

MAD CUP 2023

PRESS BROCHURE

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1. **MADCUP**

MADCUP is an international youth soccer tournament that started just two years ago in 2020. **MADCUP** was born as a sports project that aims to combine and promote the transmission of culture, education, and values through sports.

In just two editions, **MADCUP** has become a referential tournament in youth soccer both nationally and internationally, demonstrating great potential for future editions.

The tournament takes place in the Community of Madrid with its main venue at the training grounds of Atlético de Madrid, Ciudad Deportiva Alcalá de Henares Atlético de Madrid. The Community of Madrid, due to its strategic location and its extraordinary facilities, is an ideal setting for the participation of both national and international teams, as well as for the development of a tournament with such potential for future growth.

MADCUP puts the finishing touch on the season for thousands of boys and girls who can enjoy soccer as a fulfilling experience on a personal and formative level.

2. **MADCUP PHILOSOPHY**

MADCUP is much more than a youth soccer tournament, from an organizational level, our project aims to promote and strengthen sporting and family values among players, coaching staff and family members. **MADCUP** takes a step beyond just being a tournament with a high standard of competition; it is a vehicle for the transmission of culture and education through sport.

The philosophy of **MADCUP** can be summarized in: sport, education, and values.

Throughout our editions we have tried to transmit such important and essential values as empathy, respect, diversity, togetherness and equal opportunity.

In the first edition of **MADCUP** the event focused on respect for the referee, in our second edition, we focused on respect for the coach, and for this third edition we will promote and foster respect for the opponent.

3.PAST EDITIONS

MADCUP 2021 EDITION

The first edition of **MADCUP** had to deal with a global health situation that involved a number of obstacles that were difficult to manage and overcome. Despite this situation, all expectations of participation were exceeded and a competitive and safe tournament was able to be carried out for all the boys and girls who took part.

In **MADCUP** 2021, nearly 400 teams participated with more than 6,000 participants who combined played nearly 1,200 matches spread out across the eighteen venues we arranged within the Community of Madrid.

In 2021, we collaborated with 19 venues throughout Madrid Centro, Mejorada, Torrejón, Alcalá de Henares, Camarma, and Meco.

The winners of the first edition in the different categories of the Gold Phase were as follows:

- BOYS CATEGORY U8 7-A-SIDE: Atlético de Madrid A.
- BOYS CATEGORY U9 7-A-SIDE: Real Madrid CF.
- BOYS CATEGORY U10 7-A-SIDE: Academy JR 24.
- BOYS CATEGORY U11 7-A-SIDE: Getafe CF.
- BOYS CATEGORY U12 7-A-SIDE: Alto Rendimiento Javi Torres.
- GIRLS CATEGORY U12 7-A-SIDE: Atlético de Madrid
- BOYS CATEGORY U13 11-A-SIDE: Getafe CF.
- BOYS CATEGORY U14 11-A-SIDE: Rayo Vallecano.
- GIRLS CATEGORY U14 11-A-SIDE: Madrid CFF A.
- GIRLS CATEGORY U14 7-A-SIDE: Atlético de Madrid
- BOYS CATEGORY U15 11-A-SIDE: CD Móstoles.
- BOYS CATEGORY U16 11-A-SIDE: Real Valladolid.
- GIRLS CATEGORY U16 11-A-SIDE: Atlético de Madrid.

- **MADCUP** 2022 EDITION

MADCUP 2022, the second edition of the tournament, was very well attended, with 546 teams made up of more than 12,000 players, more than 1,600 matches played and more than 120,000 spectators.

The main venue for the tournament was the Ciudad Deportiva Atlético de Madrid in Alcalá de Henares. In addition to the aforementioned, the matches were played in 28 venues distributed throughout the Community of Madrid, including Madrid center, Alcalá, Torrejón, Tres Cantos, Alcobendas, San Sebastián de los Reyes, Paracuellos and Alcalá de Henares.

In the second edition, we had international clubs from more than 20 different countries, which included: Israel, South Korea, Japan, Australia, United States, Puerto Rico, Mexico, Peru, Colombia, Venezuela, Chile, France, Italy, United Kingdom, Sweden, UAE, Turkey, Palestine and Portugal.

MADCUP 2022 managed to provide great support and encouragement to women's soccer, becoming one of the model tournaments in this regard after reaching 88 participating teams.

Among the most notable teams that participated in **MADCUP** 2022 were; Porto, PSG, Tigres, Fenerbahçe, Real Madrid, Atlético de Madrid, Getafe, Alcorcón, Leganés, Levante, Celta and Real Valladolid.

The winners of the first edition in the different categories of the Gold Phase were:

- BOYS CATEGORY U8 7-A-SIDE:Real Madrid C.F.
- BOYS CATEGORY U9 7-A-SIDE:Real Madrid C.F.
- BOYS CATEGORY U10 7-A-SIDE:Tecnificación Fútbol Chaves.
- BOYS CATEGORY U11 7-A-SIDE:Atlético de Madrid.
- BOYS CATEGORY U12 7-A-SIDE: Garso Academy.
- BOYS CATEGORY U12 11-A-SIDE:Las Rozas C.F.
- BOYS CATEGORY U13 11-A-SIDE: Alto Rendimiento Javi Torres.
- BOYS CATEGORY U14 11-A-SIDE: Atlético de Madrid.
- BOYS CATEGORY U15 11-A-SIDE: Real Valladolid.
- BOYS CATEGORY U16 11-A-SIDE: Tigres UANL.
- GIRLS CATEGORY U12 7-A-SIDE: Futfem Talents Academy.
- GIRLS CATEGORY U14 7-A-SIDE: Fuenlabrada Atlantis.
- GIRLS CATEGORY U14 11-A-SIDE: Atlético de Madrid.
- GIRLS CATEGORY U16 11-A-SIDE: Real Madrid C.F.
- GIRLS CATEGORY U19 11-A-SIDE: Real Madrid C.F.

4. **MADCUP** 2023

The third edition of the tournament will be held, as has become a tradition, in the Community of Madrid, between June 23 and June 28, 2023. During these five days, Madrid will host thousands of boys and girls, family members and technical staff, which will be very beneficial for tourism in the city of Madrid. The 2023 tournament will have 17 venues throughout the Community of Madrid, which will allow a simpler organization and easier travel for the participating teams.

For this third edition, we expect to exceed all expectations in terms of registration and participation both nationally and internationally. It is estimated that for this edition we will have more than 600 teams, 12,000 players, 24,000 family members and more than 120,000 spectators. So far, top level teams such as America of Mexico, Benfica of Portugal, Tigres of Mexico, Wolverhampton of England and River Plate of Argentina have already confirmed their participation.

5. SPONSORS/COLLABORATORS

MADCUP is widely supported by brands and institutions of great national and international relevance. First of all, **MADCUP** counts on the collaboration of the Madrid Football Federation, the Academia Atlético de Madrid and the Community of Madrid.

Our major sponsors are the pharmaceutical company Bristol Myers Squibb and the second-generation OTT Interactvty. We also have the support of Iberia, Sanfiz hife, Oasiz, ProLiga, Kromex, Marca and Owqlo. Collaborating entities of **MADCUP** 2023 are; Telemadrid, Solán de Cabras, La Roche Posay, Volvo, Movistar and Plátano de Canarias. Another important part of **MADCUP** is education, culture and tourism, within this area we rely on the sponsorship of AgroCultura TV, the University of Alcalá de Henares, the City Council of Paracuellos del Jarama and the City Council of Torrejón de Ardoz, among others



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6. MADCUP 2023 AMBASSADORS

MADCUP 2023 will have a number of world-renowned collaborators in the world of soccer.

- ▶▶▶ **Fernando Torres:** Spanish footballer who has played for Atletico Madrid, Liverpool FC, Chelsea FC, AC Milan and retired in 2019 at Sagan Tosu. He is currently a coach.
- ▶▶▶ **Merel Van Dongen:** Netherlands national team coach. Professional footballer who has played for Ajax, Ter Leeds, ADO Den Haag, Betis and Atlético de Madrid.
- ▶▶▶ **Virginia Torrecillas:** Current Atlético de Madrid first team player. International player with the national team of Spain.
- ▶▶▶ **Koke Resurrección:** current player for Atlético de Madrid and with the national team of Spain.
- ▶▶▶ **Juanfrán Torres:** footballer who has played for Real Madrid, Espanyol, Osasuna, Atlético de Madrid and São Paulo F.C. He has been a member of the Spanish national team.
- ▶▶▶ **David Villa:** He has played for Sporting de Gijón, Real Zaragoza, Valencia FC, FC Barcelona, Atlético de Madrid, Melbourne City F.C., New York City F.C. and Vissel Kobe. He has also won the World Cup and the European Championship with the Spanish national team.

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