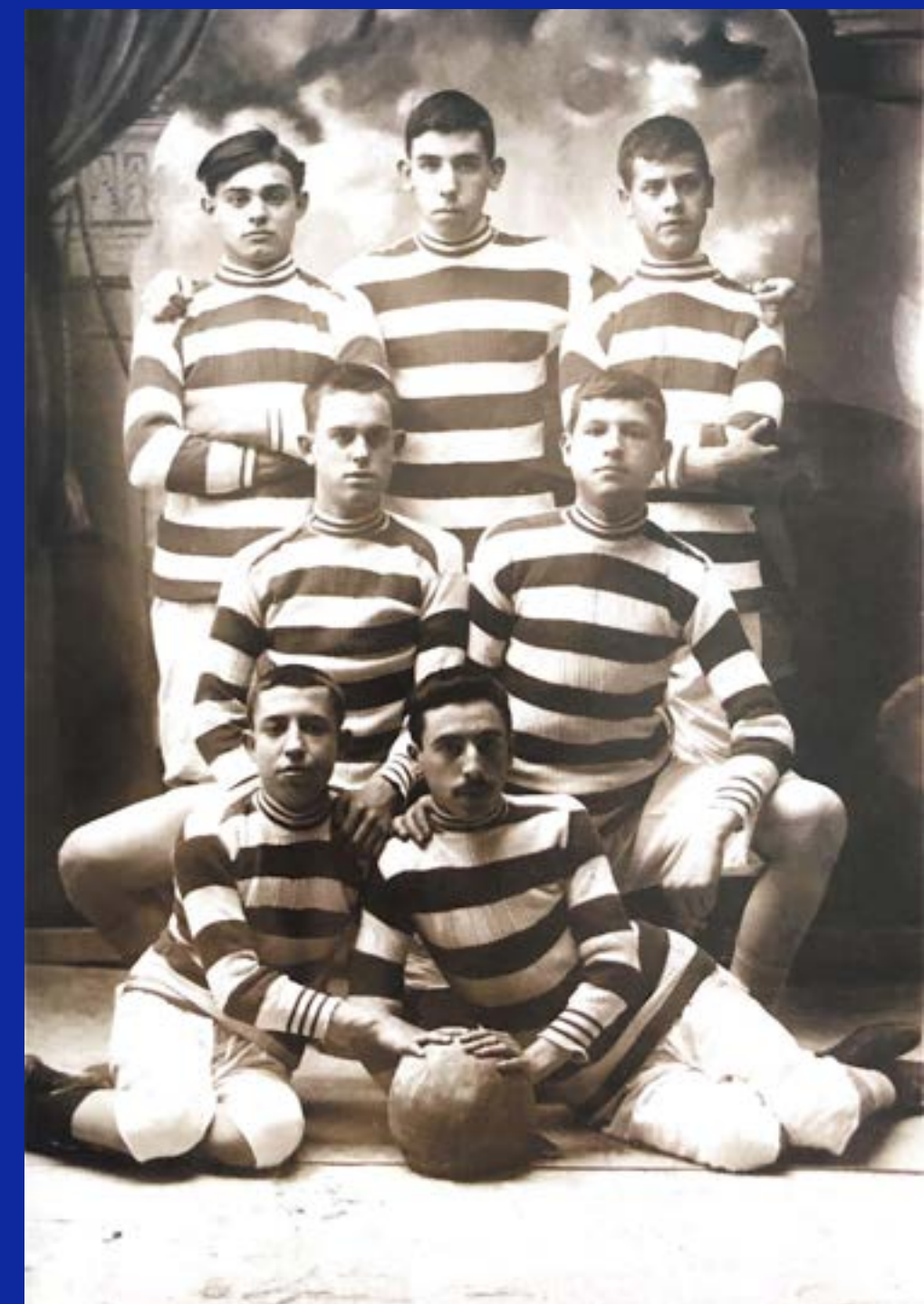


BRANDBOOK



CORPORATE DOSSIER



HISTORY

The Club Deportivo Eldense was founded on September 17, 1921, by the "Los Cabezotas" group at the Eldense Casino, becoming the oldest football team in the province of Alicante. The first Board of Directors of the entity was composed of its founders: Joaquín Seguí (president), Eloy Catalán (vice president), Francisco Maestre (secretary), and Emiliano Vera (treasurer).

Throughout its 102 years of history, the club has played six seasons in the Second Division, eleven in the Second Division "B," 59 in the Third Division, one in the First Federation, and one in the Second Federation. Additionally, it has participated in 32 editions of the Copa del Rey.

In December 2019, the club was on the verge of disappearance when Pascual Pérez, president, and sole shareholder of the entity, took charge of a team adrift in the Third Division to start an ambitious and exciting project for the Eldense society.

As of today (2023), Club Deportivo Eldense S.A.D. competes in LaLiga Hypermotion (Second Division) after achieving three consecutive promotions:

- **2020: Promotion from Third Division to Second Federation.**
- **2021: Promotion from Second Federation to First Federation.**
- **2022: Promotion from First Federation to LaLiga Hypermotion.**

MISSION

Our mission is to be one of the leading sports references of the present time.

To become the leading company in the leisure, health, and sports sector in Elda and the province of Alicante.

VISION

With the conviction of being a humble team, we have managed to blend sporting success, social coherence, and a strong connection to our land. The enthusiasm, well-executed work, and effort ("Together for a dream") are combined with sporting success, social coherence, and a deep connection to our community.



VALUES

UNITY

The club's DNA is grounded in effort, hard work, perseverance, and sacrifice to achieve the attained goals. Acknowledging the past and aiming to shape the future of Elda, Eldense, and Alicante society, emphasizing progress while upholding closeness, trust, and integrity as the guiding principles of excellence.

HUMILITY

Keeping our origins in mind and acknowledging the challenges we've overcome are non-negotiable elements of CD Eldense.

ADAPTABILITY

Top-level organizations require flexible structures with the ability to react and adapt to any circumstance, and this value is embedded in the DNA of all those who form part of the entity.

SACRIFICE

The town of Elda has suffered with its team since its inception, and a fundamental value of the entity is to strive to be recognized by its own people as an integral part of the community.

RESILIENCE

After facing the brink of bankruptcy, the organization has fought to rise from its ashes and will battle until the last minute of every match.

SPORTSMANSHIP

As part of its very name and as a reinforcement of its values, sportsmanship and fair play are the principles instilled from the grassroots of the entity to its fans. Being Eldense synonymous with Fair Play and social commitment.

COVERAGE

The new **Pepico Amat** is located within the city of Elda with a capacity of **5,800 spectators**.

The city of Elda and the Vinalopó region have an approximate population of **313,000 inhabitants**.

ATTENDANCE

GENERAL/ABONADOS:

3rd Division (2020/21)

800 (Season Ticket Holders 450)

2nd REF (2021/22)

1,200 (Season Ticket Holders 800)

1st REF (2022/23)

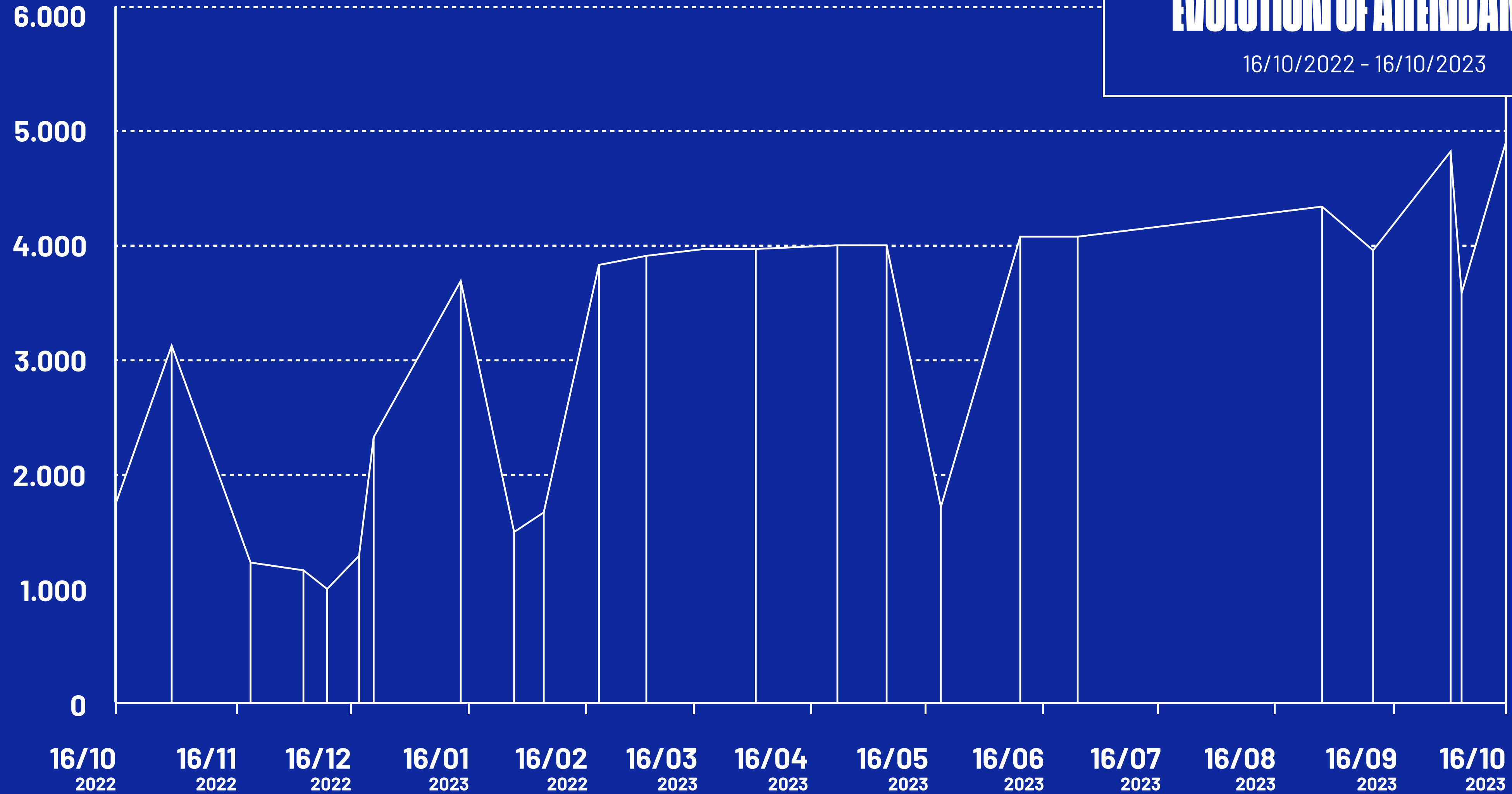
4,200 (Season Ticket Holders 1,600)

*Exponential growth year by year with full capacity for the last 10 matchdays of the 2022/2023 season.



EVOLUTION OF ATTENDANCE

16/10/2022 - 16/10/2023



SOCIAL MEDIA IN FULL GROWTH

+70.000

FOLLOWERS ON SOCIAL MEDIA
AND GROWING
EXPONENTIALLY
DAY BY DAY



TWITTER



+20.000 VISUALIZACIONES POR TWEET



INSTAGRAM



+15.000 ACCOUNTS REACHED PER POST



FACEBOOK



+500.000 ACCOUNTS REACHED PER MONTH



TIKTOK



+450.000 UNIQUE VIEWERS IN THE LAST QUARTER

WEB & RRSS

DO OFICIAL
3
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as: G. Pascual Pérez Castro,
Miembro del C.D. Eldense S.A.D.

#SEGUIMOSSOÑANDO

NEXT MATCH

PRE-TEMPORADA 2023-2024

SHEFFIELD WEDNESDAY F.C. VS C.D. ELDENSE

VIER · 21 JUL · 10:00H
PINATAR ARENA

ELDA finetwork hummel

LALIGA HYPERMOTION

MATCH DAY

VIE 21 JUL · 10:00H · PINATAR ARENA

ELDA finetwork hummel

FINAL

2 vs 1

ELDA finetwork hummel

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PATROCINADORES

finetwork hummel

1921 2021 100 AÑOS

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Miguel Núñez
Jugador del CD Eldense

TU MARCA AQUÍ

LALIGA HYPERMOTION

2 vs 1

LALIGA HYPERMOTION

11 INICIAL

- 1 GUILLE VALLEJO
- 2 TONI ABAD
- 3 ALEX MARTÍNEZ
- 4 JOSE ANTONIO PARDO
- 6 FERNANDO PAJARERO
- 12 CARLOS HERNÁNDEZ
- 14 MIGUEL NÚÑEZ
- 16 R. CORREIA
- 28 CARLOS CERDÁN
- 32 CRISTIAN LÓPEZ

SUPLENTE:
GUILLE VALLEJO · TONI ABAD · ALEX MARTÍNEZ · JOSE ANTONIO PARDO · FERNANDO PAJARERO · CARLOS HERNÁNDEZ · MIGUEL NÚÑEZ · R. CORREIA · CARLOS CERDÁN · CRISTIAN LÓPEZ

finetwork ELDA hummel

LALIGA HYPERMOTION

CALENDARIO SEPTIEMBRE 23

- SÁBADO 16 ESTADIO PEPECO VILLAMARÍN 21:00 H
- DOMINGO 16 ESTADIO PEPECO VILLAMARÍN 21:00 H
- SÁBADO 16 ESTADIO PEPECO VILLAMARÍN 21:00 H
- DOMINGO 16 ESTADIO PEPECO VILLAMARÍN 21:00 H
- SÁBADO 16 ESTADIO PEPECO VILLAMARÍN 21:00 H

ELDA finetwork hummel

CLUB DEPORTIVO ELDENSE S.A.D.

"Vuelvo a hablar para que la gente sepa la verdad de lo que ha pasado"

MARIO SOBERÓN

ELDA finetwork hummel

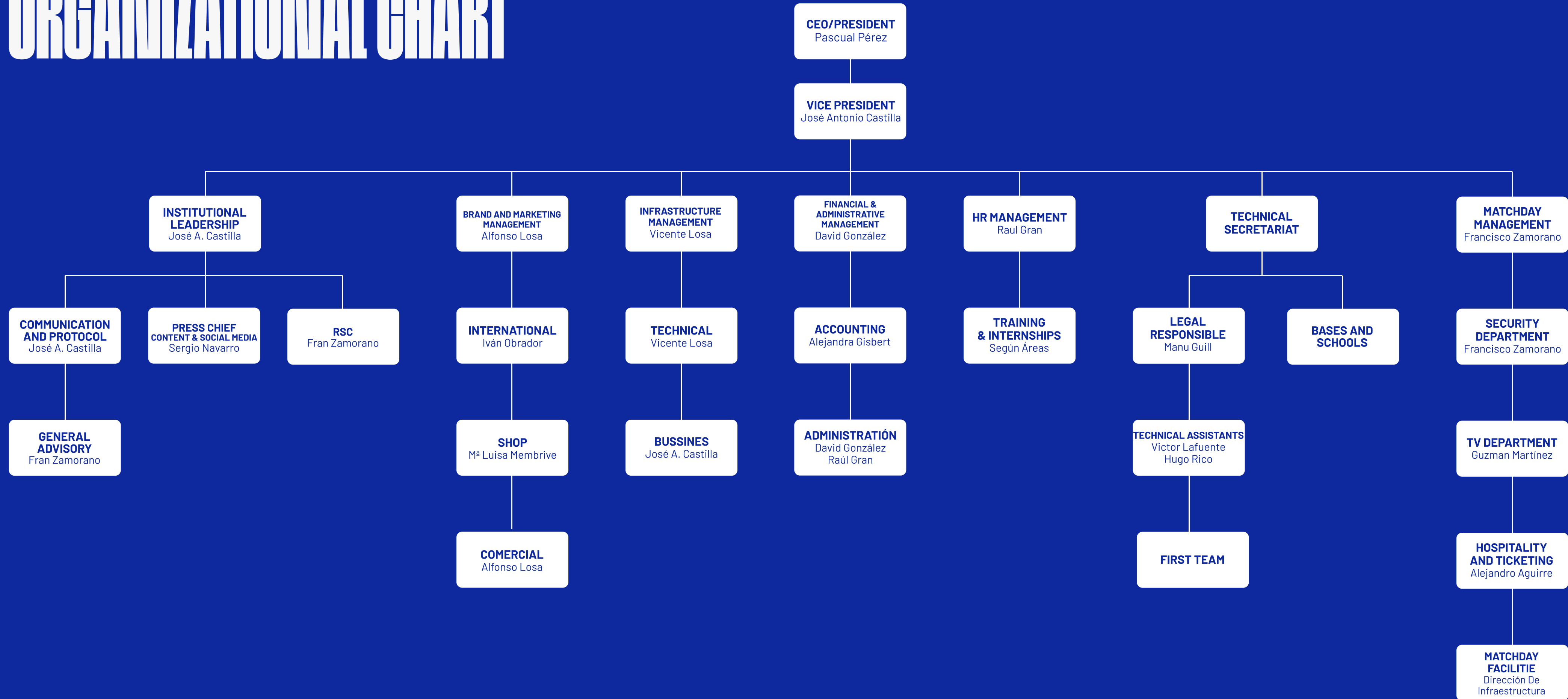
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+ 750.000

SPECTATORS WITNESSED THE PROMOTION OF CLUB DEPORTIVO ELDENSE TO 2ND DIVISION.

ORGANIZATIONAL CHART



BUSINESS MODEL

Our business model is focused on meeting the needs and demands of football in Elda and the province of Alicante.

Through the gradual integration of local grassroots sports and with the business experience of our leader, we aim to take a step towards the professionalism of the club in its various areas.

CONNECTED WITH THE WORLD:



 Click on the icons to access our communication channels.



CONTACT

- ✉ info@cdeldense.es
- ✉ officialshop@cdeldense.es
- ☎ 601 534 377
- 📍 Club Deportivo Eldense SAD, Estadio Nuevo Pepico Amat, C/Heidelberg s/n 03600 Elda (Alicante)

