

PLAN DE PUBLICIDAD

CLUB DEPORTIVO ELDENSE S.A.D



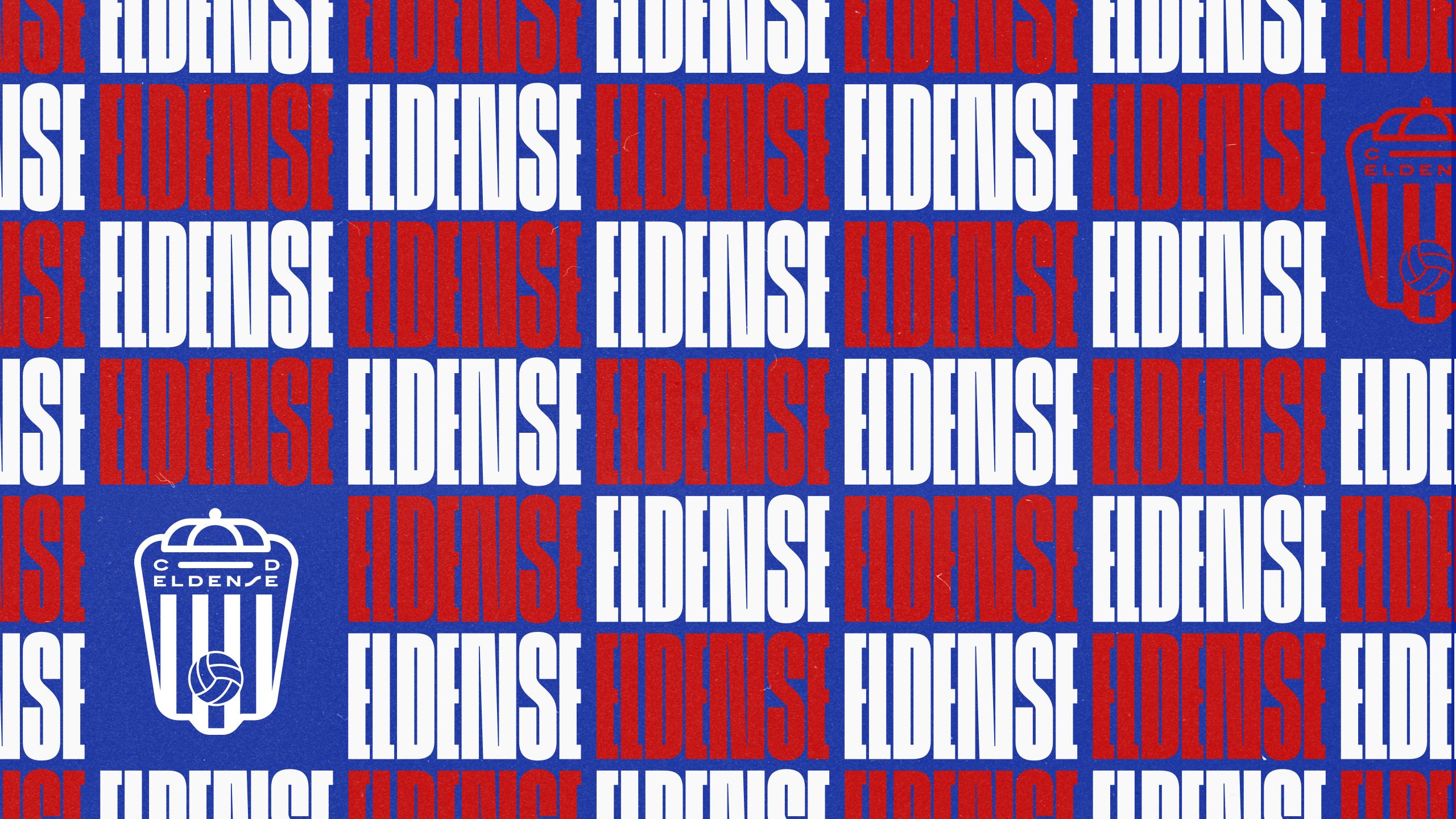
CLUB DEPORTIVO ELDENSE S.A.D.

SUBSIDE

ADVERTISING PLAN - SEASON 2024 / 2025

2024/25









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.



- **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.

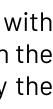
We are preparing for a new stage with more excitement than ever. We want to invite you to be part of this exciting journey from the very first minute, supporting our team with the same strength and enthusiasm that brought us success.

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."

CLUB DEPORTIVO ELDENSE S.A.D

ADVERSITING PLAN



2024/25





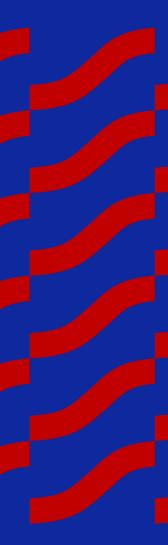
UNIFORM SPONSORSHIP OPPORTUNITIES



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.













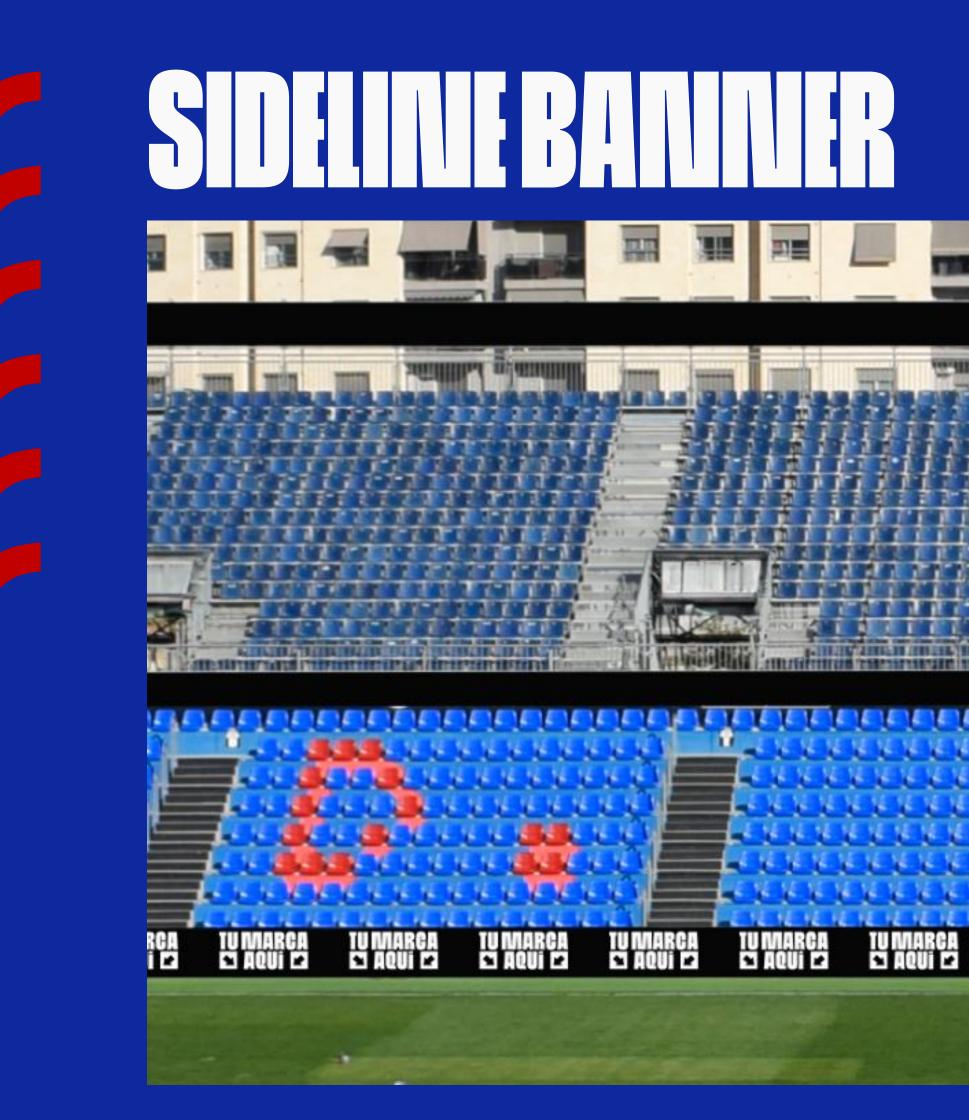




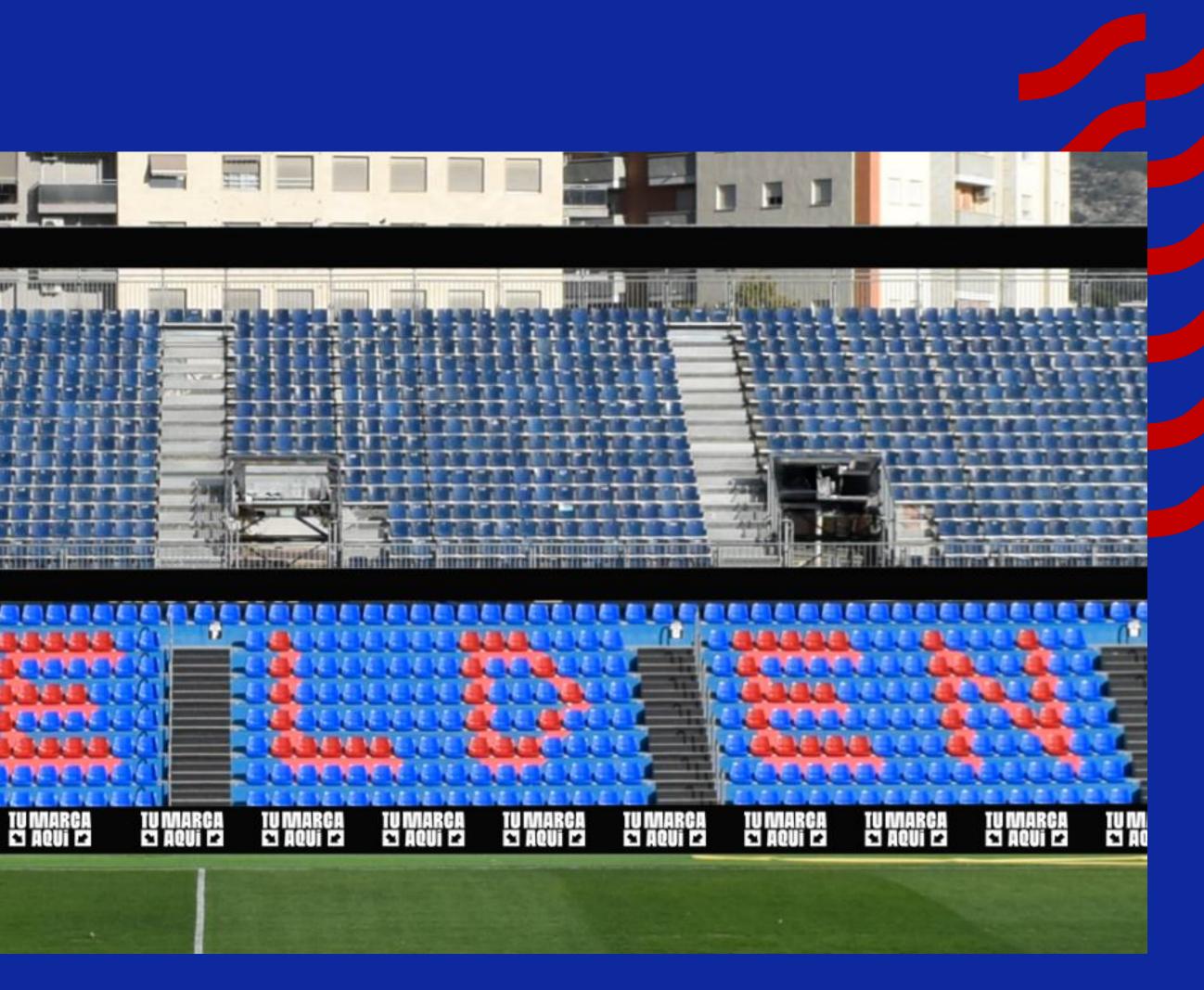


CLUB DEPORTIVO ELDENSE S.A.D



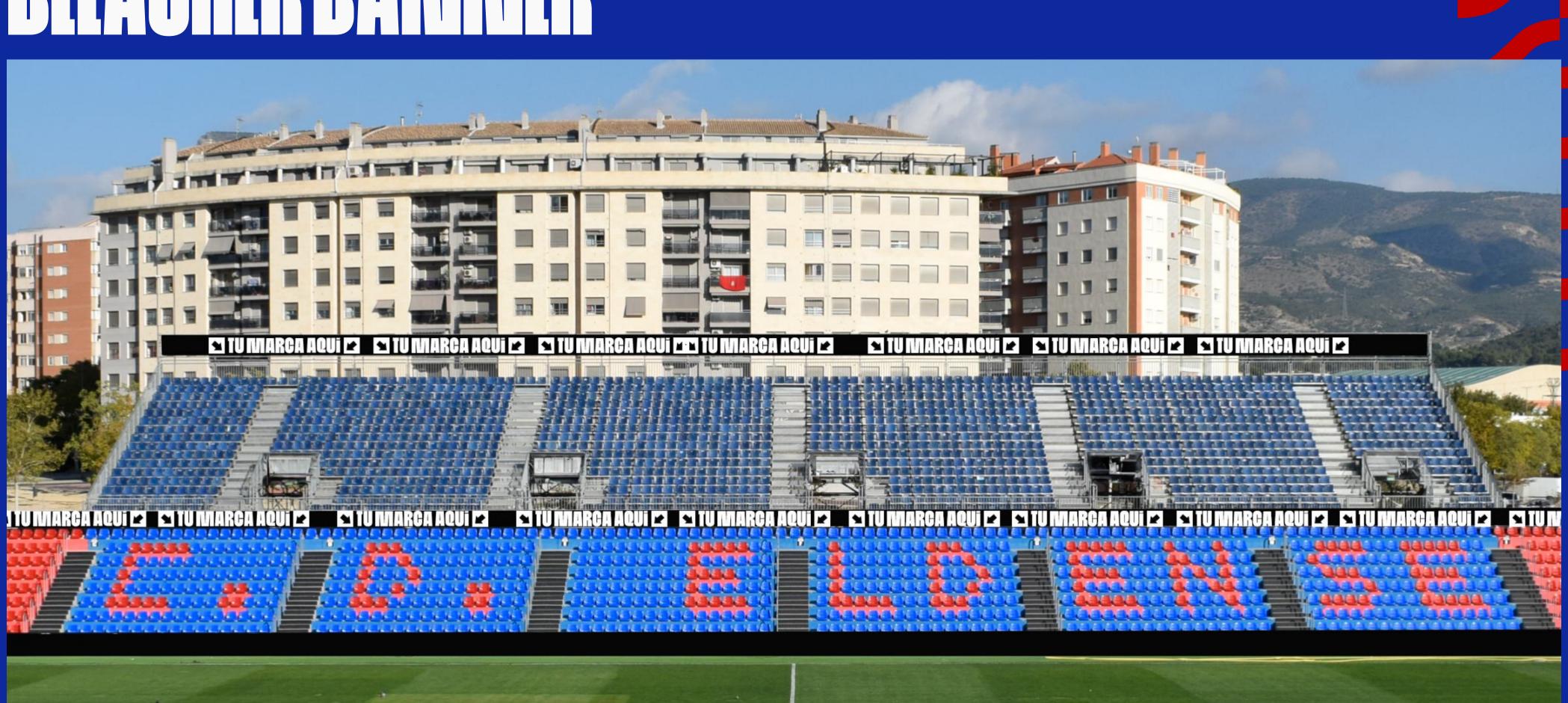


CLUB DEPORTIVO ELDENSE S.A.D













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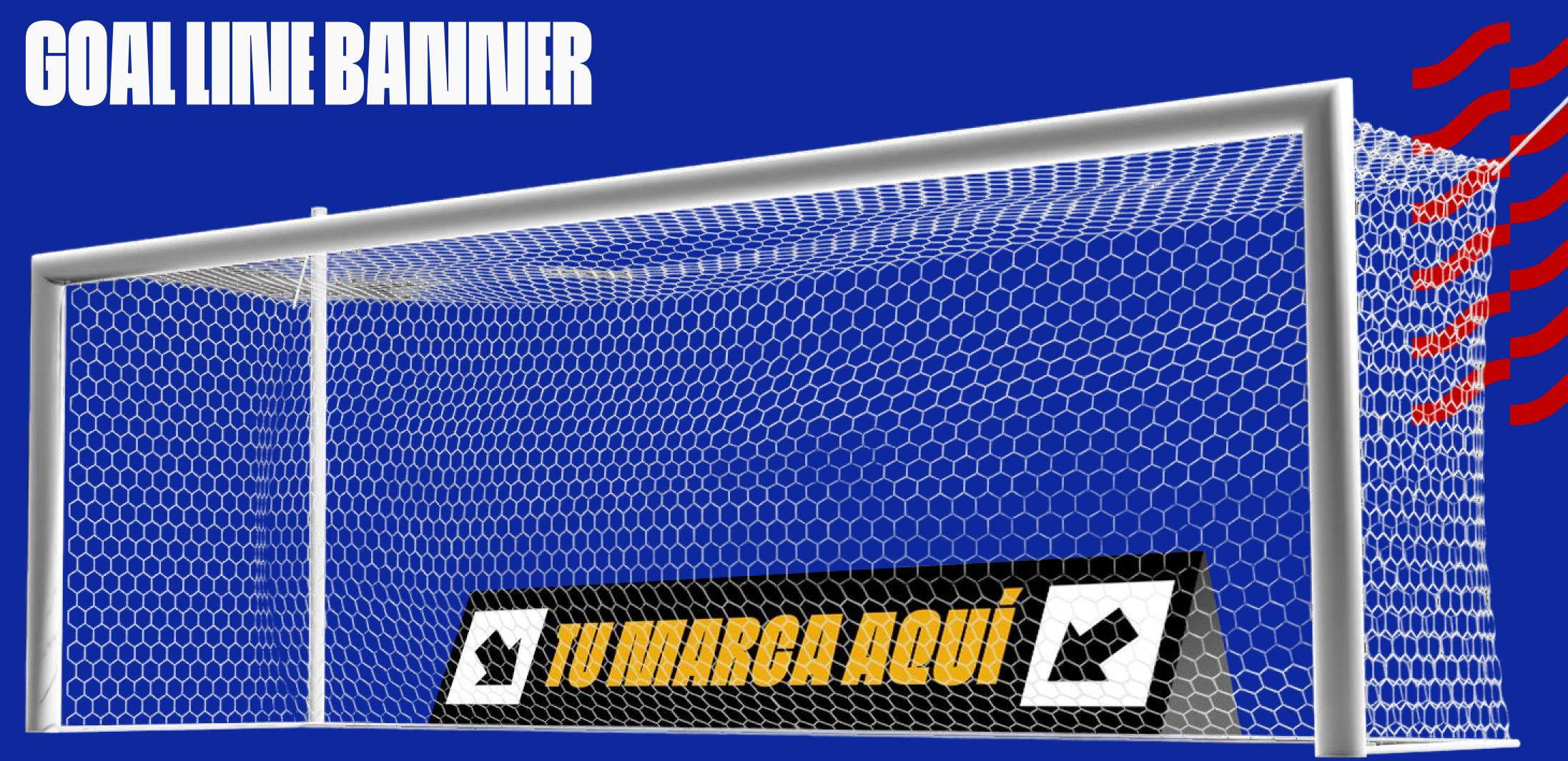
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TU MARGA AQUÍ















CLUB DEPORTIVO ELDENSE S.A.D

ADVERSITING PLAN









CLUB DEPORTIVO ELDENSE S.A.D



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ADVERSITING PLAN

2024/25





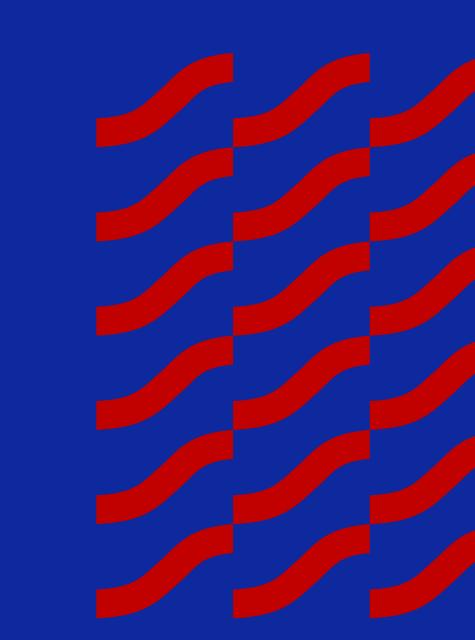






NEGOTIATION BASED ON AREA AND HIERARCHY IMPORTANCE.

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

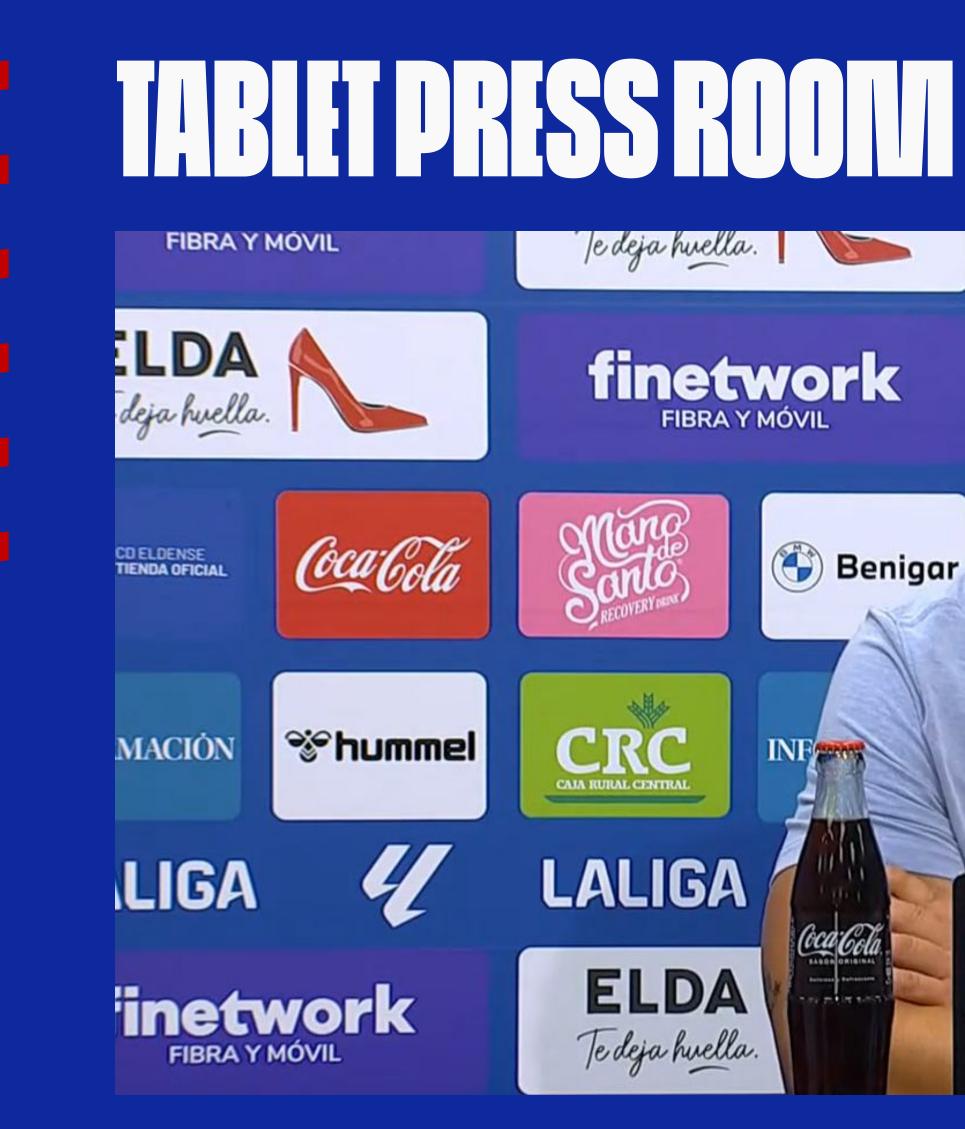
































SUPPRESSE











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CLUB DEPORTIVO ELDENSE S.A.D

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NEGOTIATION BASED ON AREA AND HIERARCHY IMPORTANCE.

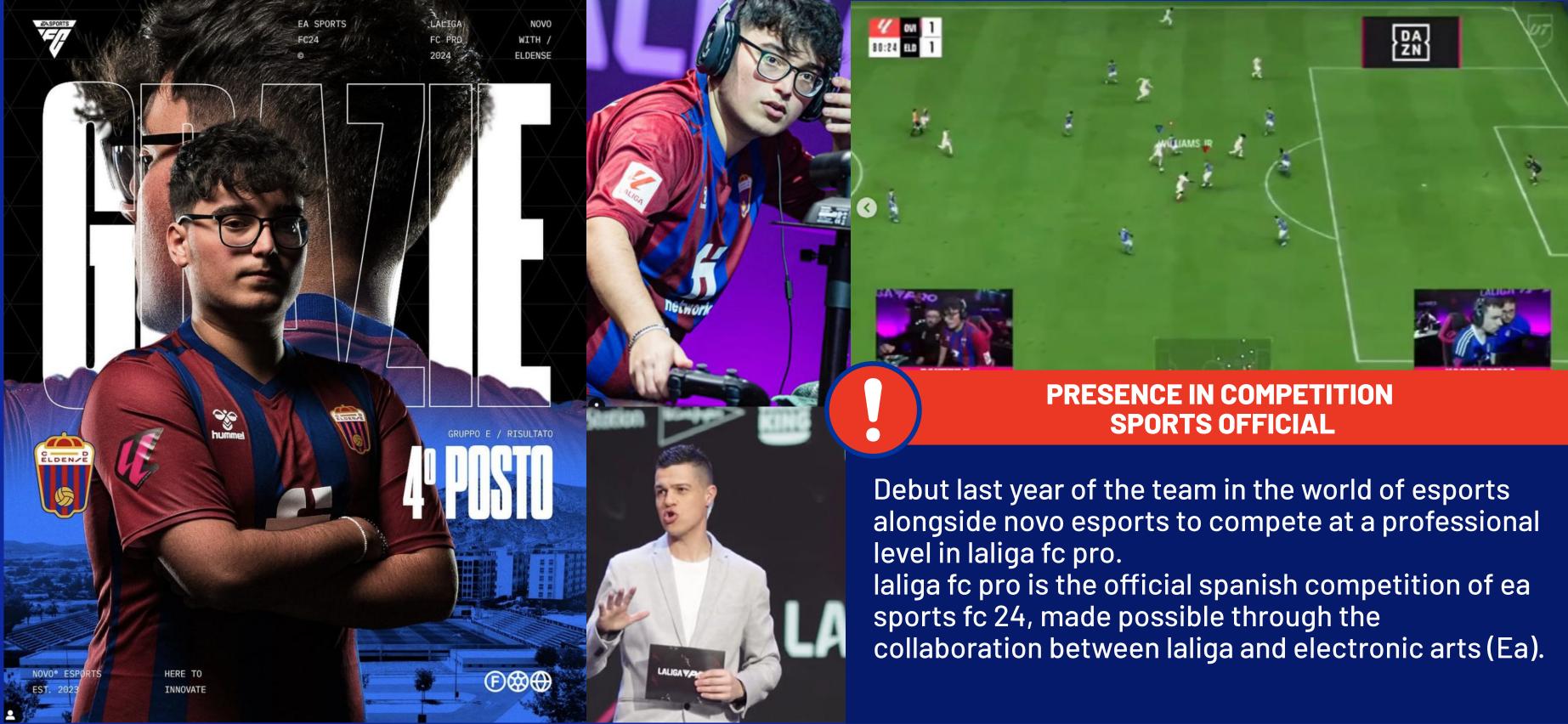
- \cdot MATCH PHOTOS.
- \cdot MVP OF THE MATCH.
- · PODCAST.
- REST DAY CONTENT.
- MATCH POOL.
- · INSTITUTIONAL GIFT EXCHANGE
- BETWEEN CLUBS.
- INSTITUTIONAL GIFT EXCHANGE.
- MINUTE-BY-MINUTE UPDATES: START.
 - HALF-TIME.
- FINAL.
- \cdot GOALS.
- \cdot ADDED TIME.
- HALFTIME CONTEST PHOTO CHALLENGE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

WEEKEND CALENDAR. WEEKEND RESULTS. PHOTO OF THE MATCH • THE PHOTO OF THE DAY.





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2024/25





HERE GENERAL

GRUPO FUMERO OPERADOR LOGISTICO

LALIGA GENUINE

LALIGA GENUINE

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LALIGA GENUINE

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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.

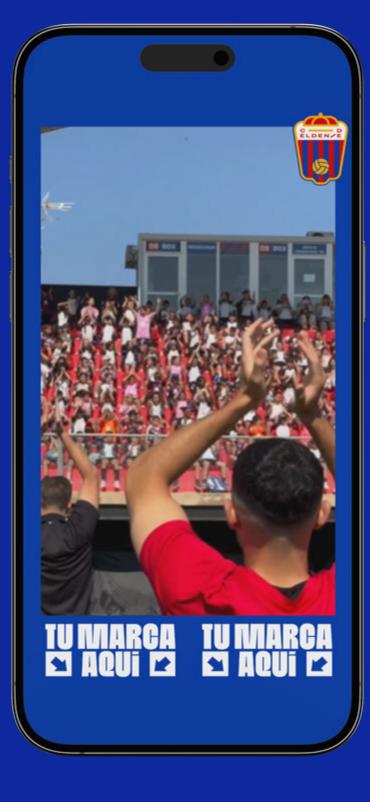
They will have their own kit and content on social media:

- 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.



GORPORATE SOCIAL RESPONSIBILITY (GSR) ACTIONS

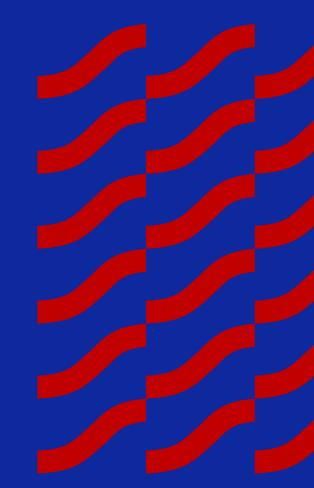




CLUB DEPORTIVO ELDENSE S.A.D

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.



2024/25

















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Alfonso Losa

Team Manager of Logistics and Marketing at INDITEX.

Manager).

MARKETING DIRECTOR

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







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