

# LEARNING VALUES THROUGH FOOTBALL



FUNDACIÓN  
Real Madrid

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**



Campus  
Experience

\* This dossier has been published on 27/10/2021, may be modified.

CAMPUS AND SPORTS  
by **EVENTS**

# 02/ VALUES

## SELF-DISCIPLINE

Teaching how to manage emotions and confidence.



## RESPECT

Sportsmanship and empathy: key issues



## TEAMWORK

Team tactics, setting joint targets and team spirit.



## LEADERSHIP

Initiative for achieving targets set and decision-making.



## HARD WORK

Perseverance, discipline and self-improvement.

# 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.

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# 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.



Campus  
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CAMPUS AND SPORTS  
by **EVENTS**

# 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.

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

\* **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).

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

\* **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.

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

\* **Specific training for goalkeepers.**

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

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## 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).

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

\* **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.

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

**\*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).

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

\* 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.”

# 15/ CAMPUS EXPERIENCE HEADQUARTERS

2010/2021

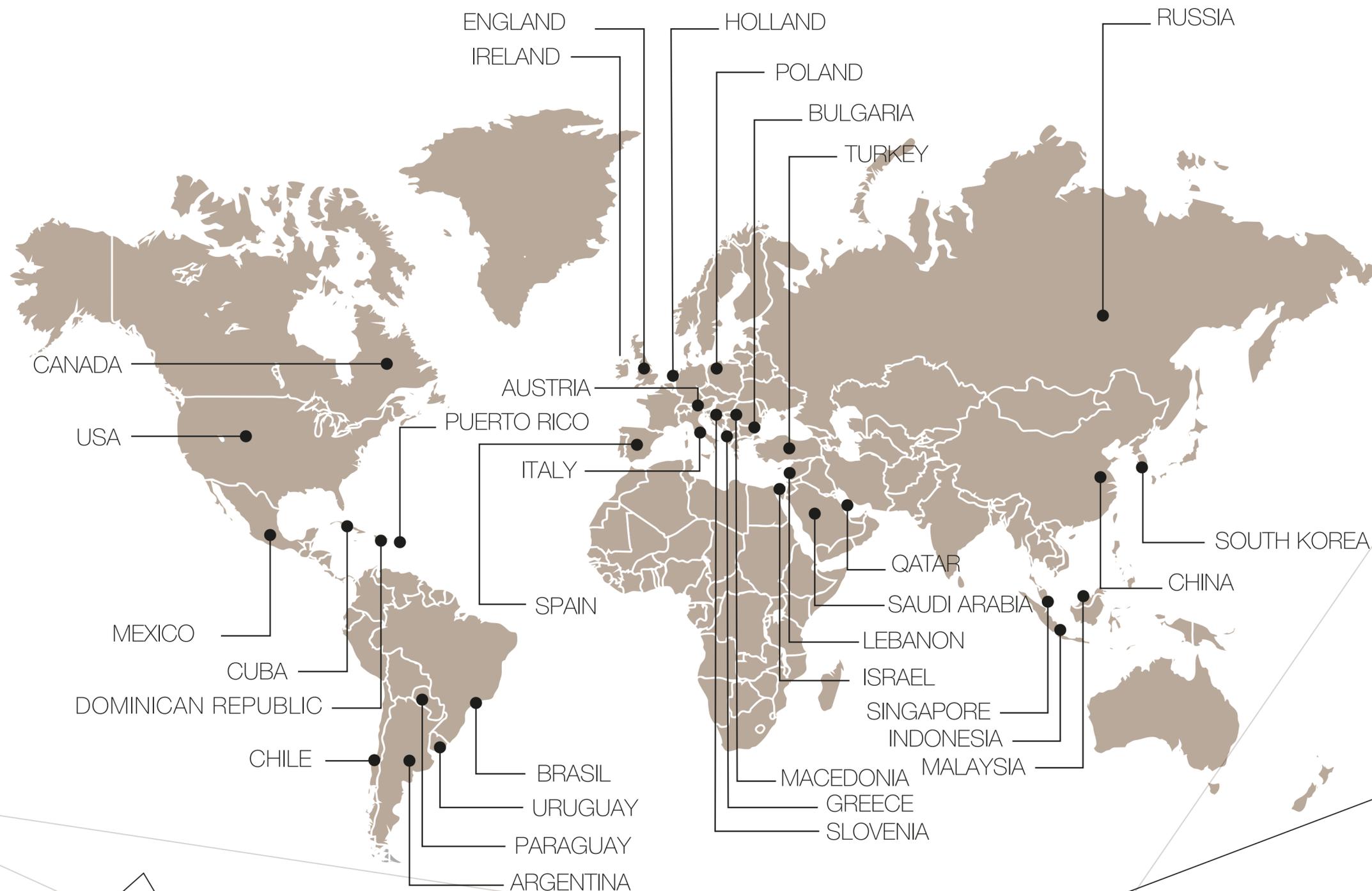
Check out this year's venues at  
[www.campusexperiencermf.com](http://www.campusexperiencermf.com)



# 16/ CAMPUS EXPERIENCE HEADQUARTERS

2010/2021

Check out this year's venues at  
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