



CLUB DEPORTIVO ELDENSE

A CLUB'S DREAM TOWARDS SUCCESS

INDEX

OPEN LETTER FROM THE PRESIDENT

ABOUT CD ELDENSE

103 years of history
Mission and Vision

VALUES AND BUSINESS MODELS

Values
Business Model
Current economic situation
Web and Social Media

CLUB STRUCTURE

Corporate organizational chart
Technical staff organizational chart
Youth academy organizational chart

INFRASTRUCTURE

Our stadium
Training grounds

YOUTH ACADEMY

Youth academy, engine of excellence

IMPACT DATA

Audience impact
Rapidly growing social media

THANK YOU



Since I took on the presidency of CD Eldense, I have had the honor of being part of an exciting journey alongside this club that means so much to our city of Elda. Although we are not a large city, the heart and passion of our people are immense. Here, in every corner, you can feel the presence of football, hard work, and humility. That is what makes Eldense special: the unity of a community that never gives up, that has always known how to fight with determination, and that, from a place of simplicity, has achieved great things.

One of the most significant moments of this journey has been witnessing how Eldense, through hard work, dedication, and that spirit rooted in our land that defines us, has managed to secure three consecutive promotions and maintain its place in professional football for the first time in 60 years.

It has been a dream come true, not only for those of us who are part of the club but for the entire city of Elda. Every achievement has been the result of a strong and committed team that has faced each challenge with the same energy that our fans bring to Nuevo Pepico Amat, always pushing us forward.

We know that our path is full of challenges, but we also know that, with hard work, the support of our fans, and the courage that has always defined us, we can continue to grow and reach new goals. Because this club is not just defined by success on the field, but by the values it represents: hard work, sacrifice, and above all, a strong sense of community.

This is just the beginning of a future full of opportunities. With the commitment and drive of everyone, I am confident that the best is yet to come for CD Eldense.

Thank you for being part of this family and this exciting journey.

Kind regards,
Pascual Pérez
President of Club Deportivo Eldense SAD



ABOUT CD ELDENSE



103 YEARS OF HISTORY

Club Deportivo Eldense was founded on September 17, 1921, by the Peña "Los Cabezotas" at the Casino Eldense, **becoming the oldest football team in the province of Alicante.**

The first Board of Directors of the club was made up of its founders: Joaquín Seguí (president), Eloy Catalán (vice president), Francisco Maestre (secretary), and Emiliano Vera (treasurer).

Throughout its 103 years of history, the club has played six seasons in the Second Division, eleven in Segunda División "B", 59 in the Third Division, one in Primera Federación, and one in Segunda Federación. Additionally, he has participated in 32 editions of the Copa de SM the King.

In December 2019, the club was on the verge of extinction when **Pascual Pérez, president and sole shareholder of the entity, took charge of a drifting team in the Third Division to begin an ambitious and exciting project for the Eldense community.**

As of today (2024), Club Deportivo Eldense SAD competes in **LaLiga Hypermotion (Second Division)** after achieving three consecutive promotions and one year of staying in the league, marking a historic situation in the king of sports:

2020: Promotion from the Third Division to Second Federation.
2021: Promotion from Second Federation to First Federation.
2022: Promotion from First Federation to LALIGA Hypermotion.
2023: Staying in its first year in LALIGA Hypermotion.



MISSION

We aim to be one of the leading sports references of today.

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

VISION

From the belief of being a humble team, it has managed to combine sporting success, social coherence, and a strong connection to its land. The enthusiasm, the well-done work, and the effort ("Together for a dream") align with sporting success, social coherence, and a strong connection to its land



VALUES AND BUSINESS MODEL

VALUES

UNION

The club's DNA is based on effort, hard work, perseverance, and sacrifice to achieve the goals set. By understanding the past and aiming to shape the future of Elda, Eldense, and the Alicante community towards progress, while maintaining closeness, trust, and integrity as the banner of good practice.

HUMILITY

Always keeping our origins in mind and recognizing how hard we have worked to achieve our goals are essential elements of CD Eldense.

ADAPTABILITY

Top-level organizations need flexible structures capable of reacting and adapting to any circumstance, and this value is in the DNA of all of us who make up the entity.

SACRIFICE

The people of Elda have suffered with their team since its inception, and a fundamental recognition value of the entity is to seek from their community as part of it

RESILIENCE

Top-level organizations need flexible structures capable of reacting and adapting to any circumstance, and this value is in the DNA of all of us who make up the entity.

SPORTSMANSHIP

As part of its very name and to reinforce its values, sportsmanship and fair play are values that are nurtured from the foundations of the entity to its fans. Eldense is synonymous with fair play and social commitment.

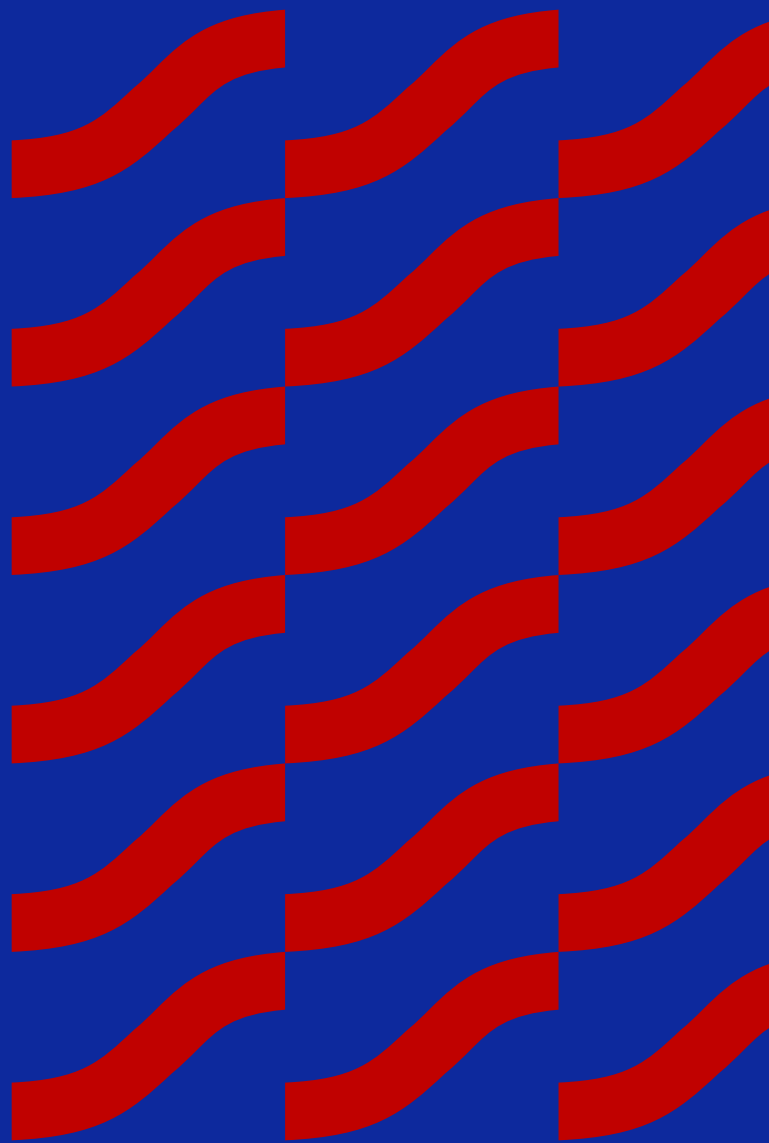
BUSINESS MODEL

At CD Eldense we believe in a long-term sustainable management model where we seek to establish ourselves in professional football through responsible financial management, investing strategically in infrastructure and top-level technical staff.

All this is complemented by a strong bond with our fans and the city of Elda, integrating our followers into the growth and success of the club by involving the city in this journey.

Our goal is clear: to be a competitive team in all categories, always maintaining our identity and values. With this approach, we are convinced that we will continue to grow in a solid and sustainable way within professional football.

CONNECTED TO THE WORLD:



SITUATION
FINANCIAL
CURRENT

Currently the **Eldense Sports Club SAD is in a solid financial position** .
This means that the club manages its financial resources well, has stability in its accounts and can meet its financial commitments without problems. Thanks to this good financial health, Eldense invests year after year in improving its team, facilities and future projects, ensuring stable and sustainable growth over time.

GREAT MARKET VALUE OF THE
TEMPLATE

11.700.000€*

*Source: transfermarkt.com



LALIGA EA
HYPERMOTION SPORTS

As a professional football team in the **LALIGA HYPERMOTION and COPA DEL REY**, approximately **9 million euros** are awarded in revenue and season preparation.



Club Deportivo Eldense has made a profit **of approximately 2 million euros** thanks to its sponsorship agreements.

This income, the result of collaborations with various brands, reinforces its economic growth and allows it to improve both its infrastructure and competitiveness, reflecting the confidence of companies in the club and its sporting projection.



La Liga has carried out a study on **the economic impact that CD Eldense's participation in the Second Division has on the town of Elda.**

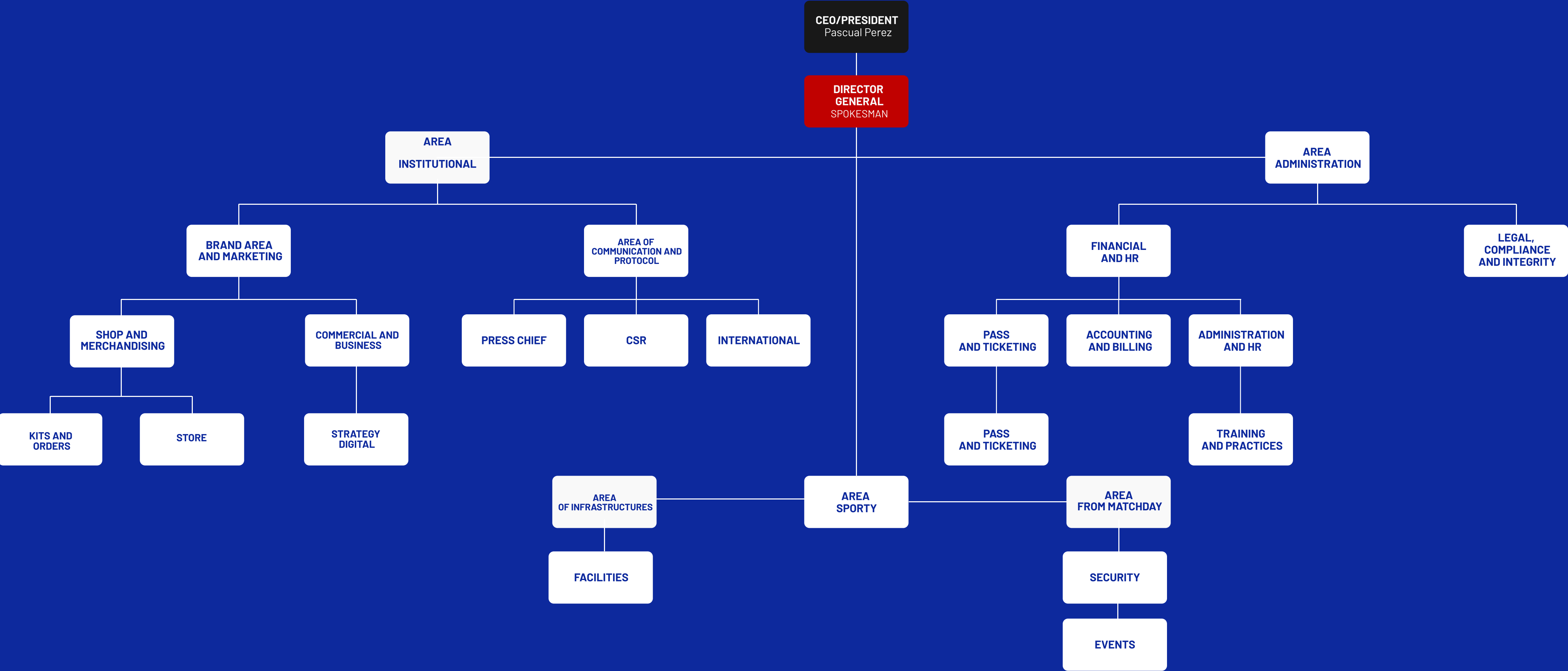
They claim that "the impact of the return of Club Deportivo Eldense for its participation in the Professional Football League is **20 million euros**. These are the conclusions of the analysis carried out by the companies Zapmultimedia and Segured for LaLiga .



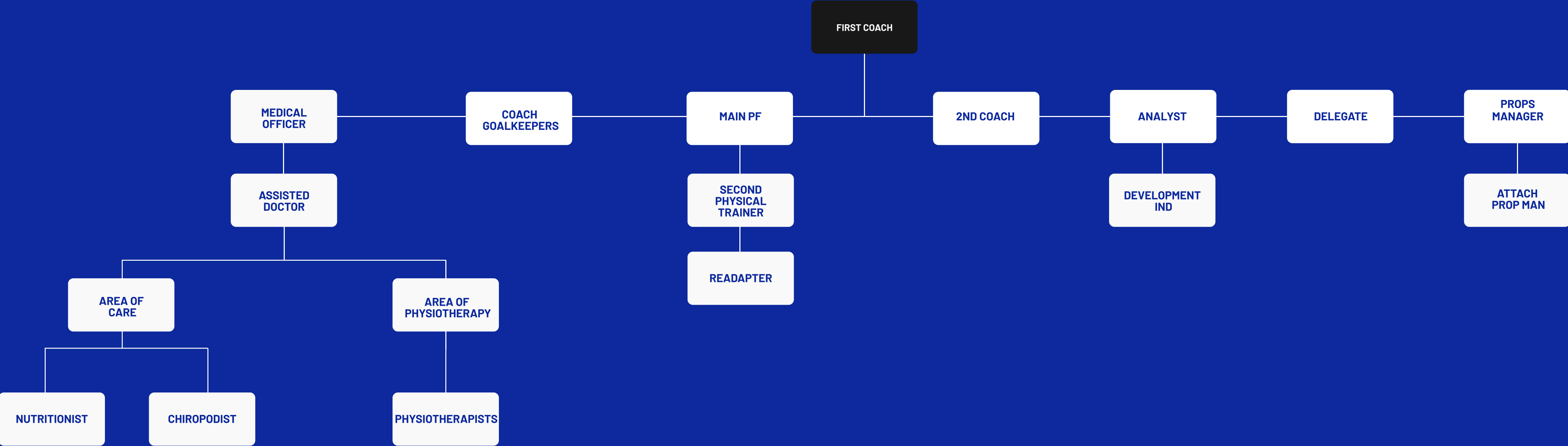


STRUCTURE OF CLUB

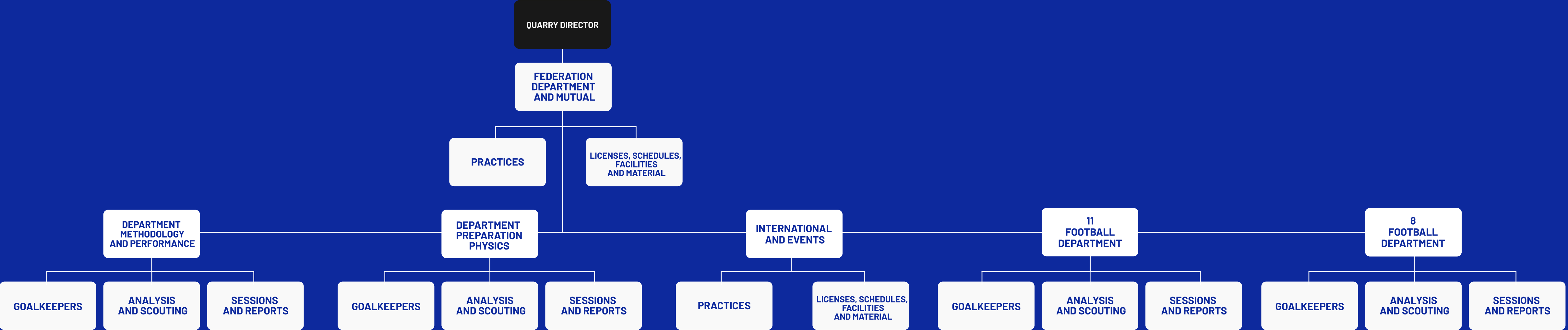
CORPORATE ORGANIZATIONAL CHART



TECHNICAL BODY ORGANIZATIONAL CHART



QUARRY ORGANIZATION CHART





INFRASTRUCTURES

OUR STADIUM

The new Pepico Amat It is located inside the city of Elda with a capacity of **5,800 spectators**. **Occupancy of 81% in the last two years (120,000 spectators).**

Venue for holding events other than Match Day.

High resolution video scoreboards.

Office Area.

VIP Zone.

Fully equipped gym.

Communication area.

Facilities with quality certified by FIFA.

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



A CLUB'S DREAM TOWARDS SUCCESS



TRAINING ANNEX FIELDS

The club has two training fields attached to the main field, a short distance away, for training sessions with the first team, youth and reserve teams.





QUARRY

QUARRY, ENGINE OF EXCELLENCE

**+500 CHILDREN
REGISTERED**



**32 TEAMS IN DIFFERENT
CATEGORIES**



**EXCELLENCE IN THE
PERFORMANCE**



QUARRY, ENGINE OF EXCELLENCE

PHASE 1: FOOTBALL SCHOOLS (Ages 6-12 years)

Talent Acquisition and Selection:

Conduct talent discovery days in local schools and nearby communities.
Establish a team of recruiters and coaches to evaluate and select promising young people.

1. Individual Development Program:
2. Provide high quality technical and tactical training.
3. Promote sporting values and teamwork.
4. Provide ongoing monitoring and evaluation of youth progress.
5. Youth Leagues and Tournaments:
6. Enter youth leagues and tournaments so that young people gain competitive experience.
7. Promote an attractive and offensive playing philosophy.

PHASE 2: BASE TEAMS (Ages 13-18 years)

Specialized Training:

Hire experienced coaches to work with grassroots teams. Offer specific training programs for each position.

1. High Level Competition:
2. Enter regional and national leagues and tournaments.
3. Schedule friendly matches against top-level teams.
4. Comprehensive training:
5. Enter youth leagues and tournaments so that young people gain competitive experience.
6. Promote an attractive and offensive playing philosophy.

This global project seeks to establish a strong youth academy, competitive senior teams and inclusive programs for Club Deportivo Eldense. It requires strategic planning, investment in human and financial resources, and a constant commitment to the development of football in the community. Optional Action: Once a month, a contest is held (think of a format) aimed at the base where they have to reflect on how they live when the club scores a goal or, more simply, reward good behavior or something like that. The winners will all experience a day of competition from within and alongside their idols.

PHASE 3: SENIOR TEAMS (Male and Female)

Hiring Technical Staff:

Hire coaches with experience in player development and high-level competitions.

1. Strategy and Game Philosophy:
2. Establish a distinctive playing philosophy for the club.
3. Implement consistent game strategies across all teams.
4. Promotion and Marketing:
5. Invest in marketing and promotion to attract community and sponsors.
6. Encourage game attendance and community involvement.

PHASE 4: DISABILITY TEAMS

Objective: Promote inclusion and football for all.

Adaptive Training Programs:

Develop specific training programs for people with disabilities.
Collaborate with local organizations that support people with disabilities.

1. Participation in Inclusive Leagues:
2. Enter inclusive football leagues and tournaments
3. Promote active participation and respect.
4. Provide ongoing monitoring and evaluation of youth progress.
5. Awareness and Education:
6. Organize awareness events and educational campaigns on inclusion in sport.



DATA OF REPERCUSSION

IMPACT ON AUDIENCES

NATIONAL
+3.059.320
CONTACTS

SOURCE: KANTARMEDIA

INTERNATIONAL
+958.481
AUDIENCE
IN 56 COUNTRIES

SOURCE: NIELSEN

RRSS IN FULL GROWTH

+421.000

FOLLOWERS ON SOCIAL
MEDIA

And growing
EXPONENTIALLY
DAY BY DAY.



TWITTER
+21,761 FOLLOWERS.



INSTAGRAM
+34,4000 FOLLOWERS.



FACEBOOK
+16,136 FOLLOWERS.



TIKTOK
+450,000 FOLLOWERS.

YOUTUBE
+4331 FOLLOWERS.



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CLUB DEPORTIVO
ELDENSE S.A.D.



THANK YOU

A CLUB'S DREAM TOWARDS SUCCESS

2024/25