

# Italienischer Profi- Basketballverein "Lega Basket Serie A"



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Diese professionelle Basketball-Organisation wurde gegründet, nachdem ein historisch erfolgreiches lokales Team aufgelöst worden war. Der Verein wurde gegründet, um den Elite-Basketball in der Region zu erhalten und hat sich seitdem zu einer stabilen Größe in Italiens höchster Spielklasse entwickelt.

Trotz seiner relativ jungen Geschichte profitiert der Verein von einer tief verwurzelten Basketballkultur, einem starken Engagement der Fans und dem Erbe früherer Spitzenerfolge in der Region. Der Club arbeitet mit einer langfristigen Vision, die auf Kontinuität, professionelle Standards und allmähliches Leistungswachstum statt auf kurzfristige Volatilität ausgerichtet ist.

Wichtigste Highlights:

- Präsenz in der ersten Liga: Kontinuierliche Teilnahme an Italiens erster Basketball-Liga, die nationale Medienpräsenz und kommerzielle Relevanz bietet
- Nachgewiesene sportliche Fortschritte: Mehrere Meisterschaften in der zweiten Liga und schließlich der Aufstieg in die erste Liga in der Saison 2019-20
- Stabiles Modell der Eigentümerschaft: Konsortialbasierte Führung ermöglicht Risikoteilung und langfristige strategische Planung
- Skalierbare kommerzielle Plattform: Flexibles Sponsoring- und Naming-Rights-Modell mit wiederkehrenden Partnerschaftsmöglichkeiten
- Etablierte Fanbindung: Loyale, sachkundige Fangemeinde mit hoher Besucherzahl an Spieltagen im Verhältnis zur Kapazität der Arena

Infrastruktur & Vermögenswerte

- Eine eigene Indoor-Arena mit ca. 5.000 Plätzen+, geeignet für hochkarätige Wettbewerbe und kommerzielle Veranstaltungen
- Trainings- und Spieltagsbetrieb an die Standards der Liga angepasst
- Eine Infrastruktur, die höhere Besucherzahlen, Premium-Sitzplätze und die Monetarisierung des Gastgewerbes unterstützt

### Geschäfts- und Einnahmeprofil (indikativ)

- Die Haupteinnahmen stammen aus:
  - Patenschaften und Namensrechte
  - Ausschüttungen für den Rundfunk
  - Ticketing und Hospitality am Spieltag
  - Merchandising und Gemeinschaftsprogramme
- Deutliches Aufwärtspotenzial durch:

GROSS REVENUE

\$ 0

EBITDA

\$ 0

BUSINESS TYPE

Sport

COUNTRY

Italien

BUSINESS ID

L#20260976

- Verbesserte Sponsoring-Aktivierung
- Digitales Fan-Engagement und Monetarisierung von Inhalten
- Premium-Sitzplätze und Unternehmenspartnerschaften

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