

Club professionnel italien de basket-ball "Lega Basket Serie A"



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Cette organisation professionnelle de basket-ball a été créée à la suite de l'arrêt d'une équipe locale historiquement performante. Le club a été créé pour préserver le basket-ball d'élite dans sa région et s'est depuis développé pour devenir une présence stable en première division italienne.

Malgré son histoire relativement jeune, l'organisation bénéficie d'une culture du basket-ball profondément enracinée, d'un fort engagement des supporters et de l'attrait du patrimoine hérité des succès antérieurs au plus haut niveau dans la région. Le club opère avec une vision à long terme axée sur la continuité, les normes professionnelles et la croissance progressive des performances plutôt que sur la volatilité à court terme.

Faits marquants :

- Exposition à la première division : Participation continue à la première ligue de basket-ball d'Italie, offrant une visibilité médiatique nationale et une pertinence commerciale.
- Progression sportive prouvée : Plusieurs championnats de deuxième division avec comme point culminant la promotion en première division pour la saison 2019-20.
- Modèle de propriété stable : Gouvernance basée sur un consortium permettant le partage des risques et la planification stratégique à long terme
- Plate-forme commerciale évolutive : Modèle flexible de parrainage et de droits d'appellation avec des possibilités de partenariats récurrents
- Engagement des supporters : Base de supporters fidèles et bien informés, avec une forte fréquentation des jours de match par rapport à la capacité de l'arène.

Infrastructure et patrimoine

- Une arène couverte d'environ 5 000 places et plus, adaptée aux compétitions de haut niveau et aux événements commerciaux
- Les activités d'entraînement et de match sont alignées sur les normes de la ligue
- Infrastructure capable de supporter une augmentation de la fréquentation, des places assises et la monétisation de l'hospitalité

Profil commercial et de revenus (indicatif)

- Les recettes de base proviennent de :
 - Parrainages et droits d'appellation
 - Distributions de radiodiffusion
 - Billetterie et hospitalité

GROSS REVENUE

\$ 0

EBITDA

\$ 0

BUSINESS TYPE

Le sport

COUNTRY

Italie

BUSINESS ID

L#20260976

- Marchandisage et programmes communautaires
- Un potentiel d'augmentation évident grâce à :
 - Amélioration de l'activation du parrainage
 - Engagement des fans numériques et monétisation du contenu
 - Places assises et partenariats d'entreprise

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