



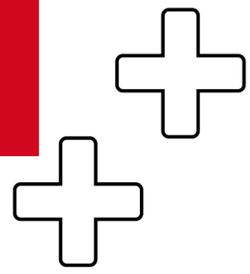
# Players Experience



Madrid, November 2020

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**ATLÉTICO DE MADRID**



# The clear winner of the last decade

On the pitch...

## 2<sup>o</sup> IN UEFA RANKING

- |                                   |                             |
|-----------------------------------|-----------------------------|
| 1. Real Madrid (13)               | 6. Manchester City (62)     |
| 2. <b>Atlético de Madrid (45)</b> | 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 an unforgettable experience

The Players Experience program offers the possibility to players from all over the world to train under the successful methodology and philosophy of the Club.

The Atlético de Madrid Academy is a place where boys and girls who dream of becoming soccer players in the future and who want to live a unique experience with Atlético de Madrid.

Our mission is to make all participants feel as part of the Academy through the development of a set of sports and training activities of the Atlético de Madrid





LaLiga



# Train and compete with the best

- Friendly matches: challenge different Atlético de Madrid Academy teams, both males and females, to play matches in our sport facilities in Madrid
- Training sessions: enjoy a great opportunity to participate in trainings led by the professionals of Atlético de Madrid, aiming to transmit you the maximum knowledge as if you were a player of Atlético de Madrid Academy
- Atlético Talks: get an access to privileged and specialized information about different sport areas of the Club through theoretical talks directed by our internal experts



# Achieve your goals

- Optimize the sport performance and your technical-tactical concepts, physical condition and the integration into the game
- Get exhaustive training in comfortable psychological and emotional atmosphere

Teams and categories available for matches and training sessions:

## Female

Category	AGE
Benjamín (Sub 9)	8-9
Alevín (Sub 11)	10-11
Infantil (Sub 13)	12-13
Cadete (Sub 15)	14-15
Juvenil (Sub 19)	16-19
Senior	Abierto

## Mens

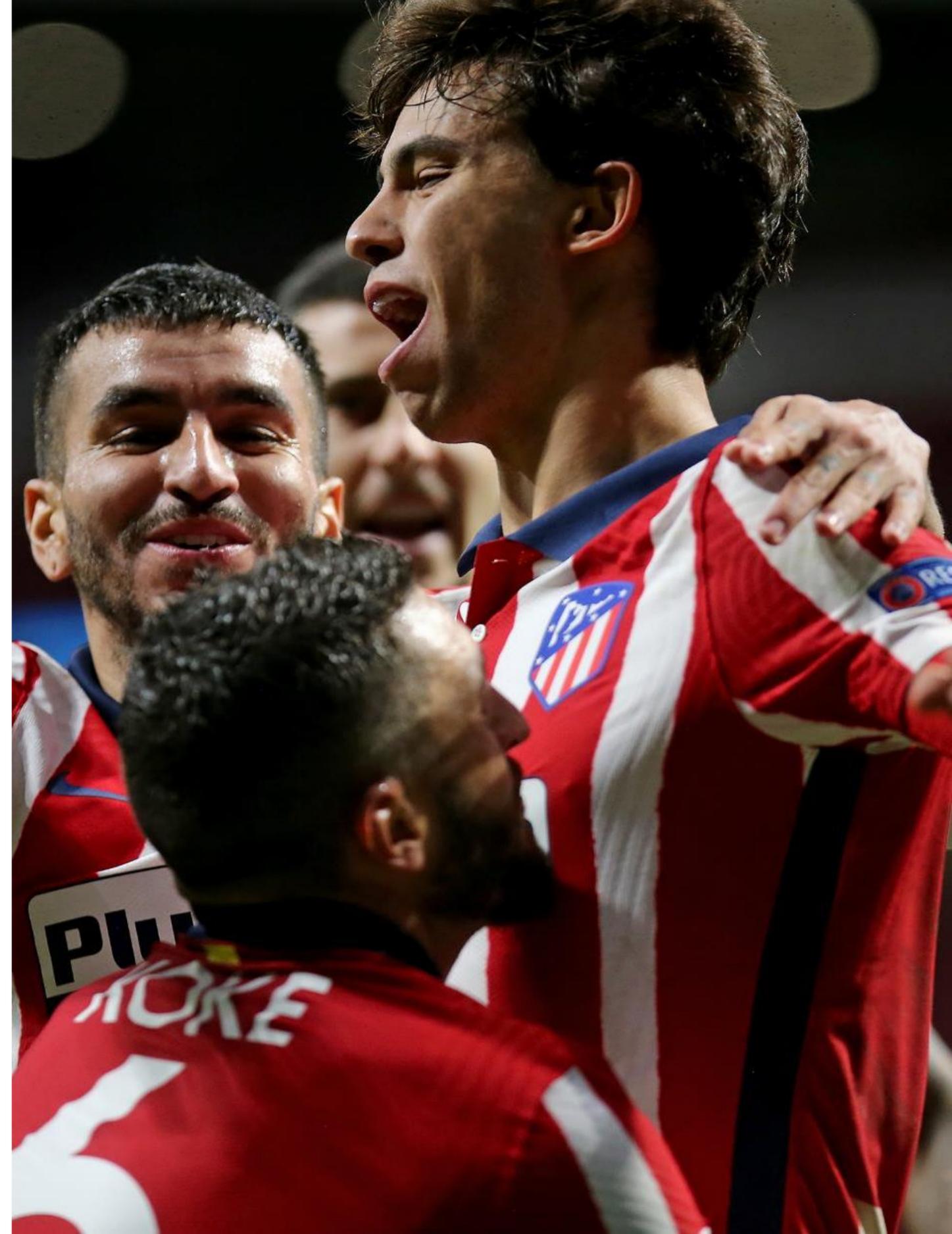
Category	AGE
Pre-Benjamín (Sub 7)	6-7
Benjamín (Sub 9)	8-9
Alevín (Sub 11)	10-11
Infantil (Sub 13)	12-13
Cadete (Sub 15)	14-15
Juvenil (Sub 19)	16-19

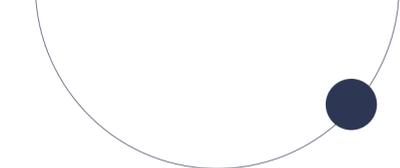


# Enjoy your experience

Customize your program and enjoy an unforgettable experience with Atlético de Madrid:

- Wanda Metropolitano & Atleti Territory Museum tour
- Tickets for official competition matches (La Liga and Champions League)
- Welcome team experience
- Madrid & Segovia Tour
- Tour Match Experience
- Penalty Experience
- Midfield Photo Experience
- RFEF Museum





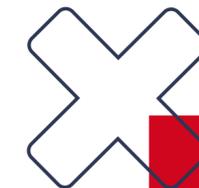
# Our Facilities

## MAJADAHONDA

Wanda Majadahonda Sport Complex is the headquarters of the 1st team of Atlético de Madrid, Atlético de Madrid B and the High-Performance teams Academy between the categories U15 and U19.

## ALCALÁ DE HENARES

The Wanda Alcalá de Henares Sports Complex is the headquarters of the UEFA Womens Champions League, LaLiga Iberdrola and UEFA Youth League. It has a Mini-Stadium with a natural grass pitch and a capacity of 2,700 spectators.



# Make yourself at home

We possess various agreements with modern hotels located near the Barajas International Airport, Wanda Metropolitano stadium and Madrid.

Just 20 minutes by bus from the Wanda Alcalá de Henares and Wanda Majadahonda sport center and 15 minutes from Madrid city center.

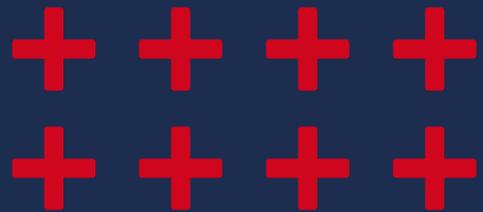
## Services:

- Full board accommodation
- Free Wi-Fi
- Sports buffet
- Heated pool from October 1st until May 31st
- Summer pool from June 1st until September 30th
- Paddle court
- Shuttle available on request
- Free translation service





# PLAYERS EXPERIENCE PROGRAMS





# Flash Program



## The pack includes:

- Official Atlético de Madrid Program for one day
- One training session or one friendly match
- Welcome Pack

## Supplements:

- Tickets to La Liga or Champions League matches
- Segovia Tour
- Private expenses

## EXAMPLE OF THE FLASH PROGRAM

DAY	TURN	DESCRIPTION
1	Morning	Training Session

\*\*This is a tentative program; once the reservation is formalized, your program will be adapted to your needs, together with the sports department and organizers.





# Start Program



## The pack includes:

- Official Atlético de Madrid Program for one day
- One Training session and one friendly match, or two training sessions
- Welcome Pack.
- Discount Atlético de Madrid Store
- First Team poster signed
- Participation Certificate

## Supplements:

- Tickets to La Liga or Champions League matches
- Segovia Tour
- Private expenses

EXAMPLE OF THE START PROGRAM		
DAY	TURN	DESCRIPTION
1	Morning	Atlético Talk, Training Session
	Afternoon	Training Session or Friendly Match

\*\*This is a tentative program; once the reservation is formalized, your program will be adapted to your needs, together with the sports department and organizers.





# Motivation Program



## The pack includes:

- Official 2- days Atlético de Madrid Program
- 2 Training sessions and 1 friendly match, or 3 training sessions
- Atlético talks
- Wanda Metropolitano Tour & Atleti Territory Museum tour
- Official training equipment kit
- Welcome Pack
- Discount Atlético de Madrid Store
- First Team poster signed
- Participation Certificate

## Supplements:

- Full board accommodation
- Pick-ups and transfers to the airport
- Bus transfers for the entire program
- Tickets to La Liga or Champions League matches
- Segovia Tour
- Private expenses



EXAMPLE OF THE MOTIVATION PROGRAM		
DAY	TURN	DESCRIPTION
1	Morning	Atlético Talk, Training Session
	Afternoon	Wanda Metropolitano Tour
2	Morning	Training Session
	Afternoon	Friendly Match

**\*\*This is a tentative program; once the reservation is formalized, your program will be adapted to your needs, together with the sports department and organizers.**



# Sports Program Performance & Champions



The pack includes:

- Official Atlético de Madrid Program – 4 or 7 days
- Personalized Training Sessions
- Friendly Matches
- Atlético talks
- Wanda Metropolitano Tour & Atleti Territory Museum tour
- Welcome Pack
- Personalized jersey for the team
- Official training equipment kit
- Discount in Atlético de Madrid Store
- First Team poster signed
- Participation Certificate

Supplements:

- Full board accommodation
- Pick-ups and transfers to the airport
- Bus transfers for the entire program
- Tickets to La Liga or Champions League matches

EXAMPLE OF THE SPORTS PROGRAM PERFORMANCE & CHAMPIONS		
DAY	TURN	DESCRIPTION
1	Morning	Atlético talk
2	Afternoon	2 Training session Visit Wanda Metropolitano stadium
3	Morning Afternoon	Training session, Atletico talk, Friendly Match
4	Morning Afternoon	2 Training session Madrid Tour
5	Morning Afternoon	Training session, Atletico talk, Friendly Match
6	Mañana Tarde	Training Session in the pool Afternoon free
7	Morning	Training session

\*\*This is a tentative program; once the reservation is formalized, your program will be adapted to your needs, together with the sports department and organizers.



# Premium Program Performance & Champions



## The pack includes:

- Official Atlético de Madrid Program – 4 or 7 days
- Full board accommodation
- Pick-ups and transfers to the airport
- Bus transfers for the entire program
- Personalized Training Sessions
- Friendly Matches
- Atlético talks
- Wanda Metropolitano Tour
- Welcome Pack
- Personalized jersey for the team
- Official training equipment kit
- Discount Atlético de Madrid Store
- First Team poster signed
- Participation Certificate

## Supplements:

- Plane tickets
- Tickets to La Liga or Champions League matches
- Segovia Tour
- Private expenses

## EXAMPLE OF THE PREMIUM PROGRAM PERFORMANCE & CHAMPIONS

DAY	TURN	DESCRIPTION
1	Morning Afternoon	Arrival, check-in at the hotel, Atlético talk, Training session
2	Morning Afternoon	2 Training session Visit Wanda Metropolitano stadium
3	Morning Afternoon	Training session, Atletico talk, Friendly Match
4	Morning Afternoon	2 Training session Madrid Tour
5	Morning Afternoon	Training session, Atletico talk, Friendly Match
6	Morning Afternoon	Training Session in the pool Afternoon free
7	Morning	Check out

\*\*This is a tentative program; once the reservation is formalized, your program will be adapted to your needs, together with the sports department and organizers.



# ATLÉTICO DE MADRID

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## PLAYERS EXPERIENCES

