



Ottawa, 2021

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# Atlético Ottawa

Launched in February, 2020



From Madrid to Ottawa, the Capital is Home



Inspiration of Crest: Shape of the Shield, the Peace Tower, Curved Arch, Red and White Stripes and the Maple Leaf



Inspiration of Colour: Federal Red, Rideau Blue and Blanc D'Ottawa



Goal of leaving a legacy in Canada by creating unity among diversity through the Local Soccer Community



THE FABRIC OF THE CAPITAL  
2020 ATLÉTICO OTTAWA AWAY KIT



PARLIAMENT OF CANADA

#FABRICOFTHECAPITAL







# Atlético de Madrid

Founded in 1903, Atlético de Madrid Football Club has more than 117 years of history and 37 titles



4<sup>th</sup> Club in Europa (UEFA Clubs Ranking)



UEFA Champions League

16/17: Semifinalist

15/16: Finalist

13/14: Finalist



Tri-Champion UEFA Super Cup (2010-2012-2018)



Tri-Champion Europa League (2010-2012-2018)



2<sup>nd</sup> Club in LaLiga (2017-2018-2019)





# WANDA METROPOLITANO







# Atlético Womens

More than 20 years of History

LEAGUE CHAMPIONS: 3 IN A ROW

2016/17, 2017/18 and 2018/19

SPANISH CUP CHAMPIONS

2015/16

AUDIENCE SPANISH CUP FINAL ATLÉTICO DE MADRID - REAL SOCIEDAD

1.655.000 spectators (14.8% Share)

1.5M followers

🐦 +166.000

📷 +540.000

📘 +824.000

Womens Attendance World Record  
at Wanda Metropolitano

**60,739**





ALMERÍA'2021  
SUPERCOPA  
DE ESPAÑA  
IBERDROLA

CAMPEONAS

ALMERÍA'2021  
SUPERCOPA  
DE ESPAÑA  
IBERDROLA



IBERDROLA

finetwork



IBERDROLA

finetwork



ALMERÍA'2021  
SUPERCOPA  
DE ESPAÑA



finetwork





# The Biggest Soccer Academy in Europe

A Pioneer and Unique formative model  
360° Integral Development focused on the growth of the player

## Founded in 1982

61 MENS TEAMS  
17 WOMENS TEAMS  
245 WOMENS PLAYERS  
1.285 MENS PLAYERS  
150 COACHES  
1.500 FOUNDATION KIDS  
41 DIFFERENT NATIONALITIES



## Matches played

82 WEEKEND MATCHES  
348 AWAY  
1.124 AT HOME  
2.317 PER SEASON  
295 TOURNAMENTS PER SEASON  
348 CITIES VISITED  
5.000 BOYS/GIRLS PROGRAMS ABROAD









**Powered By Atlético Ottawa Program**

[atleticoottawa.canpl.ca](http://atleticoottawa.canpl.ca)



# Powered by Goals

Atlético Ottawa



Create a Program which really contributes to support the Local Soccer Community in Ottawa



Enjoy a unique once in a lifetime opportunity to join a Top Club in World Soccer



Develop an individual high-quality Program based on the specific needs of your Club



Provide additional tools, resources and unforgettable experiences to your Club members



Facilitate a pathway for youth players to be identified by Atlético de Madrid, Atlético Ottawa and the CPL



# Benefits (1)

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## BRAND ASSOCIATION RIGHTS

- Use of Atlético Ottawa Powered by Program brand association on your own Club's communication, promoting key shared values in marketing, advertising and PR Activities

## ADVERTISING, BRANDING AND DIGITAL RIGHTS

- Your Club will have presence on specific branding, communication and media platforms of Atlético Ottawa

## HOSPITALITY AND EVENTS RIGHTS

- Season membership, group tickets, youth tickets and merchandise discounts, exclusive access to Atlético Ottawa events

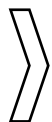
## PR, PLAYERS AND STAFF ACCESS

- Official announcements, Club structured Pathway to the Pro Club, invitation to team practices and intra squad games and access to Atlético Ottawa technical staff such as nutritionists, physical conditioning, strength, fitness trainers, doctors and other staff

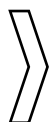




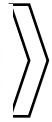
Ages 4 to 6



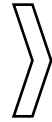
Ages 7 to 8



Ages 8 to 17



Ages +18



PRO



# Benefits (2)

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## ACCESS TO ATLÉTICO DE MADRID EXPERIENCES

- Organize Atlético de Madrid Clinics and Summer Camps in Ottawa, with the presence of Atlético de Madrid Academy coaches
- Organize Atlético de Madrid Seminars and Congress based on Soccer Methodology, Physical Training, Goalkeepers Training, Performance and Analysis, Medical Services, among others, with the presence of Atlético de Madrid professionals
- Access to Atlético de Madrid Clinics and Summer Camps at the Official Atlético de Madrid Training Complex in Madrid, Spain
- Access to an exclusive “Atlético travel experience” to visit Atlético de Madrid, in Madrid, Spain and attend La Liga and/or European games and First Team practices
- Access to the Atlético de Madrid Coaches Experience Online or in Madrid, Spain
- Access to the Atlético de Madrid Tournaments Network

\*Costs of these programs if Clubs choose to take advantage are not covered by Atlético Ottawa



# Once in a lifetime Experience

## Atlético de Madrid Residence

The Atlético de Madrid Residence, located in San Sebastián de los Reyes, Madrid, will offer you all the comforts to enjoy a high-level sport/training experience

Rooms with all the needs and themed with the colors of Atlético de Madrid

Recreational areas, terrace and leisure room, where you can share with the players of the Services Academy

Sports menu/buffet, prepared by the club's nutritionists, guaranteeing a balanced diet and following the standards of a high-performance athlete's diet















LaLiga





# Join us!



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