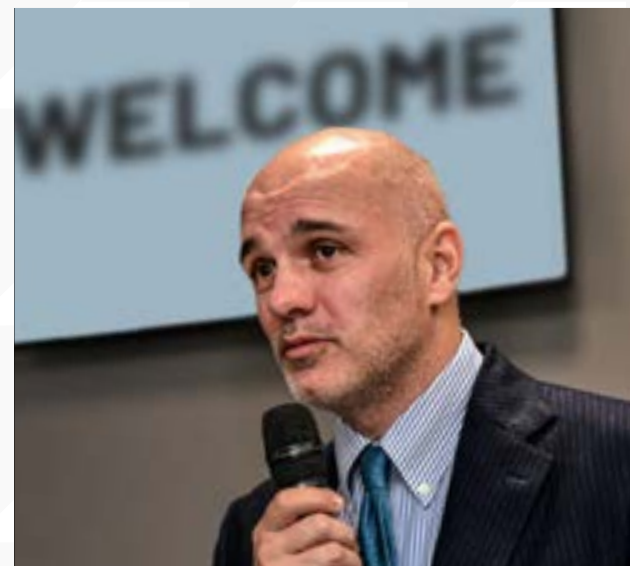




ATALANTA B.C.





ATALANTA *IN THE TERRITORY*





THE CITY OF BERGAMO

Two souls for one big city

History, art and culture. Industry, tourism and sport.

The nature of the territory in which Bergamo is situated, between the plain and the Orobie pre-Alps, is evident both in the layout of the town, with its historical difference between the Lower City and Upper City, and in the two souls that define it, namely tradition and innovation.

The industrial sector accounts for 53% of the activities and income, and the average level of savings per capita is consistently among the highest in Italy.

The province of Bergamo has over 1,114,500 inhabitants, distributed among 242 municipalities.

“Il Caravaggio” is considered to be the third largest airport of Milan with regard to its proximity to the Lombardy capital city, after Malpensa and Linate.



**Atalanta Bergamasca Calcio,
which was founded in 1907 as
“Atalanta Athletic Sports and
Gymnastics Bergamo Company”**





PERCASSI

PERCASSI FAMILY

Prominent ownership for big projects

The Percassi Group is a solid and dynamic entrepreneurial business that is able to anticipate market trends due to its international profile. With its headquarters in Bergamo, the Percassi Group also operates through its facilities and offices in Milan, Paris, London, Berlin, Madrid, Lisbon, Vienna, Zurich, St. Moritz and in the USA.

The Group looks to the future, proposing innovation in the field of shopping centres and outlets. Among its most important achievements, Percassi is behind the first outlet built in Sicily (Sicilia Outlet Village). In 2017 the new Orio Center shopping centre was inaugurated; an innovative public multi-functional space, with not only shopping, but entertainment for the thousands of families that will visit the centre. Including an IMAX cinema.

Percassi Group's case history includes a project to bring the municipality of San Pellegrino Terme (BG) back to the splendour of the Art Nouveau era. In addition to restructuring the prestigious Casino, the spa was also restyled.

The Percassi Group has over 9,000 employees

The San Pellegrino Outlet Village will form the new urban centre. All the work is characterised by high environmental sustainability.

The activities of the Percassi Group are mainly concentrated in three business areas: House of Brands, Retail Development and Real Estate.

- The **House of Brands** area concerns management of its own brands (such as Kiko Milano and Madina Milano Womo in cosmetics and Atalanta) or partnerships (such as Billionaire Italian Couture in clothing), relying on excellent know-how in the development of commercial networks in strategic locations.
- With regard to **Retail Development**, the Group is engaged in the development and management of commercial networks of big brands such as Gucci, Ralph Lauren, Victoria's Secret, Nike, Ferrari, Tommy Hilfiger, Levi's, Lego Store and Starbucks, in addition to the brands it owns and those that form part of joint ventures with international partners.
- Within the Real Estate sector, Percassi stands out for being an entrepreneurial business that is able to promote, develop and maximise large-scale building projects in the sales and managerial sector, at the forefront in terms of innovation and high quality.



BEYOND FOOTBALL

Activities for the community of the Bergamo area



Atalanta Fund

This is the fund designed by Atalanta to socially finance useful projects in the territory. The Fund is linked to the Atalanta Baby Project.

Atalanta Baby Project

Atalanta is close to families who bring "small new fans" into the world with a gift straight from the President, Antonio Percassi.

Schools in the Stadium

A collaborative project with schools in the province to highlight the educational and cultural values of sport.

Academy

The project was created with the intention of spreading the philosophy of Atalanta's Youth Academy domestically.

Atalanta Friends Club

All the fans and enthusiasts of "the Black and Blues" [Atalanta] in Italy and worldwide together in one large club.

Atalanta Walk

This is the event that manages to move thousands of Atalanta supporters where all the fans gather to take part in a special tour of the city.

Atalanta Junior Cup

This is the Atalanta official youth tournament. It takes place during June in San Pellegrino Terme, and involves more than 2,000 people.

Atalanta Football Camp

In summer, Atalanta offers boys and girls aged from 6 to 14 the chance to enjoy an intense week of fun and training.





ATALANTA

BRAND





MEDIA MONITORING

Emotions through a screen

Atalanta is the team that **engages with fans the most on social media**, and thanks to their **fan base of 1.5 million people**, it is the **eighth-most followed** association in Italy



INSTAGRAM _____ **613.000**
Coverage: **5 mln**
Impression: **33 mln**
Interactions: **354 k**



FACEBOOK _____ **518.000**
Coverage: **2,4 mln**
Video views: **1,9 mln**
Interactions: **1,3 mln**



TWITTER _____ **448.500**
Tweet views: **7,8 mln**
Interaction rate: **2,3 %**



YOUTUBE _____ **72.700**
Video views: **402 k**



LINKEDIN _____ **17.200**
Visitors: **10 k**
Impressions: **100 k**



TIKTOK _____ **317.000**
Like: **2 mln**
Video views: **5,3 mln**



WEIBO _____ **31.000**
Like: **47 k**
Video views: **232 k**



NEWSLETTER
Subscribers users: **55.000**



ATALANTA.IT
Users: **185 k**
Pageviews: **695 k**



*During the 2021 **From the opening of the canal

Followers number of Atalanta's social media. Data update at the end of July 2022 and relates to the last quarter.



Most popular italian football clubs (total of like, dislike, comments and views) on [Youtube](#).

Credits: Deportes&Funanzas®

1	JUVENTUS FC	73,7 M
2	AC MILAN	37,2 M
3	INTER	33.7 M
4	AS ROMA	7,12 M
5	ATALANTA BC	4,09 M
6	SS LAZIO	1,78 M
7	SSC NAPOLI	1,61 M
8	UDINESE CALCIO	1,43 M
9	UC SAMPDORIA	1,35 M
10	ACF FIORENTINA	1,10 M

The most commented football teams on [twitter](#).

Credits: Calcio e Finanza

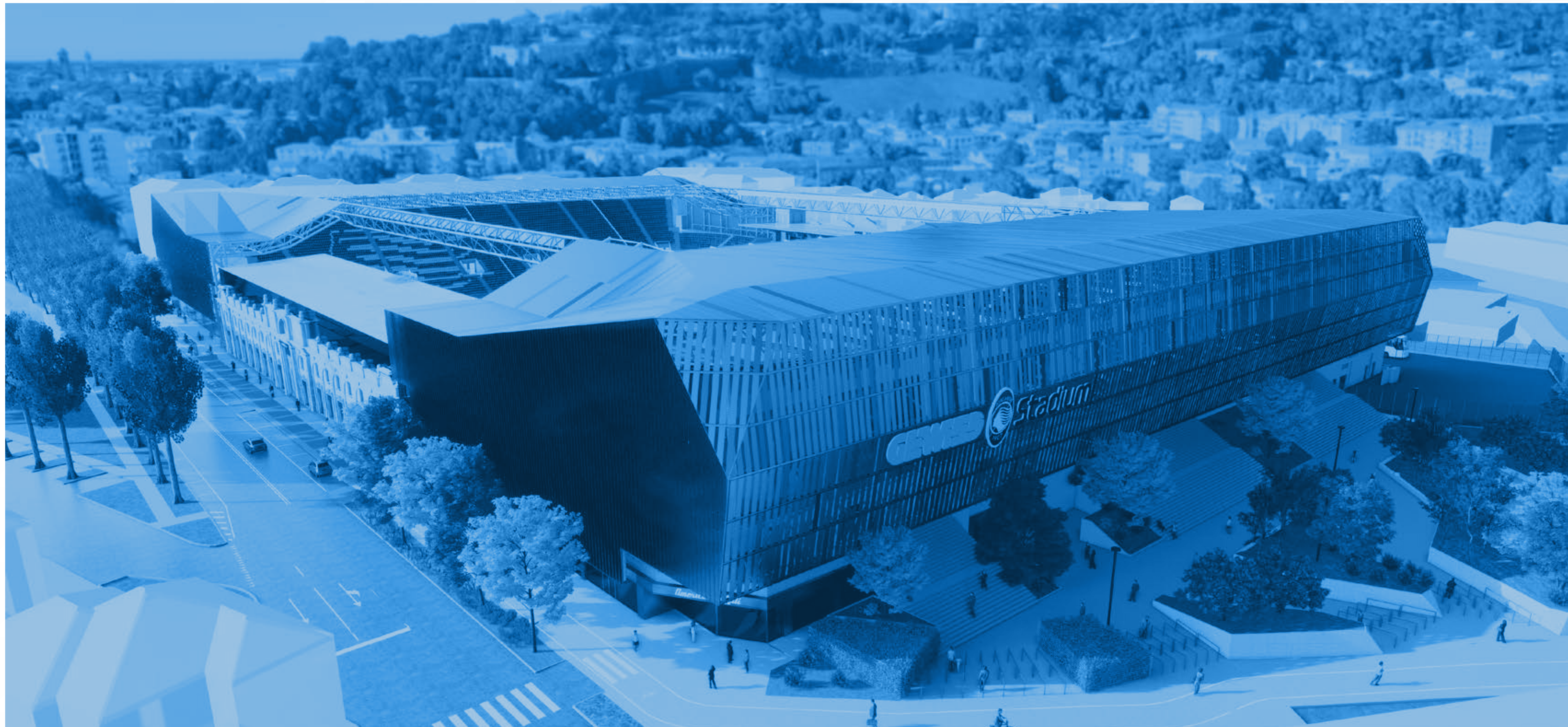
1	JUVENTUS FC
2	INTER
3	SSC NAPOLI
4	AC MILAN
5	AS ROMA
6	SS LAZIO
7	FC BARCELONA
8	ATALANTA BC
9	ACF FIORENTINA
10	PARIS SAINT-GERMAIN
11	REAL MADRID CF
12	UC SAMPDORIA
13	ATLETICO MADRID
14	MANCHESTER UNITED





THE FACILITIES *OF ATALANTA*





FACILITIES

GEWISS STADIUM



AN EXCLUSIVE MEDIA

More than a stadium

Gewiss Stadium is not only the home of Atalanta and its supporters but also presents extraordinary opportunities for partners.

New, modern, thrilling, and impactful.

Inside, thanks to the expansive hospitality areas, businesses can organize exclusive events, even to accommodate a large number of guests.

Atalanta is an extraordinary system of possibilities for its sponsors, made of qualified visibility with the help of available tools inside and outside the stadium. This is a network of contacts and relationships based on sharing passion for sport in the journey that aims at promoting the image and brand awareness.



Capacity: **25.000 seats**

Covered parking spaces: **400**

Commercial activities: **18**





FACILITIES

BORTOLOTTI SPORTS CENTRE



SPORTING CUTTING-EDGE

Area and structures

The Bortolotti Sports Centre, the “home of Atalanta”, is a state-of-the-art facility, both structurally and functionally.

Equipped with new artificial turf, a covered grandstand to watch the training sessions of the top team and the league games of the youth teams, the Centre is one of the best equipped and most comfortable and is situated in a unique green area, easily accessible from major road junctions.

With the aim of distinguishing itself for the excellence of its services, not only in sports, the Bortolotti centre will increasingly become an open meeting place available to sponsors, sports clubs and companies seeking innovative synergies, to offer their contacts cutting-edge solutions in the areas of: sports services, health care, nutrition education, corporate training, incentive schemes and team building.



7 football fields

100,000 m² of field and structures

2.500 m² of offices and locker rooms

1.100 m² dedicated to the youth division

Spa and wellness center



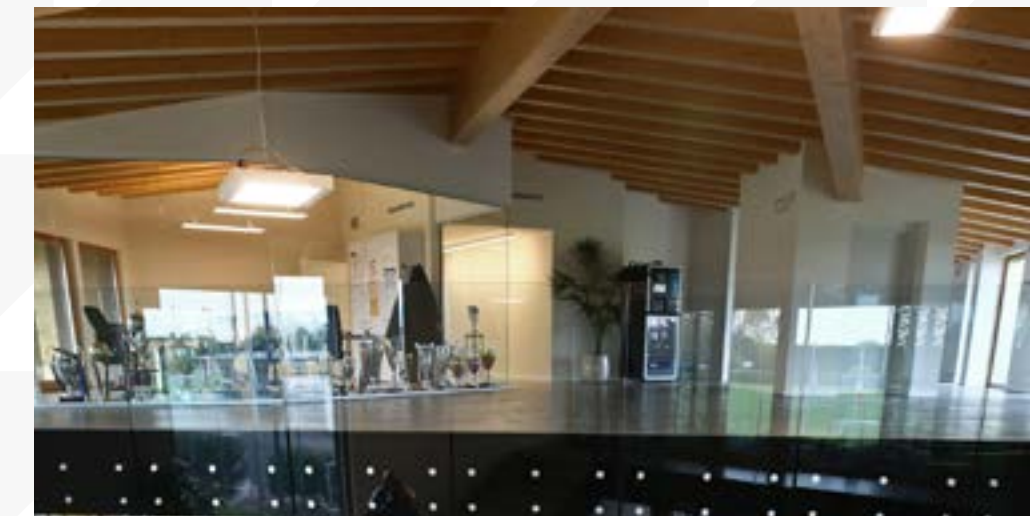
YOUTH SECTOR BUILDING

Youth division building

The Mino Favini Academy is the home of the Atalanta Youth Sector.

Officially inaugurated in November 2019. It is dedicated to the unforgettable Mino Favini, manager of the Neroazzurro Youth Sector for many years and a role model who helped many young people grow both in terms of football as well as on a human level.

This new building was built in the heart of the Bortolotti Sports Center in Zingonia, and is able to host offices, conference rooms, ultra-modern gyms, kitchens and much more.





ATALANTA

WORLD





FIRST TEAM



2019/20 | 3°
2020/21 | 3°
2021/22 | 8°



2020/21 | 2°
2021/22 | QUARTER-FINALS



2020/21 | ROUND OF 16
2021/22 | GROUP STAGE



2021/22 | QUARTER-FINALS





19/20	1°
20/21	2°
21/22	4°



19/20	1°
20/21	1°



19/20	QUARTER FINALS
20/21	ROUND OF 16
21/22	2°



19/20	ROUND OF 16
21/22	GROUP STAGE

PRIMAVERA



YOUTH ACADEMY

1948-1949	The Italian Junior Championship
1991-1992	The Italian Cadet Championship
1992-1993	The Italian Youth Team Championship
1994-1995	The Italian Children's Championship
1997-1998	The Italian Youth Team Championship
1999-2000	The Italian Youth Team Cup
2000-2001	The Italian Youth Team Cup
2001-2002	The Italian Cadet Cup
2001-2002	The Italian Children's Cup
2002-2003	The Italian Youth Team Cup
2003-2004	The Italian Children's Championship
2004-2005	The Italian Cadet Championship
2004-2005	The Italian Children's Championship
2005-2006	The Berretti Italian Championships
2007-2008	The Italian Children's Championships
2009-2010	The Berretti Italian Championship
2012-2013	The Berretti Italian Championship
2015-2016	National Under-17 Champions
2015-2016	Under 17 Supercoppa Champions
2015-2016	National Under-15 Champions
2018-2019	Primavera Italian Championship
2019-2020	Primavera Italian Supercoppa
2019-2020	Primavera Italian Championship
2020-2021	Primavera Italian Supercoppa





HALL OF FAME

Talents grown up at Atalanta

More than 150 talents raised in Zingonia have since played on some of the most important fields and worn the shirts of the most famous Italian clubs and their national teams.

From left to right:

Angelo Domenghini, Gaetano Scirea, Roberto Donadoni, Alessio Tacchinardi, Domenico Morfeo, Luciano Zauri, Ivan Pelizzoli, Giampaolo Bellini, Riccardo Montolivo, Giampaolo Pazzini, Andrea Lazzari, Simone Padoin, Andrea Consigli, Manolo Gabbiadini, Simone Zaza, Daniele Baselli, Giacomo Bonaventura, Marco Sportiello, Davide Zappacosta, Franck Kessie, Alessandro Bastoni, Mattia Caldara, Alberto Grassi, Roberto Gagliardini, Andrea Conti, Musa Barrow, Filippo Melegoni, Andrea Colpani, Dejan Kulusevski, Roberto Piccoli, Amad Traoré, Matteo Ruggeri.





ATALANTA BC

- TRAINING COURSES FOR COACHES
- TRAINING EXPERIENCE FOR KIDS
- INTERNATIONAL FOOTBALL CAMP FOR KIDS
- INTERNATIONAL AFFILIATION FOR SPORTS CLUBS



TRAINING COURSES FOR COACHES

Training courses for coaches at the **official Atalanta BC Training Centre**, run by **Atalanta BC trainers and managers**

The **Know-how, methodology and philosophy** of the **Atalanta BC Youth Academy** are shared with the participants

Theoretical lessons on different topics:

Goals of a Youth Sector, methodology of training sessions, technical skills, game tactics, educational matters...

Viewing of the youth teams' training sessions

Facility tours
(Training Centre and Stadium)

Visit to the Official Atalanta Store

Costs, terms and conditions are established by Atalanta BC in according to the number of participants and the number of lessons organized.

If you need more information: footballcamp@atalanta.it



TRAINING EXPERIENCE FOR KIDS

Dedicated **training sessions for groups of young players** (5-15 years old) in Zingonia (Bergamo), at the **official Atalanta BC Training Centre**, run by **Atalanta BC coaches**

Atalanta BC official kit

Atalanta BC Certificate of Participation

Facility tours (Training Centre and Stadium)

Visit to the **official Atalanta Store**

Costs, terms and conditions are established by Atalanta BC in according to the number of players involved and the number of training session organized.

If you need more information: footballcamp@atalanta.it



INTERNATIONAL FOOTBALL CAMP FOR KIDS

Activation of an Atalanta Football Camp abroad for kids (5-15 years old)

Training sessions
run by **Atalanta BC coaches**

Atalanta BC Official Kit

Atalanta BC
certificate of participation

Costs, terms and conditions are established by Atalanta BC in according to the number of players involved and the number of training session organized.

If you need more information: footballcamp@atalanta.it



INTERNATIONAL AFFILIATION FOR SPORTS CLUBS

MAIN BENEFITS

International Affiliation with Atalanta BC

Title of «**Atalanta BC International Affiliated Club**»

Use of the **combined logo of Atalanta BC**

Exclusivity of the affiliation in the city/province of the affiliated club

Six online sessions of education program

run by **Atalanta BC coaches** or **managers**

(dates and times in according to the availability of Atalanta BC)

Two annual visits to the affiliated club by Atalanta BC coaches or managers

(dates and times in according to the availability of Atalanta BC - costs of flights, local transfers, accomodations and meals are borne by the affiliated club)

Communication plan aimed at presenting and supporting the affiliation



INTERNATIONAL AFFILIATION FOR SPORTS CLUBS

OTHER EXTRA BENEFITS

Possibility of organizing extra visits to the affiliated club
by **Atalanta BC coaches or managers**

Possibility of organizing an Official Atalanta Football Camp
run by **two Atalanta BC coaches at the affiliated Club's facilities**

Possibility of organizing dedicated training sessions for kids
in Zingonia (Bergamo), at the **official Atalanta BC Training Centre**,
run by **Atalanta BC coaches**

Possibility of organizing dedicated training courses for coaches
in Zingonia (Bergamo), at the **official Atalanta BC Training Centre**,
run by **Atalanta BC trainers and managers**

Costs, terms and conditions are established in agreement with Atalanta BC

If you need more information: footballcamp@atalanta.it accademia@atalanta.it

atalanta.it

