

Club de baloncesto profesional italiano "Lega Basket Serie A"



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Esta organización profesional de baloncesto se creó tras la interrupción de un equipo local históricamente exitoso. El club se creó para preservar el baloncesto de élite en su región y desde entonces se ha convertido en una presencia estable en la primera división italiana.

A pesar de su historia relativamente joven, la organización se beneficia de una cultura baloncestística profundamente arraigada, un fuerte compromiso de los aficionados y un atractivo legado heredado de anteriores éxitos de alto nivel en la zona. El club opera con una visión a largo plazo centrada en la continuidad, las normas profesionales y el crecimiento gradual del rendimiento, en lugar de la volatilidad a corto plazo.

Aspectos destacados:

- Exposición en la máxima división: Participación continua en la principal liga de baloncesto de Italia, ofreciendo visibilidad mediática nacional y relevancia comercial.
- Progresión deportiva demostrada: Múltiples campeonatos de segunda división que culminarán con el ascenso a la máxima categoría en la temporada 2019-20
- Modelo de propiedad estable: Gobernanza basada en consorcios que permite compartir riesgos y planificar estrategias a largo plazo.
- Plataforma comercial escalable: Modelo flexible de patrocinio y derechos de denominación con oportunidades de asociación recurrentes
- Compromiso establecido de los aficionados: Aficionados leales y bien informados con una gran asistencia los días de partido en relación con la capacidad del estadio.

Infraestructuras y activos

- Pista cubierta dedicada con aproximadamente 5.000 plazas o más, adecuada para competiciones de alto nivel y eventos comerciales
- Operaciones de entrenamiento y día de partido alineadas con las normas de la liga
- Infraestructura capaz de soportar un aumento de la asistencia, asientos premium y monetización de la hospitalidad

Perfil comercial y de ingresos (indicativo)

- Ingresos básicos derivados de:
 - Patrocinios y derechos de denominación
 - Distribuciones de radiodifusión
 - Venta de entradas para los partidos y hospitalidad
 - Merchandising y programas comunitarios

GROSS REVENUE

\$ 0

EBITDA

\$ 0

BUSINESS TYPE

Deporte

COUNTRY

Italia

BUSINESS ID

L#20260976

- Claro potencial alcista mediante:
 - Activación mejorada del patrocinio
 - Participación digital de los fans y monetización de contenidos
 - Asientos premium y asociaciones corporativas

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