

WELCOME TO
VALENCIA CF



**VCF ACADEMY
CANADÁ**

THIS IS **VALENCIA CF**

SEASON 2019.20



VALENCIA CF SEASON 2019.20

STRATEGIC ALLIANCE PROPOSAL

WHO IS VALENCIA CF?



VALENCIA PLAYS IN
**LALIGA IN THE
WORLD'S
FAVOURITE SPORT**



15 SPANISH TITLES



6 EUROPEAN
TITLES

6,6M

FOLLOWERS IN SOCIAL
MEDIA

OUR ACTIVATION WITHIN OUR PARTNERSHIP PROGRAM **IS THE BEST** IN THE INDUSTRY



OUR BRAND
EVOKES TRADITION,
COMPETITIVENESS
& **TEAM SPIRIT**



WE CONSISTENTLY
PLAY EUROPEAN
COMPETITION



65M FANS
WORLDWIDE
3,8 IN SPAIN

AMBASSADORS
OF A
SURPRISING CITY



STRATEGIC ALLIANCE PROPOSAL

A KEY STAKEHOLDER IN A GIANT GLOBAL SHOW



WELCOME TO VALENCIA CF

AND TO THE BEST FOOTBALL MARKET IN THE
WORLD



STRATEGIC ALLIANCE PROPOSAL

ONE OF THE VERY BEST IN OUR INDUSTRY

SAME CLUB

RICH HERITAGE

- Top 30 UEFA Club.
- Top 4 LaLiga.
- 6 International titles & 15 national titles.
- 2 UEFA Champions League finals.
- Best team of the World 2004.



6



8



1



3



2



1

NEW ERA

EXITING FUTURE

- Singaporean ownership
- Creating a new business model
- New stadium by 2023: 60,000 seats.
- Focus on international steady growth.
- Financial sustainability.



POSITION IN LALIGA
HISTORICAL RANKING

THE 4TH TEAM IN SPAIN | HISTORICAL RANKING



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ACADEMY DEVELOPMENT



GAYA

6 Senior
Caps for Spain

KANGIN

Best Player
FIFA U-20 World
Cup '19

SOLER

Under-21s European
Championships
Champion '19

FERRAN

Best Player
European Under-19
Championship '19



ACADEMY DEVELOPMENT

WHY VALENCIA CLUB DE FUTBOL?

300+ ACADEMY PLAYERS

Trained at the Sports City.

20+ ACADEMY TEAMS

Male and Female from U6 to U19

VALUES

We not only train football players, we educate them.

PATERNA TRAINING CENTER: ONE OF THE BEST TRAINING FACILITIES IN EUROPE

Offering the best quality training with Valencia CF professionals

50+ PROFESSIONAL COACHES

UEFA License.

INTEGRATED SUPPORT

Marketing, Communication, Design, Digital more than 400 employees.

METHODOLOGY DEPARTMENT

Creating programs adapted to young player needs

21 SPANISH INTERNATIONALS

Have come up at the Academy.
Among them world cup and European Championship winners.



STRATEGIC ALLIANCE PROPOSAL

VALENCIA CF TRAINING CENTRE



STRATEGIC ALLIANCE PROPOSAL

VALENCIA CF TRAINING CENTRE



VALENCIA CF TRAINING CENTRE



The "**Ciudad Deportiva**" extends across an area of **180.000 sq.m**. It is not only a school for future footballers and residence, but also a modern Rehabilitation Centre provided with different rooms for the recovery of footballers that are injured or in rehabilitation period.

The coach can play videos in order to analyse his team play and study their rival teams in the audiovisuals room. The dressing rooms for the first and second team are on the ground floor.

Connected to the main building there is a terrace with a capacity of **3.000 spectators** approximately, where Valencia B uses to play their matches. On their side, Valencia's first team has several grass fields for their regular training sessions, as well as some areas reserved for their exclusive use.

Valencia Club de Fútbol's sport facilities keep on becoming larger in order to better hold hundreds of sportsmen that use them on a daily basis.

Valencia's "**Ciudad Deportiva**" is considered one of the best ones in Europe, on a par with other mythical football schools.

VCF INTERNATIONAL ACADEMY CANADÁ



SOCCKER PROGRAMS

Our Soccer Programs contribute to spread worldwide the Valencia CF brand and the symbol of its colours. **Valencia CF Soccer Camps, Valencia CF Training Stages** and the **Valencia CF Soccer Schools** are three examples of this task.

The main Objective of the VCF Soccer Programs are **to spread the Valencia CF image and philosophy** all around the world **and to bring the renowned methodology of Valencia CF** in every part of the planet.



PROJECT GOALS/OBJECTIVES



Participate in the football development of the country

Geographical Area Control

Assist VCF Soccer Academy in the development of a specific methodology and identity



Increase the skills level of VCF Soccer Academy Players

Monitoring Players

Scout, develop and attract local talent to participate in our programs

Develop quality local coaching staff

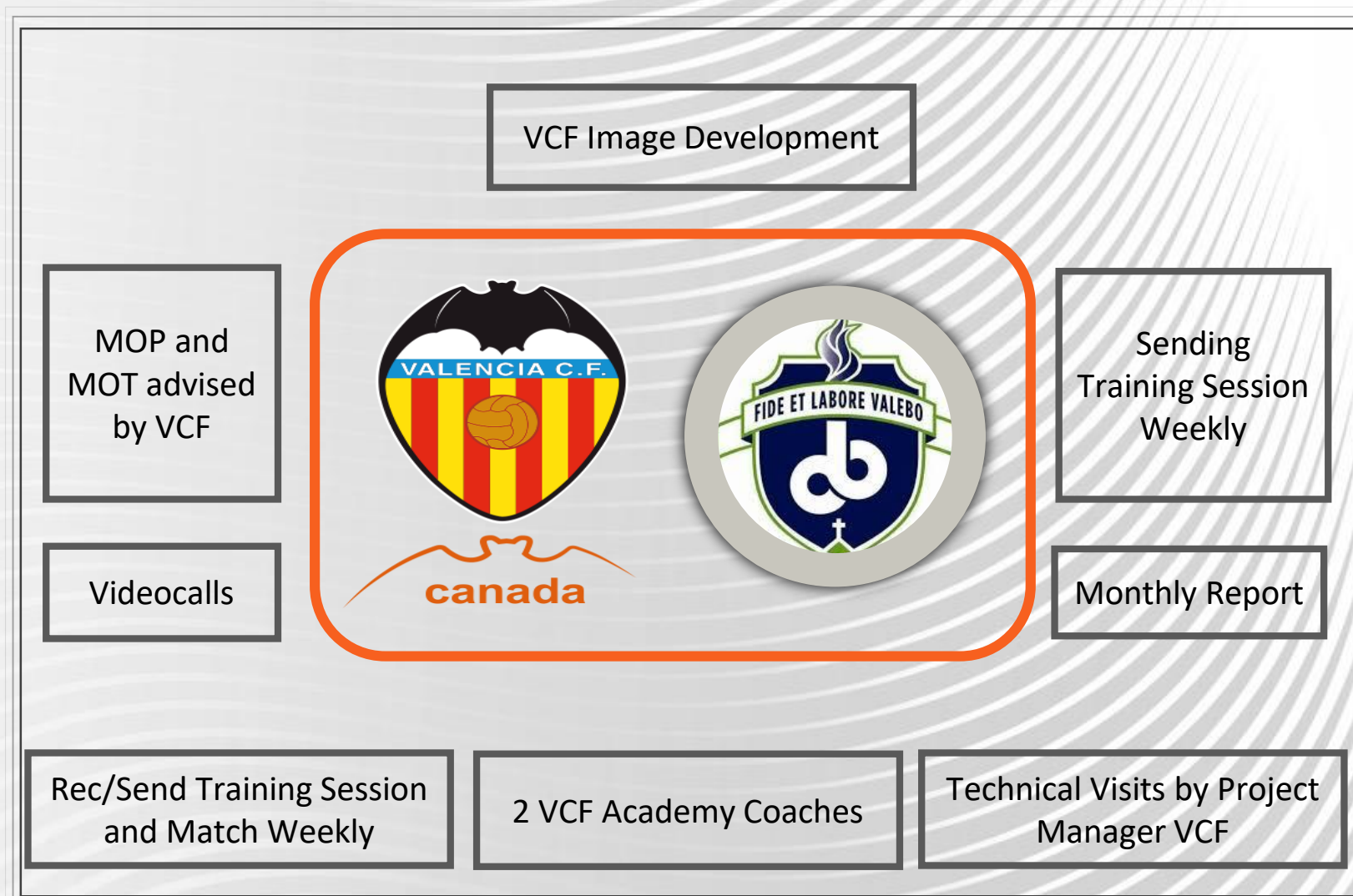


Establish a long-term relationship between VCF & CANADA

Access VCF resources and connectivity in European football to enhance the programme

VCF Expand

GUIDELINES



VCF ACADEMY GUIDELINES



MOP and MOT advised by VCF

Improve **VCF Academy** football development programme and training methodology.



Sending Training Session Weekly

Every week one of the teams of the club must send the training plan for the week to be reviewed by VCF to ensure VCF quality.



Rec/Send Training Session and Match Weekly

Every week the team has sent the Training Plan, must send a video of one training session and match to reviewed by VCF to ensure VCF quality.



Technical Visits

At least, The Project Manager VCF has to visit the Academy twice a year.



Player Assessment

September, December and June we have to do an evaluation of each player of the club. In this way we can help the players and we know the best players we had.



VideoCalls

Once a month a video call must be made. To review the different points and give feedback by our side.



VCF Image Development

We have to try to develop the image in the proper way. Therefore we need to announce First Team matches,... Activity and interactions in social media.

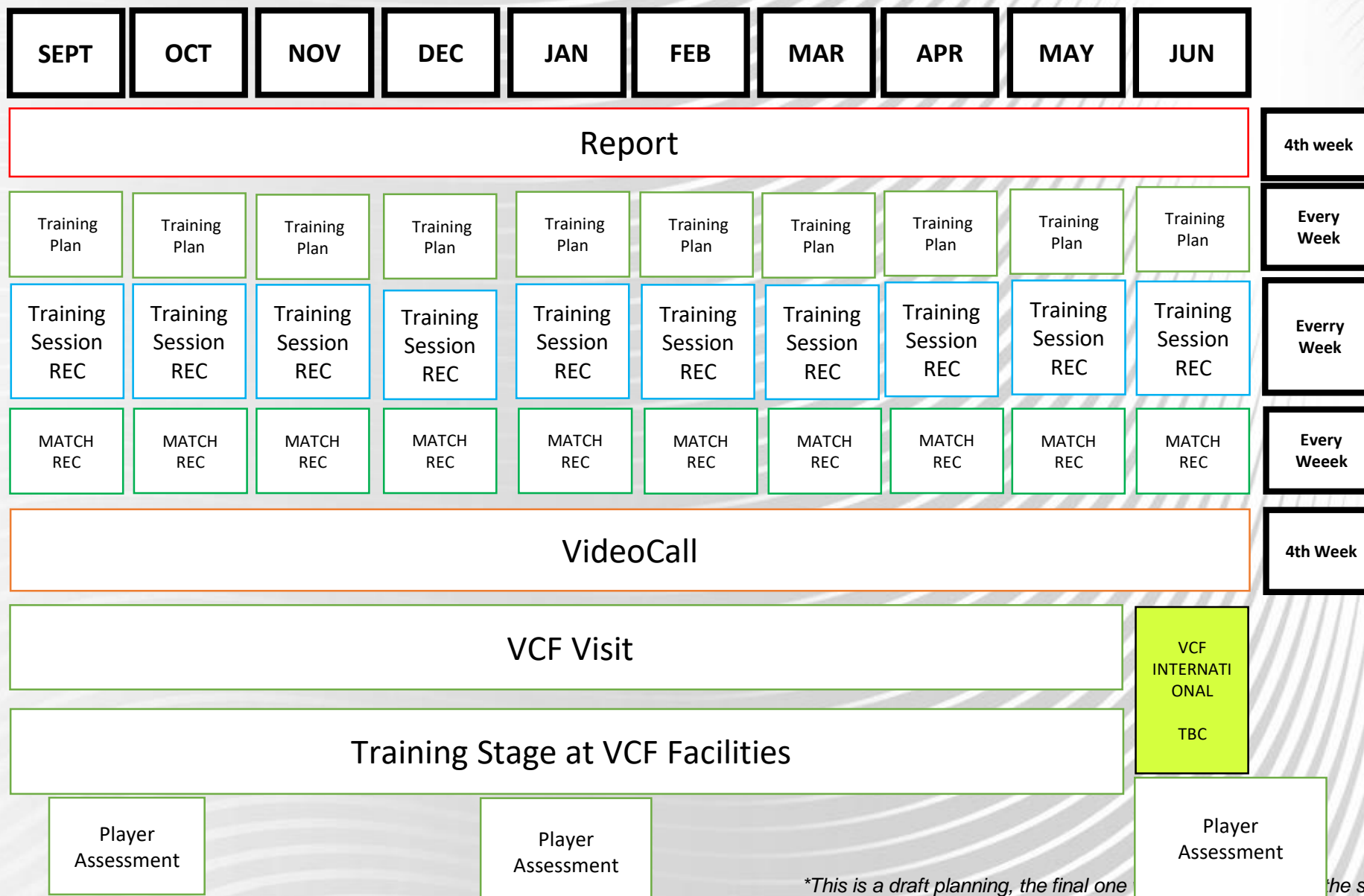


Monthly Report

Have in writing the advances, doubts and claims.



STRATEGIC PLAN



*This is a draft planning, the final one

the schedule of our Academy.



Program details :

Valencia Bourget Elite World : (Elite invitation only and Open groups)

(Elementary and High School - by invitation only for the Elite Group. Open section available)

This program is targeted to high performance students athletes. Valencia FC academy trainer (UEFA Spanish). The content of the training is specifically designed to prepare the athlete for an elite setting.

The Valencia CF methodology encompasses the Canadian LTPD and the proven success development methods of one of the Professional Spanish LaLigua top clubs.

- Valencia FC academy lead trainer (UEFA Pro - Spanish):

 - 9 sessions x 9 day school week high school

 - 6 sessions x 9 day school week (elementary) Grad 4-5-6 French

- Competitive elite games (USA/Canada/Europe)
- Medical
- Hydro Fitness (Rehab)
- Core training
- Nutritionist
- Video analysis
- Transport / Hotel (travel North America, Europe) : (high school program only)
- Two Key Personal growth major Travel events included : (high school program only)
 - 1-) One week in Valencia Spain within the actual professional development Academy
 - 2-) USA Competitive closed camp Competition and evaluation week.

Elite World2

- Valencia FC academy lead trainer (UEFA Pro Spanish) :

The Valencia coaches would bring a high level proven academy training to the program. The world reputation of the LaLiga club is an important component when looking at the world market for the program.

- Medical

The medical program will ensure a continuous monitoring of the physical state of the athletes insuring rest and injury management is carried out under an “athlete first” philosophy.

- Hydro Fitness (Rehab)

This rehab technique is used in a gradual and impact free path for the recovering athlete.

- Core training

Core training is a proven strength training related to improved injury prevention and explosive sport oriented technics. Core training is often the preferred tool for soccer physical preparation as a balanced approach for younger athletes is our preferred approach.

- Nutritionist

Fuel for the engine as it is often referred to is an area often not given enough proportional importance in the athletic world. Good eating habits and understanding the impact of diet as an Elite athlete will be part of the education in this program.

Elite World3

- Transport / Hotel (travel North America, Europe) (high school program only)

Travel is a very real component of the Elite sport life. Managing life on the road, being organized and pursuing school workload are skills that will be need to me mastered. These skills will sure to prove to be assets in the adult world where careers often demand discipline and high organizational skills. Travel, accommodations and nutrition will be managed by the academy for the athletes.

- Video analysis

Understanding the game on a tactical level is key to be able to deploy a game plan or changes of a game plan during competition. As athletes consider a higher level of competition, an Elite intellectual sport comprehension is the difference between success and failure.

Program details :



Sport Excellence : (Elementary and High School only - open)

(Elementary and High school- open, Revamp of the current offering)

Valencia FC academy trainer (UEFA Spanish) and Canadian LTPD lead trainer (Canadian Licence and Valencia CF certified). This program is targeted to young soccer enthusiasts ready to explore the Valencia CF training experience. This is an open program available to most participants. The commitment and intensity levels are adapted to a more global or casual athlete. The coaching although supervised by Valencia CF coaches is predominantly delivered by Canadian elite coaches.

- Canadian LTPD lead trainer (Canadian Licence) and supervision by Valencia FC academy trainer (UEFA Spanish)
- 7 sessions (70 min) x 9 day school week (high school) :
 - Sec 1 to Sec 5 French
 - Grade 9 to 12 English
- 5 sessions (70 min) x 9 day school week (elementary)
 - Grade 4-5-6 French
- Medical
- Nutrition

STRATEGIC ALLIANCE PROPOSAL

2019.20 PARTNERS PYRAMID

MAIN PARTNER

bwin



PREMIUM PLUS PARTNER



ŠKODA

PREMIUM PARTNER



AMSTEL

OFFICIAL PARTNER



vueling

VITALDENT





THANK YOU GRACIAS MERCI GRÀCIES 谢谢
DANKE GRAZIE спасибо OBRIGADO 감사합니다
DANK U WEL ευχαριστώ TACK