



— B A R Ç A —

**BUSINESS CLUB**

It all starts with a shared passion: **BARÇA**.

A passion that goes beyond the pitch and inspires values such as teamwork, self-improvement and innovation.

The Barça Business Club was created to transfer that spirit to the business world, to connect leaders who want to grow, collaborate and leave their mark. Because behind every business there are people, stories and challenges that deserve to be shared.

In this space, companies not only find opportunities: they discover inspiration, live unique experiences and connect with professionals who share the same vision.

That is the **Barça Business Club**: a community that grows with the values that make us unique.



## 01

### An exclusive business community

Linked to FC Barcelona and conceived as a strategic asset for relations and business development for its members.

## 02

### An environment of decision and influence

Aimed at companies with high growth potential and decision-makers at management level, consolidating itself as a meeting point of reference within the corporate environment.

## 03

### A space of connection and opportunities

Designed to activate high-value connections, identify strategic opportunities and foster real synergies between companies.

## 04

### A hybrid model of value

That combines qualified networking, exclusive experiences and corporate visibility, within the institutional and business ecosystem of FC Barcelona.



*The new league  
of business.*



How do we build strong business relationships?

1

EXCLUSIVE  
EVENTS FOR  
MEMBERS

2

OFFICIAL  
APPLICATION

3

PRESTIGE OF  
BRAND



# A CALENDAR OF EXPERIENCES TO GENERATE RELATIONSHIPS AND BUSINESS

## BARÇA BUSINESS CLUB OPENING

Opening ceremony where the project, the calendar and the opportunities for connection between companies are presented.

## PITCH & CONNECT

Private immersive tour with elevator pitch space to give visibility to companies and activate synergies.

## YOU PLAY

90' match at FC Barcelona's facilities with full VIP experience.

## BARÇA TALKS by BIHUB

Sessions with inspiring content and qualified networking space.

## TRAINING EXPERIENCE

Shared sports experience to strengthen business relationships.

## BEYOND THE GAME

Shared experience with family and friends to strengthen the bond between members and club chapters.



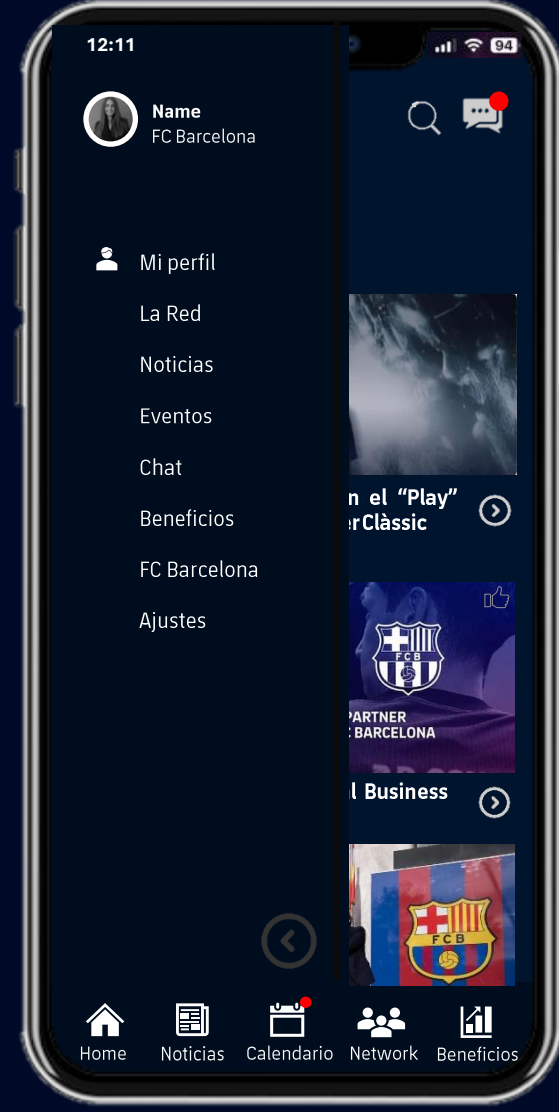
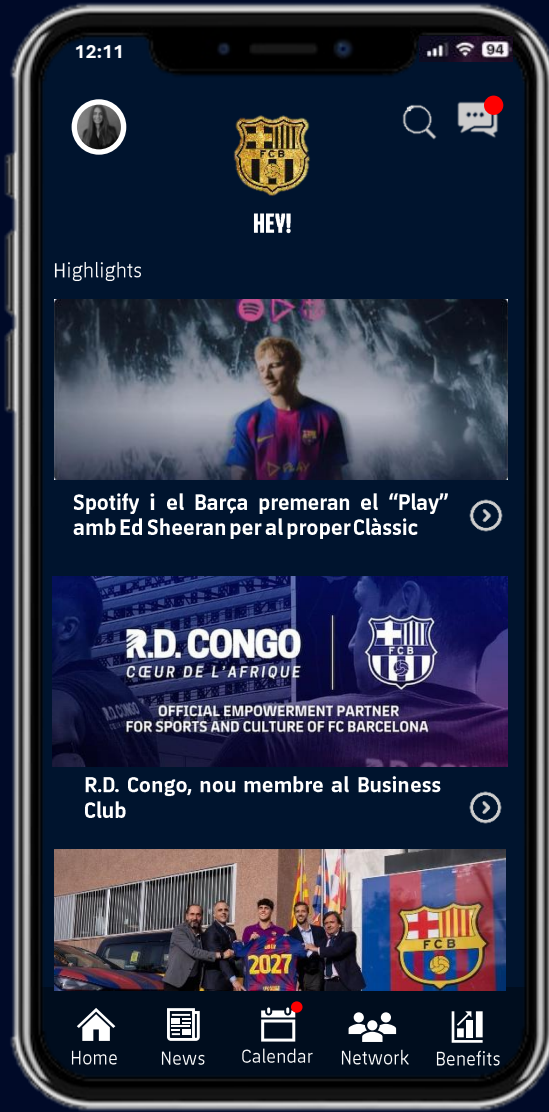


## **EXCLUSIVE BUSINESS CLUB APP**

The digital heart of the club

### **WHAT DOES THE PLATFORM OFFER YOU?**

- ✓ Access to a large business community.
- ✓ Direct chat and networking.
- ✓ Events and Experiences Agenda
- ✓ Personalized information for your business.
- ✓ Dissemination of content and offers.
- ✓ Exclusive content for companies.



## ECOSYSTEM OF SECTORS



- Agriculture and Food (5%)
- Automotive and Mobility (6%)
- Banking, Finance and Insurance (8%)
- Retail and Consumer Goods (19%)
- Communication, Marketing and Media (3%)
- Construction and Infrastructure (20%)
- Consulting and Professional Services (11%)
- Education and Public Sector (2%)
- Healthcare and Life Sciences (2%)
- Technology and Electronics (9%)
- Tourism, Hospitality and Leisure (15%)

# MEMBER BENEFITS



## EXCLUSIVE MEMBERS-ONLY EXPERIENCES AND EVENTS

Access to networking events reserved for Business Club members.



## ACCESS TO THE OFFICIAL BUSINESS CLUB APP

2 credentials to use the club app and connect with members and opportunities.



## HIGH IMPACT NETWORK

Privileged contact with Club members.



## PREFERENTIAL RATES ON BARÇA VIP TOURS EXPERIENCES

Unique advantages with Barça Tours experiences: Players Experience, Match Day Tour, Barça Sky Tour.



## END OF SEASON MATCH AT BARÇA FACILITIES

End-of-Season Match at FC Barcelona.



## ACCESS TO THE PURCHASE OF THE EXCLUSIVE VIP PRODUCT PACK

Possibility of purchasing VIP product exclusively for Business Club members.



## SPECIAL RATES ON ELITE EXECUTIVE TRAINING

Special rates in the Executive Education programs of BIHUB, the educational division of FC Barcelona.



## ADDITIONAL CLUB BENEFITS

Complementary services, invitations and discounts (BQ and Women).



# ELITE

MEMBER



**3900€**  
for a 12-month  
service. VAT included



**2 credentials**  
for the official  
application



**2 assistants**  
per event\*



**2 subscriptions**  
to Culers Premium  
for 1 year

\*Limited places according to  
the capacity of the event.

**For more information,  
please contact:**

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**THANK YOU**