



Cultura del
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L'Alqueria del Basket doesn't stop growing in its most important quarter

Valencia, 27 de septiembre de 2021– L'Alqueria del Basket continued at full capacity in a fourth season still hit by the pandemic. The facility continued to be an example of maximum safety and health guarantees so that the activity was maintained throughout the season uninterruptedly with trainings, games, activities, tournaments and much more. The Spanish Basketball Federation made the Valencia Basket facilities its headquarters for the meetings of its national teams and the Euroleague made a double commitment to the home of European basketball for its U18 tournament, the Adidas Next Generation Tournament. In addition, L'Alqueria del Basket continued to expand its model both nationally and internationally, through collaborations with other clubs and taking AdB Hoops to more than 70 countries. The Alqueria label is also growing thanks to great sporting successes such as the Spanish Championship for U16 Girls or the promotion of the EBA team to LEB Silver, while the presence of youth players in the Spanish national team is consolidated.

The activity doesn't stop

After a season in which the activity was affected by the health situation, L'Alqueria del Basket reached a total of 13,593 hours of occupation, which could be carried out thanks to the work done in terms of hygiene to ensure the health of players and employees. The training hours reached 6258 and 789 games were played at the Valencia Basket facilities with the 539 players that made up the 50 youth teams. All of them led by the 60 coaches in charge of their training.

Growing social networks

L'Alqueria del Basket continues to expand in social networks, as they have grown by more than 5000 followers compared to last season. A figure that represents a greater increase than that perceived the previous year. The facility

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has almost 26,500 followers in total, up from 21,200 last season. The influence of L'Alqueria del Basket in social media grows and the activities carried out continue to be talked about in the media with more than 300 press releases published related to the facility this season.

More prominence of the Alqueria del Basket label

The label of L'Alqueria del Basket is getting bigger and bigger in all aspects. On the one hand, the presence of players and coaches with the Spanish National Team is consolidated. In a year in which international competitions were postponed, thus reducing the activity of the national teams, there were a total of 22 players and 5 coaches in the calls of the FEB. Specifically, 10 boys, 12 girls, 2 coaches, 2 strength and conditioning coaches and a doctor.

On the other hand, the youth teams continue to see their work endorsed with more official debuts of players with the professional teams of Valencia Basket. Last season a total of three players registered their names in the Wall of Dreams: Claudia Contell, Millán Jiménez and Paula García. One of the greatest rewards to the endeavour for any player formed in L'Alqueria del Basket.

More sporting successes are coming

After a year in which the women's U14 team lifted the Minicopa LF Endesa title in Salamanca, new successes came for Valencia Basket's youth categories. In May, the Fonteta hosted the final phase of promotion of the EBA league, with the taronja subsidiary team getting a place in LEB Silver, the third division of Spanish men's basketball. A great achievement that was followed by the U16 A women's team, which won the first Spanish Championship title in the history of the Club with Manolo Real leading the team. In addition, the U14 A women's team won the silver medal in the Spanish Championship and the Senior B women's team was on the verge of promotion to Liga Femenina 2.

New international services

With the aim of sharing the L'Alqueria del Basket model with other clubs, schools and academies, new international services were launched with the collaboration of R&O Eventos. A varied offer of products that respond to different training needs of our sport around the world. Consultancy and training

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management, training camps, international camps, coach training, tryouts, international tournaments and L'Alqueria Academy, the best academic-sports program next to the Mas Camarena school, one of the best in Spain, was already in its second season, growing in number of participants.

The Alqueria model expands

We take the Culture of Endeavour all over the world thanks to the agreements we have reached with other clubs and academies that want to learn from the L'Alqueria del Basket model and share their own. In Spain, the agreements range from CRiC Ses Salines to the Rookie Basket Academy in Ibiza and Asturias, respectively, with agreements that include activities such as the Summer Camps. Beyond our borders, some examples are the collaboration between coaches with the Assist Basketball academy in Australia or the various activities scheduled with the Polish ŁKS Szkoła Gortata club, the CDD Asunción in Paraguay or the Reading Rockets in the UK.

L'Alqueria LAB continues to innovate

The co-innovation department of L'Alqueria del Basket added new areas of work and research in its second year of life. The first Basketball Chair in Spain grew with new training days for coaches and seminars in transversal areas and the number of research projects with national and international universities increased. Some of the research that began during the fourth year of L'Alqueria are the Nutrinext Project, which studies an analysis of the influence on the performance of the microbiome in athletes, an injury risk assessment project with the UCH CEU, or a project to apply image analysis techniques and artificial intelligence to improve health and efficiency in sport together with the IBV, among many others. All this, studying players from L'Alqueria del Basket with the aim of improving basketball through innovation and collaboration.

The training of coaches is consolidated

With the birth of L'Alqueria LAB and the creation of the L'Alqueria del Basket Basketball Chair, the coach training days took a step forward thanks to the certification of the University of Valencia and the validation of the FEB for its coaching courses. With the usual collaboration of the FBCV and Caixabank, the face-to-face clinics were resumed and the online format was maintained to bring

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the best players closer to coaches from all over the world. Around 900 coaches followed the training sessions with coaches of the stature of Josep María Izquierdo, Diego Ocampo, Lluís Riera or the coach of the Valencia Basket women's team Rubén Burgos. In addition, after the success of the previous year's Sportcoach Procoach course for coaches, the Youth Procoach course for training and youth coaches was held, as well as the international Scouting course.

Safe venue for tournaments

The tournaments that could be played despite the health situation did not hesitate to rely again on L'Alqueria del Basket. Euroleague Basketball not only had again in Valencia one of the venues of its qualifying tournament for the Adidas Next Generation Tournament, but also chose L'Alqueria del Basket to hold the finals of the tournament, which had Real Madrid as champion. The Spanish Basketball Federation also chose the facilities, with the Fonteta as the main arena, for the promotion phase from EBA to LEB Silver, as well as the Spanish 3x3 for one of its many tournaments during the season with Onil or Next MVP as participants.

Numerous sporting and business events

L'Alqueria del Basket was during its fourth year an example of a safe venue for the celebration of sporting and business events with a total of 1191 hours occupied in the facility for this purpose. Some examples are the meetings of the Spanish national team, both in its lower categories and in the professional men's and women's 3x3 and 5x5 teams, the Annual Assembly of IVEFA, the Exhibition "Women's Basketball Revolution" inaugurated on the occasion of the celebration of the Eurobasket Women in the Fonteta and even the recording of a Masterchef Junior program with the players and coaches of the taronja youth teams as protagonists.

Activities are also growing

The success of the Valencia Basket Camps and Schools was endorsed one more year with the increase of the activities thanks to the great response of the participants. A total of 1,561 attendees in the usual Summer Camp in Calvestra, Women's Technification, the Summer Schools in L'Alqueria and Iale, the

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Christmas Camp and School and the Easter Camp and School and the recently launched Fallas School. In addition to the celebration of all these Camps and Schools came the announcement of new activities that would take place the following summer as the Ses Salines Camp in Ibiza and the Rookie Basket Academy Camp in Asturias. In addition, the Senior League completed its second season with 22 teams, an increase of 9 teams over the previous year. The great organization and the sanitary measures taken made it possible to complete all the activities without any incident.

AdB Hoops, increasingly international

AdB Hoops, L'Alqueria del Basket's free digital basketball magazine, keeps expanding its area of influence. The bimonthly publication exceeds 3000 users and already reaches more than 70 countries. All the world basketball news, under the direction of Giorgio Gandolfi, with the best players available to everyone. AdB Hoops has reached 11 issues published in its second year of existence with great personalities such as Adam Silver, NBA commissioner, coaches like Dimitris Itoudis or Frank Vogel, or FIBA secretary general Andreas Zagklis, among many others. From interviews, reports and analysis of NBA, FIBA, Euroleague, minibasket, 3x3, marketing, referees and much more.

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Data summary

| Landmark | 20-21 |
|----------------------------|--------------------|
| Occupation hours | 13.593 |
| Social media | 26.500 followers |
| Nº trainings | 6.258 |
| Nº youth teams games | 789 |
| Sports and business events | 1.197 hours |
| Camps ans Schools | 1.561 participants |
| Training for coaches | 900 coaches |

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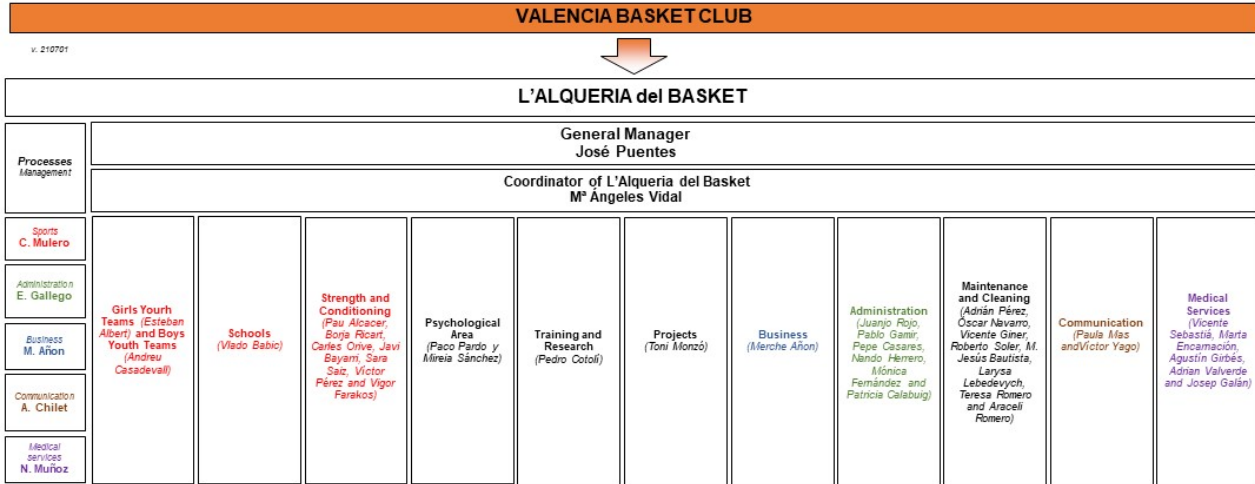
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Organization chart



Human Structure of L'Alqueria
Everybody except for men and women professional teams

Total: 599 people

- 8 sports management (coordinators and projects)
- 16 facility management (reception, admon, cleaning, etc.)
- **Total: 24 management**
- 70 coaches (8 of them are delegates too)
- 1 doctor, 4 physiotherapists y 3 s&c
- **Total: 78 trainers**
- 16 girls teams
- 26 boys teams
- 8 mixed teams
- **Total: 50 teams → 497 (185 girls/ 312 boys)**

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