



Cultura del Esfuerzo

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The largest basketball facility on the continent is one year old (2017-18)

L'Alqueria del Basket, located in Valencia, Spain, is the largest training basketball facility in Europe. 15,000 m² of installation dedicated to basketball, with 13 courts and the possibility of hosting 13 matches simultaneously. An incomparable installation that today has become a basketball generator.

Although it seems that much more time has passed, last 27th was just a year ago since the largest training basketball facility in Europe opened its doors on September 27, 2017, with the goal of becoming a basketball generating center. A year later, the numbers show that it is already a reality, since more than 12,000 people have used their facilities in many activities.

4,220 participants in 7 major basketball tournaments

There have been 7 major national and international tournaments, reaching a total of 4,220 participants spread over up to 332 teams. Highlights include the Pre-Phase of the Minicopa Endesa, the Valencia Basketball Challenge, L'Alqueria del Minibasket, the Valencia Basket Cup, the Over 40 Basket, the Autonomous Final Phases and the BAM Tournaments of national teams.

4,151 visitors in the first year

L'Alqueria del Basket has aroused great interest in all groups. 4.151 visitors have known the installation in a guided way, 6 NBA franchises, 1,208 children under the program "Tu Cole en L'Alqueria", 348 children in the Christmas, Easter and Summer Schools, and more than 600 fans, as well as various collectives and relevant personalities related to the world of sports. Which means an average of 346 visitors per month.

1,216 trainers forming in L'Alqueria

L'Alqueria del Basket is a facility open to society with the concern to promote the growth of basketball also through the training of coaches. For this reason, in this first year and with the collaboration of the Basketball Federation Comunidad Valenciana and Bankia, more than 14 clinics have been organized with renowned speakers, attended by more than 1,200 coaches from different clubs in our Region.





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1,080 participants in sporting events

L'Alqueria del Basket has also been a great meeting point in which to celebrate various sporting events, among which those promoted by the Trinidad Alfonso Foundation, such as the Actibasket, the Spanish Wheelchair Basket Championship and the Project FER, and others like the NBA JR World Championship or the Facehoop Shooting Camp.

1,562 participants in business events related to basketball

L'Alqueria has become an ideal venue for business events related to basketball, hosting more than 1,500 participants during the first year. Events such as the 30th Anniversary Gala of the Gigantes magazine, Zurich conventions, Atmosfera Sport, InfnitC or the Valencia Basket Marketing Meeting, among others, have interwoven their business profile with basketball.

Nearly 9,000 hours of work for the players and coaches of L'Alqueria

The effort made by the players and coaches of the club has been evident. We have accumulated 8,990 hours of work, with 5,060 trainings and 647 games with only the 553 players who formed the 50 Quarry and School teams, with up to 65 coaches working on their evolution.

Thanks to this work, the label of L'Alqueria del Basket is known throughout the continent, something that is evident through the many players who have managed to consolidate themselves among the best players in the country. Up to 17 players, boys and girls, plus two coaches and a physical trainer, have been protagonists with the Spanish National Team during the season. An evolution that is embodied in Alex Vera, player who after debuting in ACB League, inscribed his name in the Dreams Wall.

All this has caused L'Alqueria del Basket to be a hotbed of activity, generating during the season up to 378 press releases related to the events hosted and reaching more than 13,500 followers on social networks. As is logical, with activities of such importance, the installation has also meant very positive news for the tourism of the city.

Sports patronage of Juan Roig

The investment of Juan Roig in sports patronage amounted in 2017 to 35 million euros. He did it through two vehicles: the Valencia Basket Club and the Trinidad Alfonso Foundation, which develop a work plan of "Juan Roig Sports





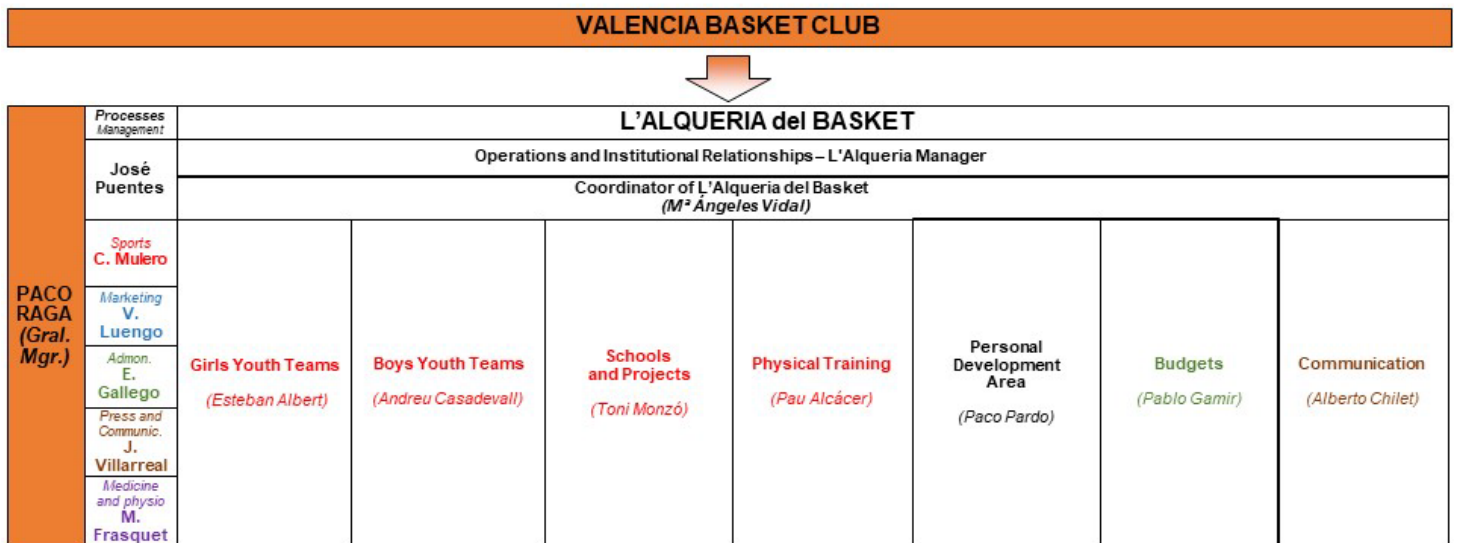
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Metronage" for the transmission of the values of the Culture of Effort and to increase the economic impact and social action in the Valencian Community. These 35 million in 2017 are broken down into 8.5 million invested in the basketball club, 9.5 million in the foundation and 17 million in finishing L'Alqueria del Basket (the infrastructure had a total cost of 22 million euros, taxes included).

Summary of data

- Participation in large tournaments - 4,220 participants
- Sports and amateur visits - 4,151 visitors
- Training of trainers - 1,216 trainers
- Sports events - 1,080 participants
- Business events related to basketball - 1,562 participants
- Total 12,229 people**

Organization chart



Staff of L'Alqueria
Everybody except men's and women's team.

- 6 sports management (*coordinators, projects and scouting*)
- 13 facilities management (*reception, admon., cleaning, etc.*)
- Total: 19 management**
- 65 coaches and delegates
- 2 physiotherapists and 2 physical trainers
- Total: 69 trainers and coaches**
- 17 girls teams (*6 youth and 11 school*)
- 33 boys teams (*7 youth and 26 school*)
- Total: 50 teams → 553 (196 girls / 357 boys)**

Total: 641 people

