Italiaanse professionele basketbalclub "Lega Basket Serie A

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Italiaanse professionele basketbalclub "Lega Basket Serie A

Deze professionele basketbalorganisatie werd opgericht na de stopzetting van een historisch succesvol lokaal team. De club werd opgericht om basketbal op topniveau in de regio te behouden en is sindsdien uitgegroeid tot een stabiele speler in de Italiaanse topdivisie.

Ondanks de relatief jonge geschiedenis profiteert de organisatie van een diepgewortelde basketbalcultuur, een sterke betrokkenheid van fans en een erfenis van eerdere successen op topniveau in het gebied. De club werkt met een langetermijnvisie gericht op continuïteit, professionele normen en geleidelijke prestatiegroei in plaats van volatiliteit op de korte termijn.

Hoogtepunten:

- Blootstelling aan de hoogste divisie: Voortdurende deelname aan de belangrijkste basketbalcompetitie van Italië, met zichtbaarheid in de nationale media en commerciële relevantie.
- Bewezen sportieve progressie: Meerdere tweedeklasse kampioenschappen met als hoogtepunt promotie naar de hoogste divisie in het seizoen 2019-20
- Stabiel eigendomsmodel: Op consortium gebaseerd bestuur dat risicodeling en strategische langetermijnplanning mogelijk maakt
- Schaalbaar commercieel platform: Flexibel sponsor- en naamgevingsrechtenmodel met terugkerende partnermogelijkheden
- Gevestigde betrokkenheid van fans: Loyale, goed geïnformeerde fanbasis met een hoog aantal toeschouwers op wedstrijddagen in verhouding tot de stadioncapaciteit

Infrastructuur en activa

- Speciale overdekte arena met meer dan 5.000 zitplaatsen, geschikt voor topcompetities en commerciële evenementen
- Training en wedstrijddagactiviteiten op één lijn met de competitienormen
- Infrastructuur die meer bezoekers, premium zitplaatsen en inkomsten uit horeca kan ondersteunen

Commercieel en inkomstenprofiel (indicatief)

- Kerninkomsten uit:
    - Sponsoring en naamrechten
    - Distributies uitzenden
    - Kaartverkoop en hospitality op wedstrijddagen
    - Merchandising en gemeenschapsprogramma's

GROSS REVENUE
$ 0

EBITDA
$ 0

BUSINESS TYPE
Sport

COUNTRY
Italië

BUSINESS ID
L#20260976

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- Duidelijk opwaarts potentieel door:
    - Verbeterde sponsoractivatie
    - Digitale fanbetrokkenheid en het te gelde maken van content
    - Premium zitplaatsen en samenwerkingsverbanden met bedrijven

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