

LEARNING VALUES THROUGH FOOTBALL



Campus
Experience

01/ ¿WHAT IS CAMPUS EXPERIENCE?

Campus Experience is a Real Madrid Foundation project that offers the chance to experience life as part of a team, and to find out about and share in the values of Madridismo.

**LEARNING
VALUES
THROUGH
FOOTBALL**

02/ VALUES



03/ WORK AREAS



SOCCER ASPECTS

Integral training program that includes the physical, technical, strategic and tactical part of football.



SOCIAL SKILLS

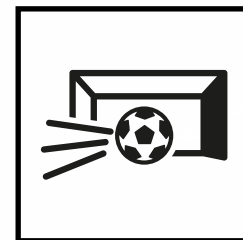
Improve social skills by discovering the potential of individuals for their correct integration into the team.



HEALTHY HABITS

Introduction of rest routines and personal hygiene, technological disconnection and nutritional education.

04/ CONTENTS



SPORTS TRAINING

Theoretical-practical training program taught by coaches of the Real Madrid Foundation.

PRACTICAL TRAINING

90 minute sessions of morning training and celebration of 60-90 minute matches in the afternoon.

THEORETICAL TRAINING

Technical talks and seminars aimed at teaching subjects such as game systems, soccer rules and physical training.



EXPERIENCE ACTIVITIES

Activities program designed and taught by experts in education to grow as a team.

DIRECTED GAMES

Participation in traditional games and recreational activities focused on boosting our values.

GROUP DYNAMICS

Group experience gatherings, sharing meetings and exchange of views on the values worked.

05/

METHODOLOGY

WEEKLY PROGRAM DESIGNED
TO BOOST OUR VALUES.

MONDAY



Leadership

WEDNESDAY



Self-discipline

FRIDAY



Respect

TUESDAY



Hard work

THURSDAY



Teamwork

THEY COME AS INDIVIDUALS AND LEAVE AS A TEAM.

06/
**DAY
CAMP**
HALF-DAY

Aimed at boys and girls from 7 to 13 years old,
in July also from 6 to 14 years old.
5 or 10 days, from Monday to Friday.

Includes: Santiago Bernabéu Stadium Tour.

Sports facilities:
Ciudad Real Madrid, Valdebebas.

Pick-up points:
Valdebebas and *Santiago Bernabéu.

8:15	Check In (Santiago Bernabéu)
8:45	Check In (Valdebebas)
9:00	Training
10:30	Shower and Lunch
10:45	Sports Education
11:30	Experience Activity
13:00	Check Out

*The collection point in Santiago Bernabéu is not included in the price.
The generic day is indicative, the schedules of each activity may vary due to organizational reasons.

07/
**DAY
CAMP**
AND GOALKEEPERS
DAY CAMP*

Aimed at boys and girls from 7 to 13 years old,
in July also from 6 to 14 years old.
5 or 10 days, from Monday to Friday.

Includes: Santiago Bernabéu Stadium Tour.

Sports facilities:
Ciudad Real Madrid, Valdebebas.

Pick-up points:
Valdebebas, Santiago Bernabéu and
Pozuelo.

8:15	Check In (Santiago Bernabéu)	14:15	Pool and Experience Activity
8:45	Check In (Valdebebas)	16:15	Training
9:00	Training	17:15	Shower and snack
10:30	Shower and Lunch	17:30	Experience Activity
10:45	Sports Education	19:00	Check Out (Valdebebas)
11:30	Experience Activity	19:30	Check out (Santiago Bernabéu)
12:45	Food and dental hygiene		

* Specific training for goalkeepers. Only during July.

The generic day is indicative, the schedules of each activity may vary due to organizational reasons.

08/
**RESIDENTIAL
CAMP**
AND GOALKEEPERS
RESIDENTIAL CAMP*

Aimed at boys and girls from 9 to 17 years old.
7 or 14 days, from Sunday (17:15)
to Saturday (10:30).

Includes: Santiago Bernabéu Stadium Tour.

Sports facilities: Real Madrid City, Valdedebas.
Residence: Check information.

Meeting point: Santiago Bernabéu.
Transfer service (see conditions).

8:00	Breakfast and dental hygiene	17:15	Training (Valdebebas)
9:00	Sports Education	18:45	Shower and snack
10:30	Training (Valdebebas)	19:00	Experience Activity
12:00	Lunch	20:15	Communication with families
12:45	Experience Activity	21:00	Dinner and dental hygiene
14:00	Food and dental hygiene	22:00	Experience Activity
15:00	Experience Activity	23:00	End of the day
15:30	Swimming pool		

* Specific training for goalkeepers. Only during July.

The generic day is indicative, the schedules of each activity may vary due to organizational reasons.

09/
**DAY
CAMP**

HIGH PERFORMANCE AND
GOALKEEPERS HIGH PERFORMANCE*

Aimed at boys and girls from 9 to 17 years old.
5 or 10 days, from Monday to Friday.

Includes: Santiago Bernabéu Stadium Tour.

Sports facilities: Check information.

Meeting Point: Santiago Bernabéu.

8:00	Check In (Bernabéu)	15:00	Experience Activity
9:00	Check In (European University of Madrid)	16:00	Training
9:15	Training	17:30	Shower and snack
10:45	Shower and lunch	18:00	Swimming pool
11:00	Individual improvement	18:30	Experience Activity
12:00	Sports Education and Test	19:15	Check Out (European University of Madrid)
13:30	Showers	20:00	Check Out (Bernabéu)
14:00	Food and dental hygiene		

* Specific training for goalkeepers.

The generic day is indicative, the schedules of each activity may vary due to organizational reasons.



10/ RESIDENTIAL CAMP

HIGH PERFORMANCE AND GOALKEEPERS HIGH PERFORMANCE*

Aimed at boys and girls from 9 to 17 years old.
7 or 14 days, from Sunday (17:15)
to Saturday (10:30).

Includes: Santiago Bernabéu Stadium Tour.

Sports facilities: Check information.
Residence: Check information.

Meeting point: Santiago Bernabéu.
Transfer Service (see conditions).

8:15	Breakfast and dental hygiene	16:00	Training
9:15	Training	17:30	Shower and snack
10:45	Shower and lunch	18:00	Swimming pool and Experience Activity
11:00	Individual improvement	19:30	Communication with families
12:00	Sports Education and test	20:30	Dinner and dental hygiene
13:30	Shower	21:30	Experience Activity
14:00	Food and dental hygiene	23:00	End of the day
17:00	Experience Activity		

* Specific training for goalkeepers.

The generic day is indicative, the schedules of each activity may vary due to organizational reasons.

11/
**FOOTBALL AND
RESPONSIBLE
GAMING CAMP***
DAY CAMP

Aimed at boys and girls from 7 to 12 years old.
5 or 10 days, from Monday to Friday.

Includes: Santiago Bernabéu Stadium Tour.

Sports facilities:
Ciudad Real Madrid, Valdebebas.

Collection points:
Valdebebas, Santiago Bernabéu and
Pozuelo.

8:15	Check In (Santiago Bernabéu)	14:15	Swimming pool and Experience Activity
8:45	Check In (Valdebebas)	16:15	Gaming session
9:00	Training	17:15	Snack
10:30	Shower and lunch	17:30	Responsible Gaming Workshop
10:45	Sports Education	19:00	Check Out (Valdebebas)
11:30	Experience Activity	19:30	Check out (Santiago Bernabéu)
12:45	Food and dental hygiene		

***Only during the first half of July.**

The generic day is indicative, the schedules of each activity may vary due to organizational reasons.

12/
**FOOTBALL AND
RESPONSIBLE
GAMING CAMP***
RESIDENTIAL CAMP

Aimed at boys and girls from 9 to 12 years old.
7 or 14 days, from Sunday (17:15)
to Saturday (10:30).

Includes: Santiago Bernabéu Stadium Tour.

Sports facilities:
Ciudad Real Madrid, Valdebebas.
Residence: Check information.
Meeting point: Santiago Bernabéu.
Transfer service (see conditions).

8:00	Breakfast and dental hygiene	17:15	Snack
9:00	Training (Valdebebas)	17:30	Responsible Gaming Workshop
10:30	Shower and lunch	19:00	Experience Activity
10:45	Sports Education	20:15	Communication with families
11:30	Experience Activity	21:00	Dinner and dental hygiene
12:45	Food and dental hygiene	22:00	Experience Activity
14:15	Swimming pool and Experience Activity	23:00	End of the day
16:15	Gaming session		

*** Only during the first half of July.**

The generic day is indicative, the schedules of each activity may vary due to organizational reasons.



13/ SPORT FACILITIES



REAL MADRID CITY, VALDEBEBAS

The biggest sports center ever built by a football club. An area of 1,200,000 m2 with 12 soccer fields, rooms, changing rooms, medical center and coffee shop.



VILLAVICIOSA DE ODÓN, MADRID

The Villaviciosa de Odón municipal pitches offer the best setting for honing football skills, 10 min. from European University of Madrid hall of residence.

13/ RESIDENCE



EUROPEAN UNIVERSITY OF MADRID

One of the most prestigious private universities in the world. The hall of residence has single and double rooms, all outward-facing with views of the gardens and surroundings, and en-suite bathrooms.



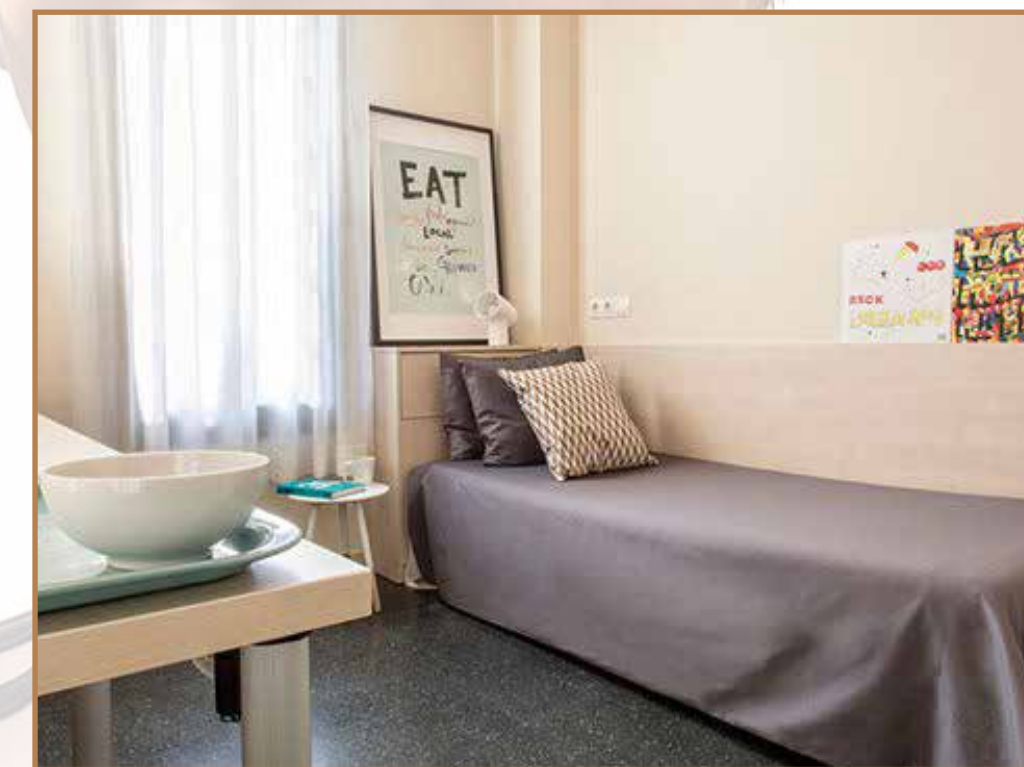
AUTONOMOUS UNIVERSITY OF MADRID

This residence is located on the campus of the University itself. It has TV rooms, laundry, dining room and night surveillance. The double rooms have their own bathroom and Internet access.



COLEGIO MAYOR FRANCISCO DE VITORIA, POZUELO DE ALARCÓN

Single rooms with kitchenette and individual bathroom inside. Modern facilities with wired internet access and wifi, common areas, cleaning and recreation areas.



GINER DE LOS RÍOS RESIDENCE ALCALÁ DE HENARES

Single and double studios, all exterior, equipped with kitchen and bathroom, climate control, WiFi. They also have modern facilities and services.

14/ A TRANSFORMING EXPERIENCE



“It has been very gratifying to see how they have been able to generate enthusiasm in our son.”



“Hearing from an 8-year-old child that the most important thing is to strive and give enthusiasm in everything you do, makes you think you chose a good Camp.”

14/

A TRANSFORMING EXPERIENCE

“After asking my daughter what she has learned on Camp she told us that in order to be the best they also have to be outside the field, and that the most important thing is the team.”



“On Campus everything is lived with more intensity, that's why the friends that my son made are still united beyond their fondness for Real Madrid.”



“The best thing about participating in Campus Experience was discovering my abilities as a person and as a player, I grew up there personally and sportively.”

THE BEST TEAM, THE BEST CAMP.

15/ CAMPUS EXPERIENCE HEADQUARTERS

2010/2021

Check out this year's venues at
www.campusexperiencermf.com



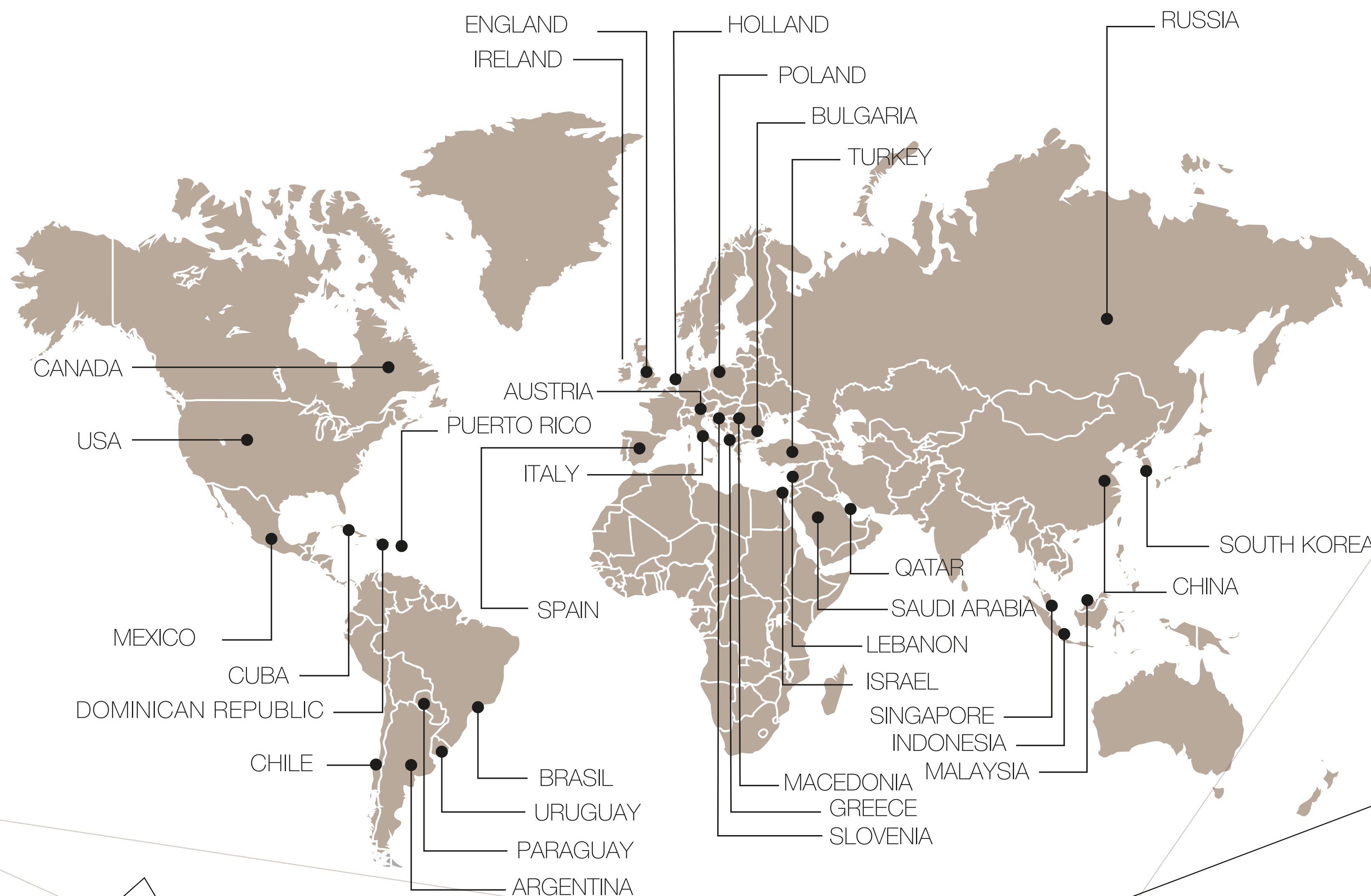
Campus
Experience

CAMPUS AND SPORTS
by **EVENTS**

16/ CAMPUS EXPERIENCE HEADQUARTERS

2010/2021

Check out this year's venues at
www.campusexperiencermf.com





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Experience