



Campus Experience



**LEARNING
VALUES THROUGH
FOOTBALL**

by **CSE**



// 01 // WHAT IS CAMPUS EXPERIENCE? /

Campus Experience is a Real Madrid Foundation project that offers a unique opportunity for participants to enjoy their favorite sport while making friends, having fun and sharing values such as teamwork, respect and equality.



**LEARNING VALUES
THROUGH FOOTBALL**



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// 02 // VALUES //

LEADERSHIP
Initiative for achieving targets set and decision-making

HARD WORK
Perseverance, discipline and self-improvement



SELF-DISCIPLINE
Teaching how to manage emotions and confidence.

TEAMWORK
Team tactics, setting joint targets and team spirit

RESPECT
Sportsmanship and empathy: key issues

// 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

// 06 // HALF-DAY CAMP /

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 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.

** The sports facilities may vary due to organizational reasons .

// 07 // DAY CAMP

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 the month of July**

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

**The Pozuelo collection point will only be available during the first two weeks of July.

*** The sports facilities may vary due to organizational reasons .

// 08 // RESIDENTIAL CAMP

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: Universidad Autónoma de Madrid.**

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)	19:15	Experience Activity
12:30	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
15:45	Swimming pool		

***Specific training for goalkeepers, only during the month of July**

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

**The residence and sports facilities may vary due to organizational reasons.



// 09 // **CAMPUS MAX AND CAMPUS MAX GOALKEEPERS*** /

DAY CAMP

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
8:00	Check In - Universidad Europea, C/ tajo	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 - Bernabeu
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.

** The sports facilities may vary due to organizational reasons.



// 10 // **CAMPUS MAX AND CAMPUS MAX GOALKEEPERS*** /

RESIDENTIAL CAMP

Aimed at boys and girls from 9 to 17 years old. 7 or 14 days, from Sunday (16:30) to Saturday (10:30).

Includes: Santiago Bernabéu Stadium Tour.

Sports facilities: Check information.

Residence: Universidad Europea de Madrid / Student Experience Pozuelo.**
Check information

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

8:15	Breakfast and dental hygiene	17:00	Training + football match
9:15	Training	18:30	Shower and snack
10:45	Shower and Lunch	19:00	Free time and games
11:00	Individual improvement	19:30	Communication with families
12:00	Sports Education and Test	20:30	Dinner and dental hygiene
13:30	Food and dental hygiene	21:30	Experience Activity
14:30	Experience Activity	23:00	End of the day
15:30	Swimming Pool		

* Specific training for goalkeepers.

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

**The residence and sports facilities 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	Rsponsible 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.

**The Pozuelo collection point will only be available during the first two weeks of July.

*** The sports facilities 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: Universidad Autónoma de
Madrid**

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.

**The residence and sports facilities may vary due to organizational reasons.

// 13 // ENGLISH LANGUAGE IMMERSION 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)		
09:00	Training	16:15	Training (Valdebebas)
10:30	Shower and Lunch	17:15	Shower and snach
10:45	British Activity	17:30	Experience Activity
11:30	Experience Activity	19:00	Check Out (Valdebebas)
12:45	Food and dental hygiene	19:30	Check out (Santiago Bernabéu)

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

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

**The Pozuelo collection point will only be available during the first two weeks of July.

*** The sports facilities may vary due to organizational reasons



// 14 // ENGLISH LANGUAGE IMMERSION 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: Universidad Autónoma de Madrid**

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

8:00	Breakfast and dental hygiene	17:15	Training (Valdebebas)
9:15	British Activity	17:30	Shower and snack
10:30	Training (Valdebebas)	19:00	Experience Activity
12:30	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		

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

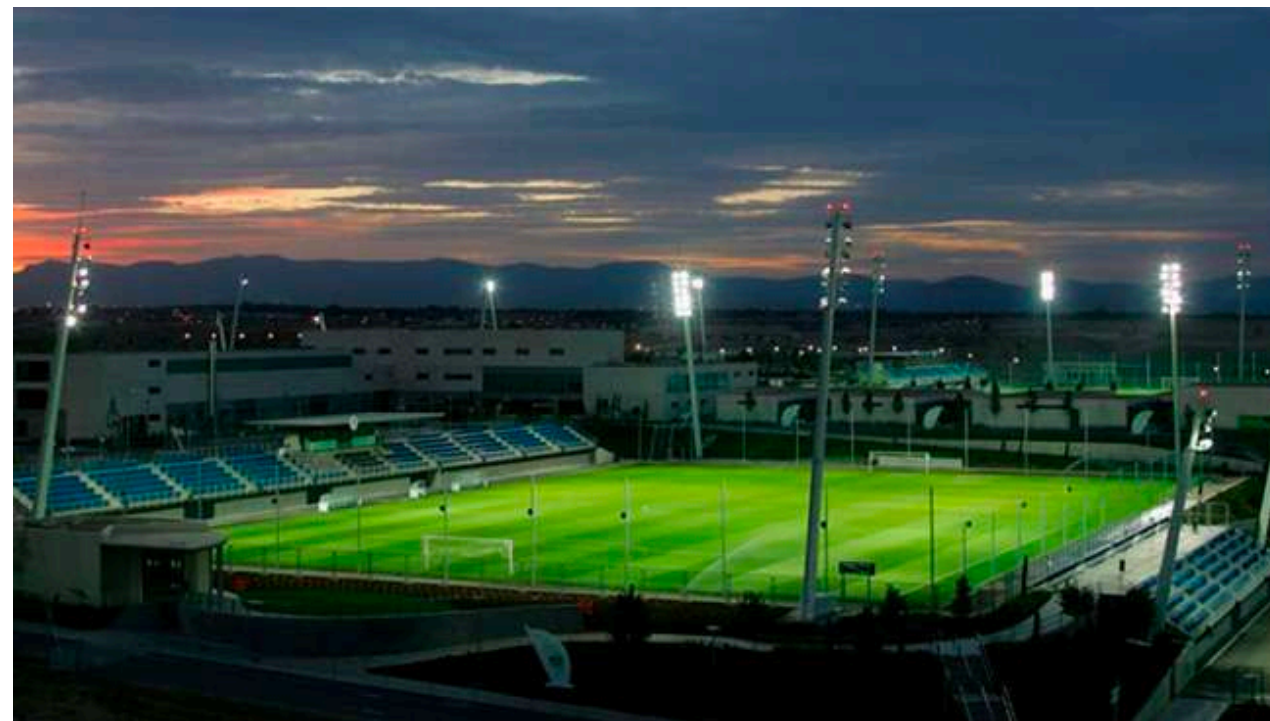
The generic day is indicative, the schedules of each activity may vary due to organizational reasons.

**The residence and sports facilities may vary due to organizational reasons.



// 15 // SPORTS FACILITIES //

CIUDAD REAL MADRID, 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.

// 16 // RESIDENCE //

UNIVERSIDAD EUROPEA DE 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.

UNIVERSIDAD AUTÓNOMA DE 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.

STUDENT EXPERIENCE MADRID POZUELO*



A new and luxurious residence in Madrid, Pozuelo. It offers fully furnished private studios, inner courtyard with swimming pool, roof terrace with sports fields, gym, a restaurant and much more.

***To the second half of August**

The residence and sports facilities may vary due to organizational reasons.

// 17 // A TRANSFORMING EXPERIENCE //



“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.”



“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.”



“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.”



// 17 // A TRANSFORMING EXPERIENCE //



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



"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"



"An extremely enriching experience for every child. Multicultural, exciting and in an idyllic place to play football."



// 18 // CAMPUS EXPERIENCE HEADQUARTERS /

2010-2022



- | | |
|------------------------|------------------------|
| SANTIAGO DE COMPOSTELA | LANZAROTE |
| OVIEDO | FUERTEVENTURA |
| LLANÉS | LAS PALMAS |
| GIJÓN | ALMERÍA |
| SANTANDER | VALDEPEÑAS |
| LOGROÑO | ALHAURÍN DE LA TORRE |
| ZARAGOZA | VALENCIA |
| VILLAMURIEL DE CERRATO | SANTA EULARIA DES RIUS |
| AGUILAR DE CAMPOO | MÁLAGA |
| TOLEDO | BENIDORM |
| TALAVERA DE LA REINA | ALICANTE |
| ARANJUEZ | ELDA |
| ÁVILA | CARTAGENA |
| SALAMANCA | MURCIA |
| MADRID | MENORCA |
| AVILÉS | MALLORCA |
| CUARTE DE HUERVA | IBIZA |

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



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// 18 // **CAMPUS EXPERIENCE HEADQUARTERS** /

2010-2022



- | | |
|-----------|--------------------|
| CANADA | MEXICO |
| USA | CUBA |
| CHILE | DOMINICAN REPUBLIC |
| BRASIL | URUGAY |
| ARGENTINA | PARAGUAY |
| ENGLAND | IRELAND |
| AUSTRIA | PUERTO RICO |
| SPAIN | ITALY |
| MACEDONA | GREECE |
| HOLLAND | SLOVENIA |
| POLAND | BULGARIA |
| TURKEY | QATAR |
| LEBANON | SAUDI ARABIA |
| ISRAEL | SINGAPORE |
| MALAYSIA | INDONESIA |
| RUSSIA | SOUTH KOREA |
| CHINA | MALTA |

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