



Coaches Experiences



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



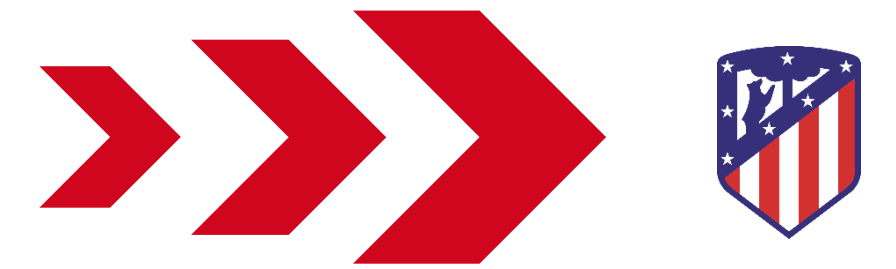


Live an unforgettable Experience

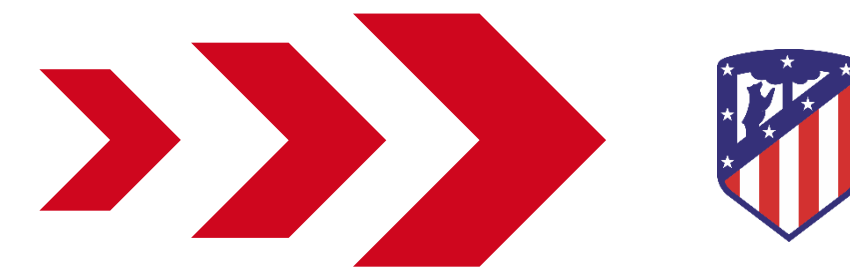
The Atlético de Madrid Academy offers to coaches a possibility to train according to the successful methodology and philosophy of Atlético de Madrid.

The Atlético de Madrid Academy is a place where coexist and train professionals who dream to become better specialists and want to live a unique experience with Atlético de Madrid.

Our mission is to make feel our participants as a part of the Academy through a set of sports and training activities developed by Atlético de Madrid.



Achieve your goals



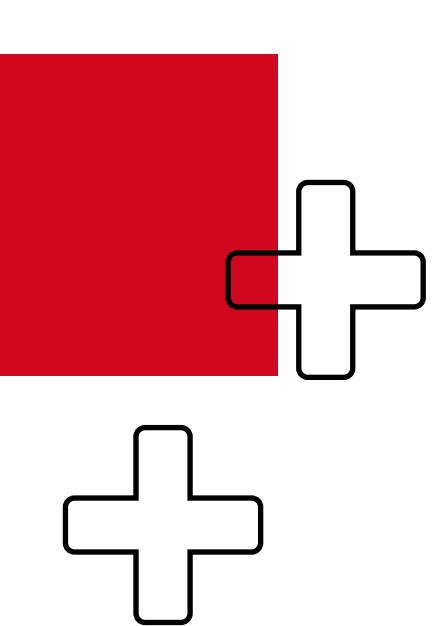
Our main objective is to help coaches from the whole world to become better specialists and to acquire a knowledge of our know-how, sports model and methodology.

The participants will get specific education and become proficient in the concepts of physical, technical, tactical, psychological, organizational and administrative aspects.

Main activities:

- Get theoretical knowledge through specific lectures on different sport expertness areas of the Club
- Observe and analyze Atlético de Madrid Academy teams trainings along with our professionals
- Participate in trainings led by Academy coaches





Atlético Talks

Specific lectures program administrated by various professionals of the Atlético de Madrid Academy on different sport expertness areas of the Club:



Enjoy your experience

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

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





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

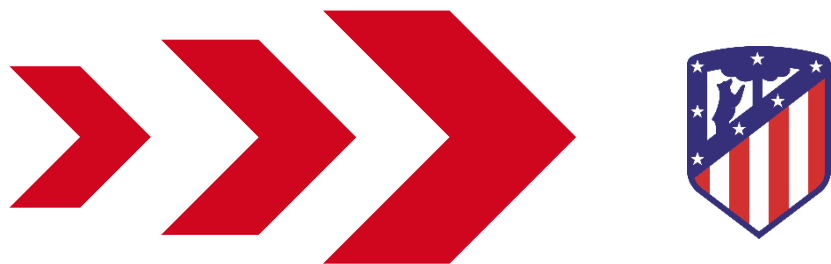
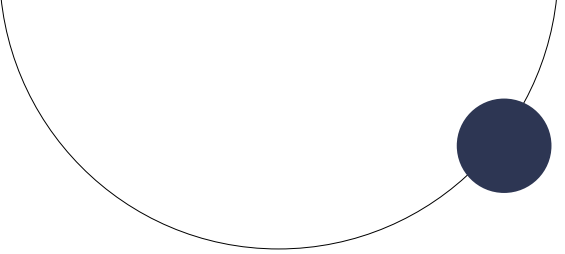


PACKS COACHES EXPERIENCES





Sports Experience



The pack includes:

- Official Atlético de Madrid program - 7 o 4 days
- Trainings analysis sessions
- Friendly matches analysis sessions
- Atlético talks
- Wanda Metropolitano Tour
- Madrid city tour
- Official training kit pack
- Mineral water for matches and training

Supplements:

- Plane tickets
- Accommodation in a hotel in full board
- 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

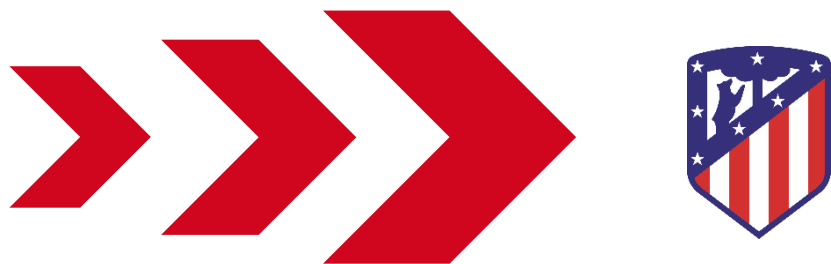


EXAMPLE OF THE SPORTS PROGRAM		
DAY	TURN	DESCRIPTION
1	Morning Evening	Arrival, check-in in the hotel Atlético talk + 1 Training
2	Morning Evening	2 Trainings Wanda Metropolitano stadium tour
3	Morning Evening	Training, Atletico talk Training match
4	Morning Evening	2 trainings Madrid city tour
5	Morning Evening	1 Training + Atletico talk Training match
6	Morning Evening	1 Training in the swimming-pool Free time (possible excursion in Madrid)
7	Morning	Check out

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



Premium Experience



The pack includes:

- Official Atlético de Madrid program - 7 days o 4 days
- Full board accommodation in hotels
- Pick-ups and transfers to the airport
- Bus transfers for the entire program
- Training analysis sessions
- Training matches analysis sessions
- Atlético talks
- Wanda Metropolitano Tour
- Madrid City Tour
- Official training kit pack

Supplements:

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

EXAMPLE OF THE PREMIUM PROGRAM		
DAY	TURN	DESCRIPTION
1	Morning Evening	Arrival, check-in in the hotel Atlético talk + 1 Training
2	Morning Evening	2 Trainings Wanda Metropolitano stadium tour
3	Morning Evening	Training, Atletico talk Training match
4	Morning Evening	2 trainings Madrid city tour
5	Morning Evening	1 Training + Atletico talk Training match
6	Morning Evening	1 Training in the swimming-pool Free time (possible excursion in Madrid)
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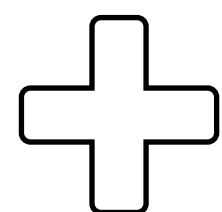
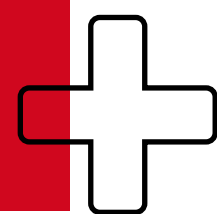




Coaches Experiences Packs

ACTIVITIES	PREMIUM		SPORTS	
	7 DAYS	4 DAYS	7 DAYS	4 DAYS
Training sessions (theory + practice)	10	5	10	5
Atlético talks	3	1	3	1
Welcome pack	✓	✓	✓	✓
Wanda Metropolitano Tour	✓	✓	✓	✓
Official training kit pack	✓	✓	✓	✓
Atlético de Madrid certificate	✓	✓	✓	✓
Discounts in the Atlético store	✓	✓	✓	✓
Accommodatin full board	✓	✓		
Transfers	✓	✓		
Madrid City Tour	✓	✓		
Price	1.399 €	999 €	699 €	396 €

*The Price indicated is for the group mx. 20 person
** If the number of requests exceeds 20 pax, we kindly ask you to contact us directly.
***All prices include 21% VAT



Testimonials



"From the comments we received from each of our groups, the trips we made to Atletico de Madrid were first class. Traveling from the United States, the groups felt welcome from the moment they arrived at the Club. The attention to detail and organization was something they really noticed. For our players, coaches and families, it was an experience and something they will never forget. We are sure they will be Atlético's fans for life."

James Abrahart, CEO of Global Image Sports.



"Without exception Atletico Madrid deliver a very high standard football coaching and development experience for our groups whatever their age, gender or ability. The training facilities are superb and the ratio of Atletico coaches to participants make each session the very highest quality"

Tom Shorey, Commercial and Partnership Director



ATLÉTICO DE MADRID

International Expansion
Atlético de Madrid Academy
internacionalacademia@atleticodemadrid.com

Estadio Wanda Metropolitano
Avenida Luis Aragonés 4
28022, Madrid, España

www.atleticodemadrid.com

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