

SPONSORSHIP DOSSIER



CLUB DEPORTIVO
ELDENSE S.A.D.



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ADVERTISING PLAN - SEASON 2024 /2025

PLAN DE PUBLICIDAD

CLUB DEPORTIVO ELDENSE S.A.D

2024/25





WE KEEP

Club Deportivo Eldense S.A.D. is the oldest football team in the province of Alicante, with 103 years of history behind it.

In sporting terms, the club is in a historic position, having achieved three consecutive promotions and reaching professional football in the **Second Division**.

Take advantage of the opportunity to be part of one of today's sports leaders.



DREAMING

Pascual Pérez is a successful businessman from the city of Elda who acquired the club, which was bankrupt, in 2019.

During a coffee chat between Alfonso Losa and Pascual Pérez, the idea of acquiring the city's century-old club was proposed, in order to prevent its disappearance and attempt to bring it to professional football.

Pascual Pérez entrusted the management of the club to his closest circle of confidants, which includes Alfonso Losa, Jose Antonio Castilla, David Gonza and Vicente Losa.

It hasn't been an easy journey, but in the face of adversity, they have managed to prove that with hard work, passion, and sacrifice, you can achieve your goals. These values, deeply ingrained in the club, are what led it to become the only club in Spain, under the new category introduced by the RFEF, to achieve three consecutive promotions and secure a place in **LALIGA HYPERMOTION**.

We are preparing for a new stage with more excitement than ever. We want to invite you to be part of this exciting journey from the very first minute, supporting our team with the same strength and enthusiasm that brought us success.

The 2024/2025 season promises to be even more thrilling, with new challenges and a firm determination to surpass what has been achieved. Every match will be an opportunity to feel the thrill of Deportivo, to feel the pride of our blue and maroon, and to show that together, we are unstoppable.



"let us celebrate together the present victory and the future achievements yet to come, knowing that true success is not a destination, but a journey in which every step matters."

"TOGETHER WE CHOOSE TO DREAM!"

UNIFORM SPONSORSHIP OPPORTUNITIES



**NEGOTIATION BASED ON AREA
AND HIERARCHY IMPORTANCE.**

- BACK OF SHORTS.
- LEFT SLEEVE.
- FRONT OF SHIRT.
- FRONT OF SHORTS (RIGHT).
- FRONT OF SHORTS (LEFT).
- BACK OF SHIRT.
- BACK COLLAR OF SHIRT.

FIELD SPONSORSHIP



NORTH CORNER (GENERAL)



SOUTH CORNER (GENERAL)



SIDELINE BANNER



BLEACHER BANNER



GOAL SIDELINE BANNER



GOAL LINE BANNER



DUGOUTS



BALL BASE



STARTING XI BANNER



VIDEO SCOREBOARD (GENERAL)



VIDEO SCOREBOARD - ACTIONS

! NEGOTIATION BASED ON AREA AND HIERARCHY IMPORTANCE.

- SCOREBOARD.
- LOCAL LINE-UP.
- KISSCAM / DANCECAM.
- SUBSTITUTIONS.
- LIVE DATA.
- GOALS.
- ADDED TIME.
- WELCOME.



PHOTOCALL PRESS ROOM



**GUARANTEED VISIBILITY IN THE
DIFFERENT AND NUMEROUS PRESS CONFERENCES**

- WEEKLY PRESS CONFERENCE.
- PRE-MATCH PRESS CONFERENCE.
- POST-MATCH PRESS CONFERENCE.
- PRESS CONFERENCE OF EVENTS.

TABLET PRESS ROOM



The image shows a man in a light blue shirt speaking at a press conference. In front of him is a tablet displaying the ELDA logo, which includes a red high-heeled shoe and the text "Te deja huella." To his left is a bottle of Coca-Cola, and to his right is a white cup with the AMIX logo. The background is a wall of various sponsor logos, including FIBRA Y MÓVIL, finetwork, ELDA, Coca-Cola, Mano de Santo, Benigar, hummel, CRC, LALIGA, and CD ELDENSE TIENDA OFICIAL.

! GUARANTEED VISIBILITY IN THE DIFFERENT AND NUMEROUS PRESS CONFERENCES

- WEEKLY PRESS CONFERENCE.
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- PRESS CONFERENCE OF EVENTS.

ELEMENTS IN A PRESS CONFERENCE SETUP



**GUARANTEED VISIBILITY IN THE
DIFFERENT AND NUMEROUS PRESS CONFERENCES**

- WEEKLY PRESS CONFERENCE.
- PRE-MATCH PRESS CONFERENCE.
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- PRESS CONFERENCE OF EVENTS.

MIXED ZONE



SUPER FLASH



FLASH



BUS TEAM





SOCIAL MEDIA CONTENT



NEGOTIATION BASED ON AREA
AND HIERARCHY IMPORTANCE.

- MATCH PHOTOS.
- MVP OF THE MATCH.
- PODCAST.
- REST DAY CONTENT.
- MATCH POOL.
- INSTITUTIONAL GIFT EXCHANGE BETWEEN CLUBS.
- INSTITUTIONAL GIFT EXCHANGE.
- MINUTE-BY-MINUTE UPDATES:
 - START.
 - HALF-TIME.
 - FINAL.
- GOALS.
- ADDED TIME.
- HALFTIME CONTEST - PHOTO CHALLENGE
- WELCOME AND GOODBYE POSTS.
- PUBLICACIONES DE BASES:
 - WEEKEND CALENDAR.
 - WEEKEND RESULTS.
 - PHOTO OF THE MATCH
- THE PHOTO OF THE DAY.

ESPORT



**PRESENCE IN COMPETITION
SPORTS OFFICIAL**

Debut last year of the team in the world of esports alongside novo esports to compete at a professional level in laliga fc pro. laliga fc pro is the official spanish competition of ea sports fc 24, made possible through the collaboration between laliga and electronic arts (Ea).

LALIGA GENUINE



PRESENCE IN THE COMPETITION LALIGA GENUINE

LALIGA GENUINE arrives with the goal of sharing the values and emotional strength that so strongly characterize this project of LALIGA, developed by its Foundation, and consisting of a football league made up of teams of people with intellectual disabilities.

CD ELDENSE SAD will have a presence in this league, which brings so much excitement to the club.

They will have their own kit and content on social media:

- Call-up
- Competition Phase
- Score – Start of the Match
- Score – Halftime
- Score – End of the Match
- Match Photo
- Phase Photo

As well as in other club media and advertising platforms.

CORPORATE SOCIAL RESPONSIBILITY (CSR) ACTIONS



NUMEROUS SOCIAL ACTIONS AND SUPPORT FOR GROUPS FROM THE CLUB.

- SOCIAL ACTIONS.
- VISITS TO EDUCATIONAL CENTERS.
- VISITS TO ASSOCIATIONS AND GROUPS.
- GRAPHIC MATERIAL OF THE ACTIONS.

BIWEEKLY MAGAZINE



CONTACT



Alfonso Losa
MARKETING DIRECTOR

marketing@cdeldense.es

Team Manager of Logistics and Marketing at INDITEX.

3 years as a collaborator of CD Eldense SAD (Sports Management, Advisor, and Brand and Marketing Manager).

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THANKS

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