



Cultura del Esfuerzo



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L'Alqueria del Basket doubles the activity in its second season (2018/19)

The largest training basketball facility in Europe is two years old, since it began its activity on September the 27th in 2017, with the aim of becoming a basketball generating center. If the numbers for the first season were already positive, the second demonstrates the consolidation of a project that has not stopped growing.

Double hours of occupation

The hours of occupation doubled respect to the first season, reaching 17.668 hours of work by 8.990 of the first year, thanks to the effort made by our players and Club technicians, which was also evident in this second season. 11.524 workouts were accumulated, 6.464 more than in the initial season, and 941 matches with only the 594 players that formed the 51 teams of Youth teams and School, with up to 66 coaches working on their evolution, for the 647 that were played in the first season.

L'Alqueria therefore keeps meeting its objectives. The numbers reflect the volume of work done. The Master Plan that has been generated in the installation, together with the numerous methods and initiatives regarding the organization and selection of activities and events raised the results, consolidating the Alqueria del Basket signature and facilitating the path of our youth towards professionalism through the values of the Culture of Effort. With all this, more than 13.500 people used the facilities in different activities, exceeding the numbers for the first year by more than 1.000.

2.009 coaches training in L'Alqueria

L'Alqueria del Basket is a facility open to the Society with the concern of promoting the growth of basketball also through the training of coaches. Goal which is reinforced this season. The second year, L'Alqueria counted again on Basketball Federation of the Valencian Community and Bankia collaboration, reaching 2.009 coaches, to organize 15 clinics with renowned speakers, in which 1.877 coaches from different clubs of our Community attended and the rest of Spain, more than 600 more than the first year. In addition, a wheelchair basketball clinic with 38 assistants was organized and the training of physical trainers and physios began, with 94 participants.





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4.903 participants in 10 major basketball tournaments

L'Alqueria keeps fulfilling another of its most important goals. Generate sports tourism, both with the events it hosts, and with the tournaments that are organized. In that sense, 10 major national and international tournaments were held this second season, reaching a total of 4.903 participants between players and coaching staff. Some are consolidated, such as the Pre-Stage of the Endesa Mini Cup, the Basketball Valencia Challenge, L'Alqueria of Minibasket, the Valencia Basket Cup, the Over 40 Basket, the Regional Final Phases and the BAM Tournaments of national teams. Others landed successfully, such as the Adidas Next Generation, the Spanish Women's Cadet Championship or the Copa del Rey BSR.

Tu Cole en L'Alqueria program grows

The "Tu Cole en L'Alqueria" program multiplied to reach 2.246 children in its second season, more than 1.000 more than in its first year of life. In addition to the 386 children, they participated in the Christmas, Easter, Summer and Facehoop Shooting Camp Schools, and the 699 sports personalities and previous people from various groups and related to who visited the house of European training basketball, the result is again very positive. Counting also the 143 players who participated in the 3 days of detection organized by the club, are 3.474 people who visited the facility in total this second season. Giacomo Rossi (Stellazzurra), Maxim Ryabkov (Yekaterinburg), different American universities or players such as Ángela Salvadores, Natalie Williams and Ana Suárez, are some outstanding examples.

3.306 participants in sports and business events related to basketball

L'Alqueria del Basket was a great meeting point to celebrate various sports or business events organized by companies related to our sport. 664 participants more than in the first season show it. The Actibasket day, the presentation of the FER Project, the NBA JR World Championship or the Focus of the EDEM sport repeated. The presentation of the Trinidad Alfonso Half Marathon, the visit of the protagonists of the movie Champions or the Superdeporte galas, Sothis or Umivale, are other examples.



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Notable presence in the national team

The signature of L'Alqueria del Basket has consolidated throughout the continent, fulfilling one more goal, something that is evidenced through the numerous players who again managed to make a space among the best players in the country. Up to 19 players, as well as two technicians and a physical trainer, were protagonists with the Spanish National Team during the season.

Two new additions for the Mur dels Somnis

The evolution of the training players is personified in Ion Galarza and Lorena Segura, players who, after debuting in Eurocup and Liga Dia respectively, registered their name in the 'Wall of Dreams', being also Lorena, the first woman to achieve it. One more example of another of the objectives: to provide our young people with the necessary resources to achieve professionalism, always under the values of the Effort Culture.

Growth also in social media

Up to 4.000 followers grew the social media of the club, with more than 17.500 followers in total, by 13.500 last season. The aforementioned activities have caused l'Alqueria del Basket to be a swarm of activity, generating up to 412 press releases related to the events hosted during the season, in a year in which training in social media was also started to youth and school teams.

Juan Roig Sports Patronage

L'Alqueria del Basket is part of the Juan Roig Sports Patronage project. In 2018 he invested a total of 25 million euros. They are distributed amongst the two carriers through which it channels its vocation to share with the Society what he has received from it. These carriers are Valencia Basket itself, which he has been supporting for 32 years, and the Trinidad Alfonso Foundation, which was born in 2012. Juan Roig invested 11 million euros in the Foundation to boost half a hundred projects which were developed in 2018. The other 14 million euros to reach that figure of 25 million euros went to Valencia Basket.





Data summary

Landmark	17-18	18-19
Ocupation Hours	8.990	17.688
Social Media	13.500 followers	17.500 followers
No. Trainings	5.060	11.524
Major tournaments participation	4.220 participants	4.903 participants
Sports and Business Events	2.642 participants	3.306 participants
Training of coaches	1.216 coaches	2.009 coaches
No. Youth Teams Games	647	941
Total people using facilities	12.229 people	13.692 people

Organization Chart

VALENCIA BASKET CLUB



L'ALQUERIA del BASKET

Operations and Institutional Relationships – L'Alqueria Manager

Coordinator of L'Alqueria del Basket
(M^a Angeles Vidal)

PACO RAGA (Gral. Mgr.)	Processes Management	L'ALQUERIA del BASKET										
	José Puentes	Operations and Institutional Relationships – L'Alqueria Manager										
	Sports C. Mulero	Coordinator of L'Alqueria del Basket (M ^a Angeles Vidal)										
	Marketing V. Luengo	Girls Youth Teams	Boys Youth Teams	Schools	Physical Training	Personal Development Area	Education and Research	Projects	Administration	Budgets	Communication	Medicine and Physiotherapy
	Admon. E. Gallego	(Esteban Albert)	(Andreu Casadevall)	(Vlado Babic)	(Pau Alcácer)	(Paco Pardo)	(Pedro Cotolí)	(Toni Monzó)	(Juanjo Rojo)	(Pablo Gamir)	(Alberto Chilet)	(Vicente Sebastián)
Press and Communic. J. Villarreal												
Medicine and physio N. Muñoz												

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

Total: 690 people

- 8 sports management (coordinators and projects)
- 13 facilities management (reception, admon., cleaning, etc.)
- **Total: 21 management**
- 67 coaches and delegates
- 1 doctor, 4 physiotherapist 3 physical trainers (there're 3 more who are coaches)
- **Total: 75 trainers and coaches**
- 18 girls teams (7 youth and 11 school)
- 33 boys teams (7 youth and 26 school)
- **Total: 51 teams → 594 (203 girls / 391 boys)**



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