

イタリアプロバスケット





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このプロバスケットボール団体は、歴史的に成功を収めてきた地元チームの廃部を受けて設立された。

このクラブは、地域のエリートレベルのバスケットボールを維持するために創設され、以来、イタリアのトップリーグで安定した存在感を示すまでに成長した。

比較的歴史が浅いにもかかわらず、この組織は深く根付いたバスケットボール文化、強力なファンエンゲージメント、そしてこの地域での過去のトップレベルの成功から受け継いだレガシー・アピールの恩恵を受けている。

クラブは、短期的な変動よりも、継続性、プロフェッショナルな基準、緩やかな成績の伸びに焦点を当てた長期的なビジョンで運営されている。

主なハイライト

- トップリーグでの露出：
イタリア最高峰のバスケットボールリーグへの継続的な参加により、全国的なメディア露出と商業的な関連性を提供。
- 実績あるスポーツの進歩：2019-20シーズンにはトップリーグ昇格を果たす。
- 安定したオーナーシップ・モデル：
リスク分担と長期戦略計画を可能にするコンソーシアムベースのガバナンス
- 拡張可能な商業プラットフォーム：
継続的なパートナーシップの機会を提供する柔軟なスポンサーシップとネーミングライツモデル
- 確立されたファンエンゲージメント：
アリーナの収容人数に比して試合日の入場者数が多い、忠実で知識豊富なファンベース

インフラと資産

- 約5,000席以上の専用屋内アリーナは、トップクラスの競技会や商業イベントに適している。
- リーグ標準に沿ったトレーニングとマッチデー運営
- 観客数の増加、プレミアム席、ホスピタリティの収益化をサポートできるインフラストラクチャー

- 中核的収入は以下から得られる：

TARGET PRICE

\$ 0

GROSS REVENUE

\$ 0

EBITDA

\$ 0

BUSINESS TYPE

スポーツ

COUNTRY

イタリア

BUSINESS ID

L#20260976

- スポンサーシップと命名権
- 放送分配金
- マッチデイ・チケットティングとホスピタリティ
- マーチャンダイジングとコミュニティ・プログラム
- 明確な上昇ポテンシャルがある：
 - スポンサーシップの活性化
 - デジタル・ファンのエンゲージメントとコンテンツの収益化
 - プレミアムシートと企業パートナーシップ

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