



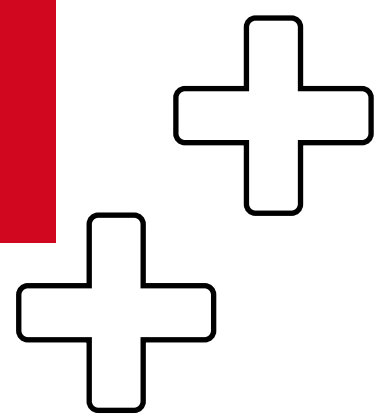
Atleti Summer camps



Madrid, November 2020

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ATLÉTICO DE MADRID



The clear winner of the last decade

On the pitch...

2^o IN UEFA RANKING

- | | |
|-----------------------------------|-----------------------------|
| 1. Real Madrid (13) | 6. Manchester City (62) |
| 2. Atlético de Madrid (45) | 7. Paris Saint Germain (42) |
| 3. FC Barcelona (1) | 8. Liverpool (2) |
| 4. FC Bayern (8) | 9. Manchester United (4) |
| 5. Juventus (24) | 10. Arsenal (6) |

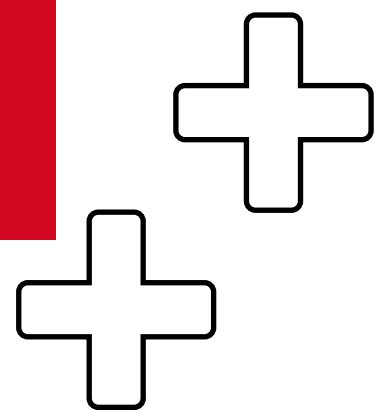
Ranking 2019 vs (x) ranking 2009

9 TITLES IN THE LAST 10 YEARS



- 1 LaLiga
- 3 UEFA Super Cups
- 3 UEFA Europa Leagues
- 1 Copa del Rey
- 1 Spanish Super Cup





Live, train and play as Atlético

Atlético de Madrid Club possess a long tradition in the development and education of young football players.

Our goal is to educate our players sportively and personally. Therefore, we believe and work to foster values such as solidarity, teamwork and equality through sports, as well as the improvement of social skills and communication.

The coaches will get the best out of each player by helping them to learn and reach the optimum level of performance according to their age group and providing a safe and secure environment to play sports while making friends and having fun.

The Atlético de Madrid Academy offers you the possibility to be part of its Camps and Clinics network. From now on you can organize this type of comprehensive training programs in a unique and enjoyable atmosphere together with Atlético de Madrid and its official Academy coaches.





LaLiga



Work hard to achieve your goals

Our Camps will help the player to get the highest performance of his/her sports qualities while enjoying, learning and having fun.

Our goal is for children to live unforgettable days from the hand of our technical team, where the child will learn the knowledge and skills necessary to continue progressing day by day.

The programs are adjusted to each age and include recreational and educational activities in dynamic and participatory environments.

Special attention will be devoted to the transmission of professional and personal experiences to the group, and the individual skills of each student will be focused on. Group strategies will also be explained, as well as the more specific technique and tactics of footballs with tools programmed for the child's progression. The goalkeepers will also enjoy specific training exercises.





Our methodology

All coaches participating in Camps and Clinics are a part of the Atlético de Madrid Academy. Our professionals have the highest degree qualification that combined to the Club's identifying style allow us to be an international reference in Youth Development.

- Learning through the successful methodology of Atlético de Madrid
- Sports planning and training by specific age groups
- Continuous feedback during the training sessions
- Permanent personal attention
- Internal competitions for different groups of each coach
- Specific goalkeeper training sessions
- Ratio of 1 coach per 15-20 players



Camps regulations

FAMILIES REGULATIONS

- Maintain exemplary behavior during training sessions (education, self-control, respect, etc.)
- Stay in the area delimited by Club staff during training sessions
- Training sessions will not be recovered, if your child misses one day please contact the Camps Coordinator, as well as if an incident occurs in the training sessions

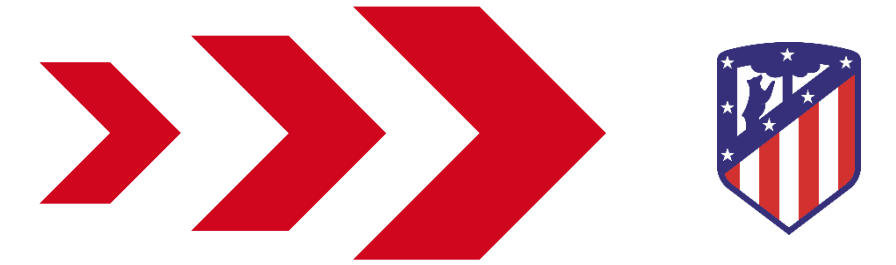
PLAYERS REGULATIONS

- Arrive on time before the start of training sessions
- Attend training sessions in appropriate sportswear
- The care of sports facilities is essential to take care of themselves, teammates and sports staff
- The use of mobile phones is prohibited during training sessions
- Respect for others (coach, classmates, parents, employees, etc.)
- Pay attention and follow the instructions of the coaches and other professionals in charge of the organization of the Camps (food and rest)





Camp program – 5 days



The program includes:

- Official Atlético de Madrid program - 5 days
- Official ATM Methodology
- 3 ATM Academy Coaches
- 8-9 Training sessions
- 4-5 Practical sessions
- Open ceremony
- 1 Atlético de Madrid Official Training Kit
- Closing Ceremony & ATM Certificates
- Maximum capacity of 70-105 participants

*For programs exceeding 105 participants is mandatory to request additional budget

5 DAYS PROGRAM EXAMPLE

MORNING

DAY 1	DAY 2-3-4	DAY 5
Opening ceremony	Opening ceremony	Opening ceremony
Training session 1	Training session 1	Training session 1

AFTERNOON

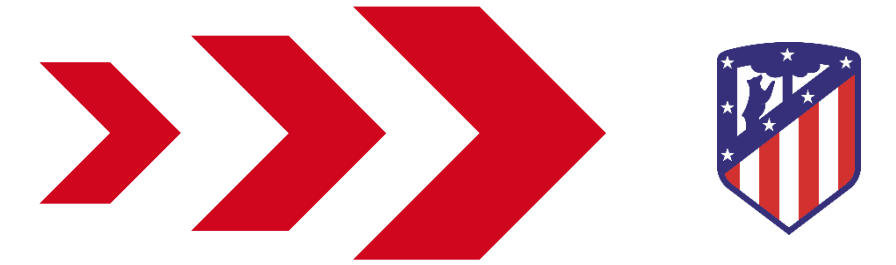
Theoretical session	Theoretical session	Theoretical session
Meal	Meal	Meal
Training session 2	Training session 2	Training session 2

*The program can be adapted according to the organizational needs of each Camp





Camp program – 3 days



The program includes:

- Official Atlético de Madrid program - 3 days
- Official ATM Methodology
- 2 ATM Academy Coaches
- 4-5 Training sessions
- 2-3 Theory sessions (Atlético talks)
- Inauguration ceremony
- 1 Atlético de Madrid Official Training Kit
- Closing Ceremony & ATM Certificates
- Maximum capacity of 50-70 participants

*For programs exceeding 70 participants is mandatory to request additional budget

3 DAYS PROGRAM EXAMPLE

MORNING

DAY 1	DAY 2	DAY 3
Opening ceremony	Opening ceremony	Opening ceremony
Training session 1	Training session 1	Training session 1

BREAK

AFTERNOON

Theoretical session	Theoretical session	Theoretical session
Meal	Meal	Meal
Training session 2	Training session 2	Training session 2
		Closing ceremony

*The program can be adapted according to the organizational needs of each Camp





Daily program

Half day

EXAMPLE OF TRAINING PROGRAM	
Hour	Activity
08:30H	Arrival
08:45H	Presentation and organization of groups
09:00H	Technical training session (individual and collective)
10:30H	Break
10:45H	Videos / Talks
11:30H	Training session 2 / Match
13:00H	Lunch
14:00H	Departure

*The program can be adapted according to the organizational needs of each Camp





Daily program

Full day

EXAMPLE OF TRAINING PROGRAM	
Hour	Activity
08:30H	Arrival
08:45H	Presentation and organization of groups
09:00H	Technical training session (individual and collective)
10:30H	Break
11:00H	Training session
12:30H	Lunch
14:00H	Atletico talks
16:00H	Leisure activities: visits/ videos/ matches...
17:30H	Departure

*The program can be adapted according to the organizational needs of each Clinic and Camp






Official Training Kit

Official Atlético de Madrid training kits for players and coaches taking part in Camps and Clinics include:

- 2 training t-shirts
- 2 training shorts
- 2 pairs of training socks
- 1 official ATM cap
- 1 official ATM aluminum bottle

*Depending on the needs of each Camp, the kit will be adapted accordingly.

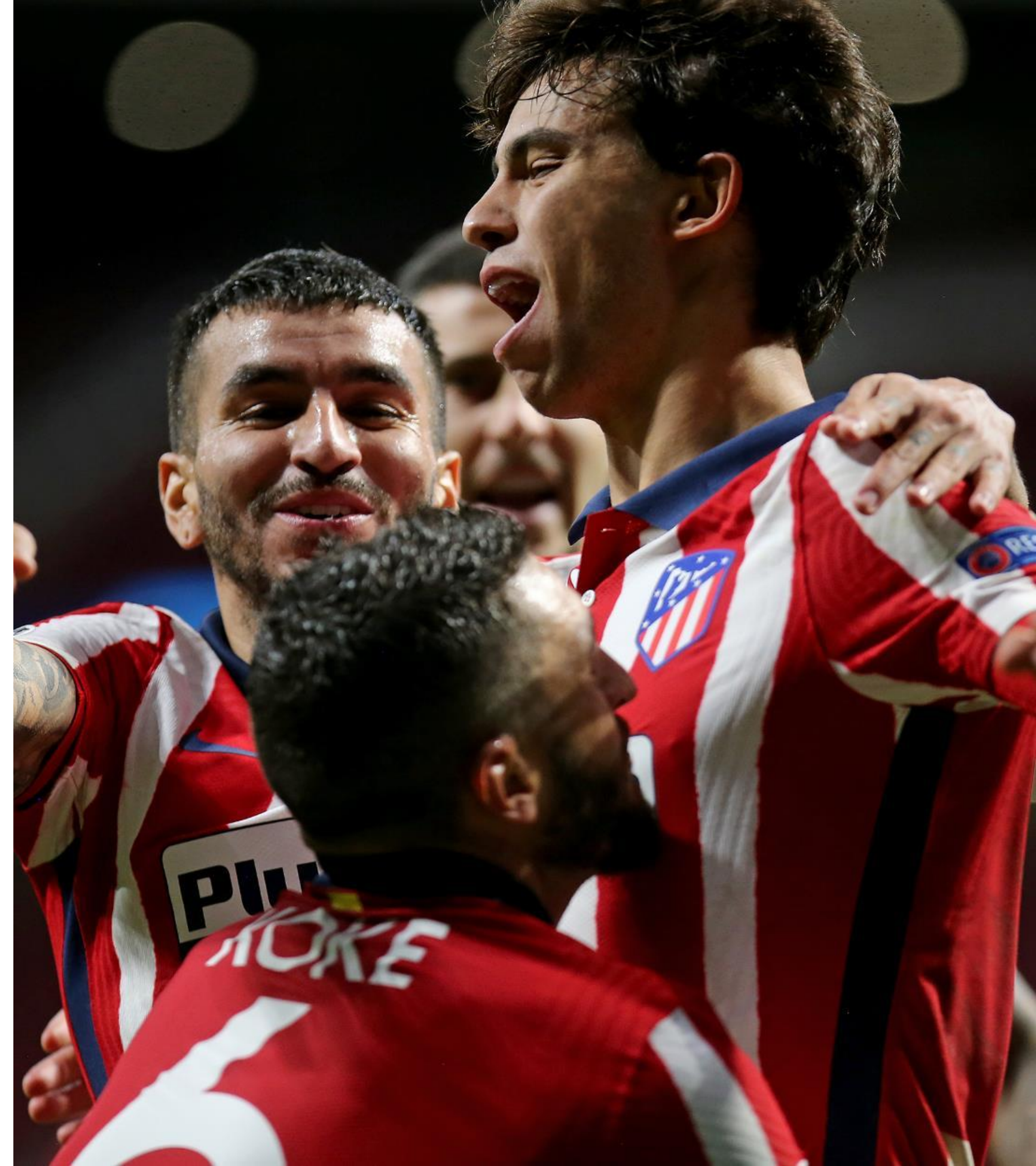




+ + Complete your Program in Madrid

A selection of participants from the Camps and Clinics will have the opportunity to travel to Madrid and live an unforgettable experience with Atlético de Madrid:

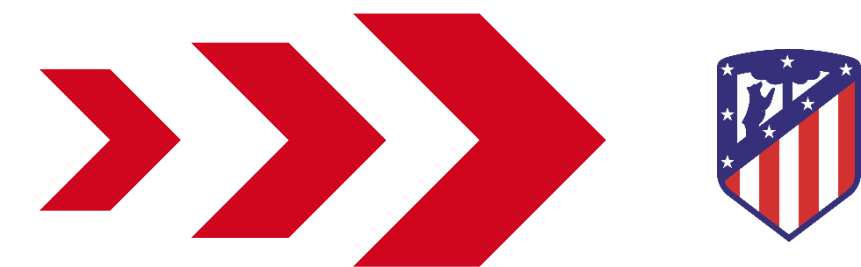
- Official training facilities of Atlético de Madrid
- Training sessions with Academy coaches
- Friendly matches
- Full board accommodation and transportations
- Wanda Metropolitano, Territorio Atleti (Museum) & Atlético Store Tour
- Tickets for official competition matches (La Liga and Champions League)
- Welcome team Experience and/or Tour Match Experience
- Midfield Photo and/or Penalty Experience



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Programs in Madrid



EXAMPLE OF TRAINING PROGRAM		
	EXTERNAL STUDENTS	INTERNAL STUDENTS
DURATION	Per week	Per 15 days
AGES	6 to 16 years	8 to 16 years
TRAININGS	10:00 – 18:30 hours (see full schedule)	
FOOD	Snack, lunch and second snack	Breakfast, snack, lunch, second snack and dinner
ACCOMMODATION	X	Residences, hotels, etc.
TRANSPORT (OPCIONAL)	Buses every day at 9 am (departure) and at 7 pm return)	X
ACTIVITIES	Atletico talks and recreational activities	Atletico talks, swimming pool and sports activities
WEEKEND EXCURSIONS	X	Wanda Metropolitano tour, Amusement park, RFEF Museum
OTHER	Atlético de Madrid official kit Accreditation certificate Souvenirs	





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Summer Camps

