an Olympic sport, the creation of official rules was encouraged with the intent to define its practice as a competitive sport and allow athletes to participate in official competitions without having any ties to clubs, teams, or learning institutions (Silva et al., 2020).

In 2019, the CBV calendar contained 24 annual national beach volleyball competitions in the under-17, under-19, under-21, adult, and master. In the same year, 888 athletes appeared as active in the CBV's registration system, 488 men and 400 women. At the same time, the country had an economically active population of approximately 24,570,000 in the metropolitan regions of Recife (PE), Salvador (BA), Belo Horizonte (MG), Rio de Janeiro (RJ), São Paulo (SP), and Porto Alegre (RS) (Tavares et al., 2019). Considering this, some aspects of beach volleyball as a sport are yet to be mentioned:

- 1 It was an extremely popular sport in the Rio 2016 Olympic Games and was one of the sports with the highest demand for tickets (Gandra, 2016).
- 2 It is a part of the COB's strategic sports group regarding medals earned in the Olympics (França et al., 2022).
- 3 Since 1991, the same financial institution (Banco do Brasil) has been the main supporter of most of the beach volleyball projects organized by COB in Brazil (Yamamoto et al., 2021).
- 4 After the Rio 2016 Olympic Games, there was a reduction of 30% in the value of the annual sponsorship payments from Banco do Brasil to CBV (Brito, 2016).
- 5 After the reduction mentioned in the previous point, the number of annual beach volleyball competitions held by CBV was reduced from 64 (number from the previous contract) to 24 annual events (number from the contract that was active in 2018, according to CBV). These events possibly represent the absolute majority of beach volleyball projects currently held in the country.
- 6 The competition formats that have been adopted from the first international tournament to 2018 encouraged the creation of official rules that allow athletes to compete in official competitions without having ties with clubs, teams, or learning institutions (Garcia et al., 2021).
- 7 Beach volleyball's trajectory is primarily based on the marketing actions implemented by the entities responsible for managing the sport and those of other stakeholders such as event promoters and sponsors.

Method

We conducted field research with the use of websites, open questionnaires, and also the available literature with the objective of investigating the conditions under which beach volleyball is inserted in four Brazilian metropolitan regions

(Fortaleza/CE, João Pessoa/PB, Rio de Janeiro/RJ, and Vitória/ES). A field diary was used to analyze the data. The aforementioned regions were determined through a phone call with the CBV on 11 February 2019 at 11:35 AM in which the confederation named them as the most influential regions in the national beach volleyball scenario in terms of the number of athletes registered with the CBV, the number of events organized by the CBV in each region during this study's cut-off period, and the amount of internationally acclaimed athletes who train in centers located in these regions.

The technique adopted in this study consisted of contacting the entity representatives listed in Table 18.1 as well as consulting the entity websites listed in Tables 18.2 to 18.5. The representatives were contacted through phone calls, e-mail exchanges, and audio messages shared through the WhatsApp messaging application. All information regarding the entities, representatives consulted, dates of contact and tools used are contained in the tables mentioned above, i.e. Tables 18.2–18.5. We sought to select regions with at least one municipality that stood out nationally regarding beach volleyball practice. The study also covered the other municipalities in each region, but the determining factor for each region's selection was the presence of the indicated municipalities. In light of this, we present the criteria used to justify the selection of each location:

- 1 Fortaleza (CE): According to data collected on the CBV website, the city is, alongside Rio de Janeiro and João Pessoa, one of the most traditional locations for the practice and development of beach volleyball in Brazil. Volta da Jurema beach has one of the best-known training centers in the country, while Iracema beach has been hosting official competitions since the Brazilian adult circuit was created in 1991.
- 2 João Pessoa (PB): Based on data collected the city is one of the most traditional in the practice and development of beach volleyball in Brazil. Cabo Branco beach has hosted official competitions since the creation of the Brazilian circuit in 1991 and many athletes who train in this city are an important part of the modality's official rankings. The athletes Ricardo (Olympic medalist in Sydney 2000, Athens 2004, and Beijing 2008) and Emanuel (Olympic medalist in Athens 2004, Beijing 2008, and London 2012) used to train at this location.
- 3 Rio de Janeiro (RJ): The birthplace of beach volleyball in Brazil (Afonso & Junior, 2012). The city hosted the modality's main events in the country. According to data from the CBV the city has the highest number of athletes registered in the modality's entity (Tavares et al., 2021).
- 4 Vitória (ES): According to data collected, various athletes who train in this city are an important part of the modality's official rankings (Castro et al., 2022).

After defining the analyzed regions, we conducted a cartographic process in order to determine the points where beach volleyball is practiced in these locations and the modality's operational dynamics in each one. According to Romagnoli (2009), cartography is a method, as it does not begin with a pre-established model, instead questioning the object of study based on its own substantiation, affirming

Table 18.1 Entities Participating in the Study

Entity	Participant's job	Contact dates	Communication tools	Observations
CEARÁ VOLLEYBALL FEDERATION	PRESIDENT	06 February 2019 and 13 February 2019	Phone call and WhatsApp	We contacted the representative on 6 February 2019 and informed them of the points we wished to investigate. On 13 February 2019, the representative contacted us, sending the requested information via audio messages recorded on WhatsApp.
PARAÍBA VOLLEYBALL FEDERATION	PRESIDENT	13 February 2019 and 23 August 2019	Phone call, WhatsApp and email	We contacted the representative on 13 February 2019 and informed them of the points we wished to investigate. On 23 August 2019, the representative contacted us by email with the requested information.
BRAZILIAN VOLLEYBALL CONFEDERATION	BEACH VOLLEYBALL DIRECTOR	13 February 2019	Phone call	We contacted the representative on 13 February 2019 and received a phone call on the same day with the requested information.
ESPÍRITO SANTO VOLLEYBALL FEDERATION	TECHNICAL DIRECTOR	11 February 2019 and 13 February 2019	Phone call and WhatsApp	We contacted the representative on 11 February 2019 and informed them of the points we wished to investigate. On 13 February 2019, the representative contacted us, sending the requested information via audio messages recorded on WhatsApp.

Table 18.2 Rio De Janeiro/RJ Metropolitan Region – Websites Used in Search

Region	Entity	Electronic address used in search	Search date
RIO DE JANEIRO-RJ METROPOLITAN REGION	RIO DE JANEIRO MUNICIPAL GOVERNMENT	http://www.rio.rj.gov.br/	8 March 2019
	DUQUE DE CAXIAS MUNICIPAL GOVERNMENT	https://duquedecaxias.rj.gov.br	8 March 2019
	SÃO GONÇALO MUNICIPAL GOVERNMENT	https://www.saogoncalo.rj.gov.br/	8 March 2019
	NOVA IGUAÇU MUNICIPAL GOVERNMENT	http://www.novaiguacu.rj.gov.br/	8 March 2019
	NITERÓI MUNICIPAL GOVERNMENT	http://www.niteroi.rj.gov.br/	8 March 2019
	BELFORD ROXO MUNICIPAL GOVERNMENT	https://prefeituraдебelfordroxo.rj.gov.br/	8 March 2019
	SÃO JOÃO DE MERITI MUNICIPAL GOVERNMENT	http://www.meriti.rj.gov.br/semtracite1/	8 March 2019
	PETRÓPOLIS MUNICIPAL GOVERNMENT	http://www.petropolis.rj.gov.br/pmp/	8 March 2019
	MAGÉ MUNICIPAL GOVERNMENT	http://mage.rj.gov.br/	8 March 2019
	ITABORAÍ MUNICIPAL GOVERNMENT	https://www.itaborai.rj.gov.br/	8 March 2019
	MESQUITA MUNICIPAL GOVERNMENT	http://www.mesquita.rj.gov.br/pmm/	8 March 2019
	NILÓPOLIS MUNICIPAL GOVERNMENT	http://nilopolis.rj.gov.br/site/	8 April 2019
	MARICÁ MUNICIPAL GOVERNMENT	https://www.marica.rj.gov.br/	8 April 2019
	QUEIMADOS MUNICIPAL GOVERNMENT	https://www.queimados.rj.gov.br	8 April 2019
	ITAGUAÍ MUNICIPAL GOVERNMENT	https://itaguai.rj.gov.br/	8 April 2019
	JAPERI MUNICIPAL GOVERNMENT	http://www.japeri.rj.gov.br/	8 April 2019
	SEROPÉDICA MUNICIPAL GOVERNMENT	https://www.seropedica.rj.gov.br/	8 April 2019
	RIO BONITO MUNICIPAL GOVERNMENT	https://www.riobonito.rj.gov.br/	8 April 2019
	GUAPIRIM MUNICIPAL GOVERNMENT	https://guapimirim.rj.gov.br/	8 April 2019
	CACHOEIRAS DE MACACU MUNICIPAL GOVERNMENT	http://www.portalcachoeiras.com/	8 April 2019
PARACAMBI MUNICIPAL GOVERNMENT	http://paracambi.rj.gov.br/	8 April 2019	
TANGUÁ MUNICIPAL GOVERNMENT	https://tangua.rj.gov.br/home/	8 April 2019	

Table 18.3 João Pessoa/PB Metropolitan Region – Websites Used in Search

Region	Entity	Electronic address used in search	Search date
JOÃO PESSOA – PB METROPOLITAN REGION	JOÃO PESSOA MUNICIPAL GOVERNMENT	www.joaopessoa.pb.gov.br/secretarias/setur/joaopessoa/	13 February 2019
	JOÃO PESSOA AABB PARAHYBA OLYMPIC VILLAGE	http://joaopessoa.aabb.com.br/ https://portaldacidadania.pb.gov.br/CulturaEsporte/Governo/Curso/ListaCurso	23 August 2019 23 August 2019
	APECEFPB	https://www.apcefpb.org.br/	23 August 2019
	JOÃO PESSOA UNIVERSITY CENTER-UNIPÊ	https://unipe.edu.br/2018/11/05/atletas-do-unipe-competem-no-jubs-2018-no-parana/	23 August 2019
	SANTA RITA MUNICIPAL GOVERNMENT	https://www.santarita.pb.gov.br/	13 February 2019
	BAYEUX MUNICIPAL GOVERNMENT	https://www.bayeux.pb.gov.br/	14 February 2019
	CABEDELÓ MUNICIPAL GOVERNMENT	http://cabedelo.pb.gov.br/	14 February 2019
	PEDRAS DE FOGO MUNICIPAL GOVERNMENT	http://www.pedrasdefogo.pb.gov.br/	14 February 2019
	CONDE MUNICIPAL GOVERNMENT	https://conde.pb.gov.br/	14 February 2019
	RIO TINTO MUNICIPAL GOVERNMENT	http://www.riointinto.pb.gov.br/	14 February 2019
	CAAMPORÁ MUNICIPAL GOVERNMENT	https://www.caapora.pb.gov.br/	14 February 2019
	ALHANDRA MUNICIPAL GOVERNMENT	https://www.alhandra.pb.gov.br/	14 February 2019
	PITIMBU MUNICIPAL GOVERNMENT	https://www.pitumbu.pb.gov.br/	14 February 2019
	CRUZ DO ESPÍRITO SANTO MUNICIPAL GOVERNMENT	https://cruzdoespiritosanto.pb.gov.br/	14 February 2019
	LUCENA MUNICIPAL GOVERNMENT	http://www.lucena.pb.gov.br/	14 February 2019

Table 18.4 Vitória/ES Metropolitan Region – Websites Used in Search

Region	Entity	Electronic address used in search	Search date
VITÓRIA-ES METROPOLITAN REGION	SERRA MUNICIPAL GOVERNMENT	http://www.serra.es.gov.br/	18 February 2019
	AEST CLUB	https://clubeaest.com.br/	18 February 2019
	VILA VELHA MUNICIPAL GOVERNMENT	http://www.vilavelha.es.gov.br/	18 February 2019
	CARIACICA MUNICIPAL GOVERNMENT	https://www.cariacica.es.gov.br/	18 February 2019
	VITÓRIA MUNICIPAL GOVERNMENT	http://vitoria.es.gov.br/	18 February 2019
	ÁLVARO CABRAL SWIMMING AND REGATTA CLUB	https://clubevalvarescabral.com.br/	18 February 2019
	CENTRO DE TREINAMENTO DA SESPORT - VITÓRIA	https://sesport.es.gov.br/	18 February 2019
	GUARAPARI MUNICIPAL GOVERNMENT	https://www.guarapari.es.gov.br/	18 February 2019
	VIANA MUNICIPAL GOVERNMENT	http://www.viana.es.gov.br/	18 February 2019
	FUNDÃO MUNICIPAL GOVERNMENT	http://www.fundao.es.gov.br/	18 February 2019

Table 18.5 Fortaleza/CE Metropolitan Region – Websites Used in Search

Region	Entity	Electronic address used in search	Search date
FORTALEZA-CE METROPOLITAN REGION	FORTALEZA MUNICIPAL GOVERNMENT	https://www.fortaleza.ce.gov.br/a-cidade	15 February 2019
	AYO GYM	https://ayofitnessclub.com.br/	15 February 2019
	BNB CLUB	https://bnbclub.com.br	15 February 2019
	AQUIRAZ MUNICIPAL GOVERNMENT	https://www.aquiraz.ce.gov.br	15 February 2019
	CASCADEL MUNICIPAL GOVERNMENT	https://www.cascavel.ce.gov.br	15 February 2019
	CAUCAIA MUNICIPAL GOVERNMENT	https://www.caucaia.ce.gov.br/	15 February 2019
	CHOROZINHO MUNICIPAL GOVERNMENT	http://chorozinho.ce.gov.br/	16 February 2019
	EUSÉBIO MUNICIPAL GOVERNMENT	http://eusebio.ce.gov.br/	16 February 2019
	GUAIUBA MUNICIPAL GOVERNMENT	http://www.guaiuba.ce.gov.br/	16 February 2019
	HORIZONTE MUNICIPAL GOVERNMENT	https://horizonte.ce.gov.br/	16 February 2019
	ITAITINGA MUNICIPAL GOVERNMENT	https://www.itaitinga.ce.gov.br/	16 February 2019
	MARACANAÚ MUNICIPAL GOVERNMENT	http://www.maracanao.ce.gov.br/	16 February 2019
	MARANGUAPE MUNICIPAL GOVERNMENT	http://www.maranguape.ce.gov.br/	16 February 2019
	PACAJUS MUNICIPAL GOVERNMENT	https://www.pacajus.ce.gov.br/	16 February 2019
	PACATUBA MUNICIPAL GOVERNMENT	https://pacatuba.ce.gov.br/	16 February 2019
	PINDORETAMA MUNICIPAL GOVERNMENT	http://pindoretama.ce.gov.br/	16 February 2019
	SÃO GONÇALO DO AMARANTE MUNICIPAL GOVERNMENT	http://saogoncalodoamarante.ce.gov.br/portal/	16 February 2019
SÃO LUIS DO CURU MUNICIPAL GOVERNMENT	https://www.saoluisdocuru.ce.gov.br/	17 February 2019	
PARAIPABA MUNICIPAL GOVERNMENT	https://www.paraipaba.ce.gov.br/	17 February 2019	
PARACURU MUNICIPAL GOVERNMENT	https://www.paracuru.ce.gov.br/	17 February 2019	
TRAIRI MUNICIPAL GOVERNMENT	http://www.trairi.ce.gov.br/	17 February 2019	

a difference in an attempt to re-encounter knowledge faced with complexity. Cartography, as the bearer of a certain concept of world and of subjectivity, shown below, brings about a new standard of problematization, contributing to the articulation of a set of knowledge, including other types besides scientific knowledge, favoring the revision of hegemonic and dichotomic conceptions. In this proposal, the researcher's role is central, as the production of knowledge occurs through perceptions, sensations, and affections which happen during encounters with their field, which is neither neutral nor empty of interference, nor even centered in the meanings attributed by them (Romagnoli, 2009, pp. 169–170).

Mairesse (2003) states that different forces are present in the encounter between a researcher and their object, changing both from what they were and, also according to the author, cartography would occur as a mechanism in this process. Furthermore, investigations were conducted through the application of open questionnaires for representatives from the CBV and from each state volleyball federation linked to the agency, who are responsible for managing volleyball in the regions in which the selected cities are located (Table 18.1) and in the available literature on the subject, as well as through internet searches in websites (Tables 18.2 to 18.5). The mapping consisted of the following:

- 1 Discovering on which beaches the beach volleyball modality is regularly practiced in the selected regions and in which way the operational dynamics develop in the identified locations.
- 2 Investigating which existing clubs (sports and social), learning institutions, and teams have beach volleyball in their scope of activities in the selected regions.
- 3 Researching which entities and teams promote beach volleyball regularly in the selected regions, without the financial support of Banco do Brasil and without the participation of the CBV.
- 4 Verifying how the activities mapped in the previous item are financed.

Results and Discussion

The field research was conducted between 22 October 2018 and 23 August 2019 with the intent to investigate the previously described matters, aiming to construct a cartography of the beach volleyball practice dynamics in the locations determined in this study. According to Passos et al. (2015):

Cartography as a research-intervention method presupposes a guidance of the researcher's work that does not occur in a prescriptive manner, with previously made rules, nor with previously established objectives. However, the action is not without direction as cartography reverses the traditional sense of method without relinquishing the research trajectory guidance.

(p. 17)

The authors in question (p.17) emphasize that “the cartographic guideline is constructed by clues that guide the research trajectory, always considering the effects of the research process on the research object, the researcher and the results”. In this direction, the field research was used to understand the autonomy of the established regions, in accordance with the question that guides this study.

According to Thiry-Cherques (2006), what occurs within a field represents a symbolic expression that is refracted by its own internal logic. Through field research, we sought to investigate in which manner the field's internal dynamics develop in each studied region and how certain aspects are organized, bringing up other data pertaining to the social dynamics of specific regions. Derived from the report by D'Oliveira (2019), in Tables 18.1 to 18.5, we list the sources that were used in data collection and other details that will be mentioned throughout the subsequent analyses. Since the author of the present article resides in the city of Rio de Janeiro, the information on this region was collected in person through searches and queries, as shown in Table 18.2.

Fortaleza Metropolitan Region

The second most populous region of the North-Northeast, the sixth largest metropolitan region of Brazil, and the 129th largest urban area in the world, the Fortaleza Metropolitan Region is comprised of 19 municipalities. It is located in the State of Ceará and has a total of 4,074,730 inhabitants. The larger Fortaleza area ended 2014 with a GDP of 22 billion BRL (Brazilian real). This number established the Fortaleza Metropolitan Region as the third richest in the North-Northeast, behind the Salvador and Recife areas and the 11th richest in the country.

According to the data collected from the Ceará Volleyball Federation (FCV) and the CBV, beach volleyball practice in the region can be observed at four beaches: Iracema, Futuro, Meireles, and Cumbuco. Aside from these locations, this sport is also practiced at the BNB Club beach location, at the AYO Gym, and at the training center located within the residence of one of the members of the team of instructors which manages the training of the athletes who use the location. At the moment this study was conducted, there are no reports of beach volleyball courts located in the area's learning institutions and there are no reports of activities linked to this modality held by these institutions outside the structural limits of their premises.

From the collected material, it is possible to consider that beach volleyball practice in the investigated region is concentrated in the municipality of Fortaleza and it is evident that the activities geared toward participation in competitions (high performance) mostly happen in the location known as Volta da Jurema, on Meireles Beach. As informed by the FCV, the location is the modality's main practice point in the region, concentrating some of the main training centers and initiation schools in Fortaleza, as well as most of the region's informal practitioners. In this location, it became evident that the activities geared toward athlete preparation are motivated by the existence of competitions held by the CBV and by the FCV,

and the activities geared toward beginners (initiation schools) also appear to suffer this influence. We further understand that the informal practice found at Volta da Jurema may be stimulated by the other activities that are simultaneously held at that location (high performance and beach volleyball initiation), though that does not mean there is a direct relationship between the observed informal practice and the verified competitive practices.

Another location that is geared toward the development of activities specifically for high performance athletes is the Juliana and Larissa Training Center, which was constructed at instructor Oliveira's residence and is located in the Restinga neighborhood. This training center possesses the best structure in the region for beach volleyball, containing a sand court with Olympic dimensions, a swimming pool, meeting room, media room, physical therapy and preventative weight training room, and also dressing rooms and a press room. The activities developed in this location are directly motivated by the existence of competitions held by the CBV and the FCV, since the training is exclusively geared toward high performance. As for the practice at the BNB Club's beach location, we observed that the activities related to beach volleyball within the establishment's premises have the main objective of serving the club's members. Despite this, we found that there are also activities related to the interclub competition held by the CBC (Brazilian Club Committee) in a joint effort with the FCV and the CBV. These activities are related to the preparation of athletes for participating in said competition and using the club's premises to hold stages of the Brazilian Interclub Competition (Collet et al., 2021).

We found that Futuro Beach concentrates the largest number of beach volleyball courts in a same area within the analyzed region. The practice is not consistent or regular in any of the courts, with all of them holding spontaneous activities involving society and tourists, supported only by the local merchants who manage the traditional beach kiosks and have a commercial interest in the participants' presence at the location. Also, according to our research, the courts are located on the sand and the aforementioned support is restricted to offering consumer products such as food and drinks, provided by the merchants in exchange for payment. The equipment must be provided by the participants themselves and there does not seem to be any link between the beach volleyball practice observed at Futuro Beach and the activities held by the FCV or the CBV. Regarding the practice at Ayo Gym, we observed that the beach volleyball activities held at the establishment have the specific objective of serving the gym's members, with no ties to the activities developed by the FCV or the CBV. The courts at Cumbuco Beach are informally attended by the local population and it was not possible to observe any correlation with the activities developed by the FCV or the CBV. The same is true of the activities held at Trinta e Um de Março Square, in the Praia do Futuro neighborhood.

João Pessoa Metropolitan Region

The second researched location was the João Pessoa Metropolitan Region. Located in the State of Paraíba, the region possesses approximately 138 km of beaches and

is formed by the municipalities of João Pessoa, Santa Rita, Bayeux, Cabedelo, Pedras de Fogo, Conde, Rio Tinto, Caaporã, Alhandra, Pitimbú, Cruz do Espírito Santo, and Lucena. It contains 51 beaches with clear, warm waters and the most popular ones are the urban beaches Cabo Branco, Tambaú, and Bessa (João Pessoa, 2018). According to the information collected from the Paraíba Volleyball Federation (FPV) and the CBV's Beach Volleyball Unit as well as records from the websites of the public agencies that manage this region (Table 18.3), beach volleyball practices in João Pessoa can be found at different beaches, public locations, clubs, and associations.

Based on the collected material, it is possible to consider that beach volleyball practice in the analyzed region is concentrated at the 26 courts scattered along the Cabo Branco and Tambaú beaches, both of which are located in the municipality of João Pessoa (capital). As verified through the FPV, these locations can be considered the main modality practice points in the region, hosting the main training centers and initiation schools, as well as a large portion of the informal participants. In these locations, it became evident that the activities geared toward base category and high-performance athletes are motivated by the existence of competitions held by the CBV and the Paraíba Volleyball Federation, and the activities geared toward beginners (initiation schools) are also influenced by this situation. We also understand that the informal practice observed at the previously mentioned locations may be stimulated by the competition-related activities that are simultaneously held at those locations, though that does not mean there is a direct relationship between the observed informal practice and the verified competitive practices.

Another location to be mentioned is the João Pessoa University Center (UN-IPÊ). This is due to it being one of the only learning institutions located in the analyzed metropolitan regions to have a beach volleyball court within its premises and activities linked to the modality's practice in its scope. The institution sponsors base category and high-performance athletes, also preparing student-athletes to compete in university competitions for this sport. The existing beach volleyball court is used by the students during classes and institutionally supervised recreational activities. We emphasize that it is possible to consider that the activities supported by this entity that are geared toward base category and high-performance competitions are directly related to the competitions organized by the CBV and the FPV. However, it is possible to conclude that the activities related to student participation in university competitions and the practice involving other students enrolled at the institution have no ties to the projects developed by the previously mentioned sportive management agencies. With the exception of the Parahyba Olympic Village, a sportive complex constructed by the State's Youth, Sports and Leisure Office (SEJEL), which offers beach volleyball initiation lessons to the local community (Madruga, 2015), the other points identified in this search are characterized by the development of activities based on the informal, spontaneous practice by the local population, with no direct participation of sportive entities or public agencies in the provision and maintenance of the necessary structure.

As reported by the FPV, the operational dynamics of the registered courts on the beaches consist of a practice that is inconsistent regarding the participants' frequency of use. The same occurs with the courts in the public squares, with the difference that in these locations, the public agencies are responsible for maintaining the courts in adequate shape for sportive practice. Similarly, in courts located in the João Pessoa AABB and at the Caixa Economica Federal da Paraíba Staff Association (APCEF), the proprietary institutions are the ones responsible for preserving and maintaining the spaces and, in these last two cases, the institutions themselves are responsible for providing the equipment for their members to practice the modality. It is important to emphasize that there is no evidence of a relationship between the practice in said locations and the projects organized by the CBV and the FPV.

To finish the region's cartography, we note that the FPV supports certain training centers located at Cabo Branco Beach and Tambaú Beach by providing technical materials and equipment, while the support given to other beach volleyball development projects in the region is limited to the entity's approval of certain competitions that are held by independent associations which they recognize.

Vitória Metropolitan Region (Grande Vitória)

The third search was conducted in the Grande Vitória Metropolitan Region, which is comprised of the Cariacica, Fundão, Guarapari, Serra, Viana, Vila Velha, and Vitória municipalities. These seven municipalities hold almost half of Espírito Santo's total population (46%) and 57% of the state's urban population. Through the search, it was possible to observe the existence of beach volleyball practice at six beaches, two public squares, two clubs, and one training center belonging to the Municipal Office of Sports and Leisure. According to the data collected from the Espírito Santo Volleyball Federation (FESV) and the CBV, as well as records from the websites of public agencies that manage this region, in the year 2019, there were no records of beach volleyball courts located within the learning institutions in the Grande Vitória Metropolitan Region and there were no records of activities linked to this modality being developed by these institutions outside of the structural limits of their facilities. Below, we have the demonstrative tables with the data that was collected.

From the collected material, it is possible to see that the region's beach volleyball practice is concentrated at the 38 courts scattered on the beaches that are a part of the coastlines for the municipalities of Vitória and Vila Velha. It is clear that the activities geared toward participation in base category and professional competitions are mostly held at Camburi Beach, Costa Beach, and at the Municipal Sports and Leisure Office Training Center in Vitória. As verified with the FESV, these locations can be considered the main points for the modality's practice in the region, hosting some of the main training centers and initiation schools in the Grande Vitória area, as well as most of the region's informal practitioners. In these locations, it is clear that the activities geared toward athlete preparation are

motivated by the existence of the competitions held by the CBV and the FESV. It is also possible to consider that the activities geared toward beginners (initiation schools) are also influenced by this situation. We can also infer that the informal practices observed in the aforementioned locations may be stimulated by the other competition-related activities that are developed simultaneously in these places, which does not mean that we believe there is necessarily a link between the observed informal practices and the verified competitive practices.

Another analyzed location that is aligned with the development of activities specifically geared toward athlete preparation for base category competitions is the Tubarão Steelworkers Sportive Association (AEST), located in the Serra municipality. This training center has the basic structure that is needed for beach volleyball training and for hosting base category competitions, such as stages of the Brazilian Interclub Championship held by the CBC in a joint effort with the FESV and the CBV. The activities held in this location are directly motivated by the existence of competitions held by the CBC, the CBV, and the FESV, since the structure is used exclusively for athlete preparation and training activities. In the same municipality, there are also two locations in which there is only spontaneous practice by the local population. Those are the Jacaraípe and Nova Almeida beaches. In both locations, the equipment must be provided by the participants themselves and there is no obvious link between the beach volleyball practices observed at these beaches and the activities conducted by the FESV or by the CBV.

Concluding the region's cartography, we observed the existence of beach volleyball practice in two public squares located in Vitória. They are the Namorados Square, which is located at Canto Beach and the Recreio dos Olhos Square, located in a neighborhood with the same name. Both locations have similar operational dynamics, as they host two types of beach volleyball practices, which are the schools (geared toward sportive initiation) and the informal practice developed spontaneously by the local population. In both squares, the initiation schools that function during the week have the objective of conducting social work and are made possible by structural support from the municipal government, which provides the equipment and the instructors.

Rio de Janeiro Metropolitan Region (Grande Rio)

The fourth search was conducted in the five municipalities of the Rio de Janeiro Metropolitan Region that present the largest population contingents according to the Brazilian Institute of Geography and Statistics. They are: Rio de Janeiro (6,688,927), São Gonçalo (1,077,687), Duque de Caxias (914,383), Nova Iguaçu (818,875), and Niterói (511,786). Initially, the data collection was going to occur in the 21 municipalities that comprise the Rio de Janeiro Metropolitan Region, but due to the number of beach volleyball practice locations found in the aforementioned municipalities, we made the decision to consider only the numbers found in Rio de Janeiro, São Gonçalo, Duque de Caxias, Nova Iguaçu, and Niterói, as we consider them sufficient for the debate proposed in this study; that

is, the aspect that is relevant to the debate proposed by the present study is not exactly related to the number of locations or of participants, but has more to do with the manner in which the groups that are a part of the analyzed fields organize themselves and establish their operational dynamics.

The first municipality that was analyzed was Rio de Janeiro. With 72.3 km of beaches (Praias, 2018), it is the region with the largest number of beach volleyball courts and the highest rate of modality practice among all locations observed in this study. At its 25 beaches (Praias, 2018), it was possible to observe the existence of beach volleyball practice at 194 courts distributed among the Urca, Flamengo, Leme, Copacabana, Ipanema, Leblon, and Barra da Tijuca beaches. It was also possible to observe beach volleyball practice at eight institutions such as clubs and associations. We also found activities linked to this sport in certain public spaces. The research also verified the existence of beach volleyball practice at one public learning institution.

We observed that the region in question possesses characteristics that are quantitatively different when compared to the other three regions that were analyzed in this study, despite the fact that all four regions demonstrate similar operational dynamics pertaining to their autonomy. Thus, although this does not make a difference in the central discussion concerning the areas' relative degrees of autonomy and the manner in which they are organized, this characteristic may be considered an advantage over the other three analyzed areas, as it is possible to consider the existence of a numerical superiority influenced by the association between the cultural capital and the economic capital of certain areas within this region, resulting in a larger number of active practice locations.

Conclusion

From the analyses and discussions that emerged from the collected material, we observed that beach volleyball practice is concentrated in locations with specific structural and geographic characteristics and is basically organized by participants who live near these locations, leaving out groups that are located more distantly from the practice points. We discovered that the informal practice of beach volleyball is relatively independent in the analyzed regions and the participants in these locations are organized autonomously in relation to the entities that manage the modality regionally and nationally, as well as in relation to the sport's sponsors. However, we understand that this analysis must be conducted with a broad focus. In this sense, we believe that the autonomy of informal beach volleyball practice would merely represent this activity's survival in certain regions. Nonetheless, we understand that this statement should not be understood as a signal that this representativity would be enough for beach volleyball to maintain itself as a sport in general, such as in competitive terms. Considering this, the possibilities of implementing any type of strategy geared toward the democratization of beach volleyball would be even more reduced.

It is also not possible to affirm that this spontaneous practice on the part of society would not be reduced in case Brazil's international representativity in this

modality in world championships and in the Olympic Games underwent a reduction, which happened recently in the Tokyo 2020 Olympic competition where, for the first time, no Brazilian teams reached the tournament's semifinals. Regarding this aspect, we believe it is necessary to conduct a study in which the object is a debate on the true impacts of sportive results, such as those cited above, on said modality's practice in society as a whole and in the sub-field of spontaneous practice. Another aspect we consider to be important in this conclusion refers to the fact that we observed that during the beach volleyball regulation process in Brazil, priority was given to the creation of official regulations that would allow base category and high-performance athletes to participate in official competitions without needing official ties with clubs, teams, or learning institutions. We believe this strategy may have helped to isolate these groups from the modality's structuring and development process throughout the country, and, consequently, may have contributed to the sport's low inclusion rate in the activity scopes of clubs (social and sportive), teams, and learning institutions in the cities of Fortaleza, João Pessoa, Rio de Janeiro, and Vitória.

Another important point we would like to mention refers to the fact that the rules of the game that are adopted by informal practitioners in the analyzed regions are adaptations of the official rules, as is the case with the different court sizes and fundamental movement execution techniques that are not permitted in official competitions. We believe that these aspects demonstrate how the previously mentioned groups are independently organized and how certain areas would probably not be obviously affected in case the hypothetical situation of the modality losing the CBV's support were to become a reality. Nevertheless, we believe that some conclusions can be established from the data that was directly collected through the searches. However, other points we can emphasize are the result of reflections on aspects that did not appear within the information that was directly provided by the respondents or the data present in bibliographical sources.

Among the conclusions stemming from explicit ideas, it is possible to highlight the need to include actors such as learning institutions and clubs in the beach volleyball development process. This path appeared rather clearly within the debates conducted in this study. As for the conclusions reached through inference, we underscore the absence of a strategy aiming to democratize beach volleyball. This point was not mentioned by any of the interviewees and it was not discussed in the literary sources consulted for this study. Despite this, we understand that our inability to find records of debates on this specific point demonstrates that this aspect was not the object of reflection on the part of the actors who protagonized and conducted the transition periods undergone by the modality and that, by implementing their plans of action, they directed beach volleyball to the pathways it has been following since the first transition mentioned in this study.

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