

Clube de basquete profissional italiano "Lega Basket Serie A"



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Essa organização profissional de basquete foi criada após a descontinuidade de um time local historicamente bem-sucedido. O clube foi criado para preservar o basquete de nível de elite em sua região e, desde então, tornou-se uma presença estável na primeira divisão da Itália.

Apesar de sua história relativamente jovem, a organização se beneficia de uma cultura de basquete profundamente enraizada, de um forte envolvimento dos torcedores e do apelo herdado do sucesso anterior de alto nível na área. O clube opera com uma visão de longo prazo focada em continuidade, padrões profissionais e crescimento gradual do desempenho, em vez de volatilidade de curto prazo.

Principais destaques:

- Exposição na divisão superior: Participação contínua na principal liga de basquete da Itália, oferecendo visibilidade na mídia nacional e relevância comercial
- Progressão esportiva comprovada: Vários campeonatos de segunda divisão, culminando com a promoção para a liga principal na temporada 2019-20
- Modelo de propriedade estável: Governança baseada em consórcio que permite o compartilhamento de riscos e o planejamento estratégico de longo prazo
- Plataforma comercial escalável: Modelo flexível de patrocínio e naming-rights com oportunidades recorrentes de parceria
- Envolvimento estabelecido dos torcedores: Base de torcedores leais e bem informados com grande comparecimento aos jogos em relação à capacidade da arena

Infraestrutura e ativos

- Arena interna dedicada com aproximadamente 5.000 assentos ou mais, adequada para competições de alto nível e eventos comerciais
- Operações de treinamento e de dia de jogo alinhadas com os padrões da liga
- Infraestrutura capaz de suportar o aumento de público, assentos premium e monetização de hospitalidade

Perfil comercial e de receita (indicativo)

- Receitas principais derivadas de:
 - Patrocínios e naming rights
 - Distribuições de transmissão
 - Ingressos e hospitalidade para os dias de jogos
 - Merchandising e programas comunitários

GROSS REVENUE

\$ 0

EBITDA

\$ 0

BUSINESS TYPE

Esporte

COUNTRY

Itália

BUSINESS ID

L#20260976

- Potencial claro de crescimento:
 - Ativação aprimorada de patrocínio
 - Envolvimento de fãs digitais e monetização de conteúdo
 - Assentos premium e parcerias corporativas

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