

이탈리아 프로 농구 클럽 "레가 바스켓 세리에 A"



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" A"

이 프로 농구 구단은 역사적으로 성공한 지역 팀이 해체된 후 설립되었습니다. 이 클럽은 지역 내 엘리트 농구를 보존하기 위해 창단되었으며, 이후 이탈리아 1부 리그에서 안정적인 입지를 다지는 팀으로 발전했습니다.

비교적 짧은 역사에도 불구하고 이 팀은 뿌리 깊은 농구 문화, 강력한 팬 참여, 이전 최고 수준의 성공으로부터 물려받은 전통적 매력의 이점을 누리고 있습니다. 이 클럽은 단기적인 변동성보다는 연속성, 전문적인 기준, 점진적인 성과 성장에 초점을 맞춘 장기적인 비전을 가지고 운영됩니다.

주요 하이라이트:

- 최상위 디비전 노출: 이탈리아 최고의 농구 리그에 지속적으로 참여하여 전국적인 미디어 가시성과 상업적 관련성을 제공합니다.
- 입증된 스포츠 발전: 2019-20시즌 최상위 리그 승격으로 마무리된 여러 차례의 2부 리그 우승
- 안정적인 소유권 모델: 컨소시엄 기반 거버넌스를 통해 위험 공유 및 장기 전략 계획 수립 가능
- 확장 가능한 상업용 플랫폼: 반복적인 파트너십 기회를 제공하는 유연한 스폰서십 및 네이밍 권한 모델
- 팬 참여도 확립: 경기장 수용 인원에 비해 높은 경기 당일 참석률을 보이는 충성도 높고 지식이 풍부한 팬 기반

인프라 및 자산

- 최고 수준의 대회 및 상업 이벤트에 적합한 약 5,000석 이상의 전용 실내 경기장
- 리그 표준에 맞춘 훈련 및 경기 당일 운영
- 참석자 증가, 프리미엄 좌석, 호스피탈리티 수익 창출을 지원할 수 있는 인프라

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- 핵심 수익은 다음에서 파생됩니다:
 - 스폰서십 및 네이밍 권한
 - 방송 배포
 - 경기 당일 발권 및 접대

TARGET PRICE

\$ 0

GROSS REVENUE

\$ 0

EBITDA

\$ 0

BUSINESS TYPE

스포츠

COUNTRY

이탈리아

BUSINESS ID

L#20260976

- 머천다이징 및 커뮤니티 프로그램

- 잠재적 상승 여력을 확보하세요:

- 향상된 스폰서십 활성화

- 디지털 팬 참여 및 콘텐츠 수익화

- 프리미엄 좌석 및 기업 파트너십

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