



NOTA
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ENDESA TO POWER EUROLEAGUE BASKETBALL FOR THE NEXT THREE SEASONS

Madrid, 18 May 2017. Endesa, a leading company in the energy sector, has joined forces with Euroleague Basketball to partner for the next three seasons, until 2020.

The Spanish company, which has traditionally been committed to supporting basketball through numerous events and sponsorships, jumps now to an official regional sponsorship of both the Turkish Airlines EuroLeague and 7DAYS EuroCup.

According to the agreement, the Endesa brand will be present at each of the competitions' events at Spanish venues as well as on broadcast and digital platforms. Off the court, Endesa is truly committed to upgrading the fan experience in both the EuroLeague and EuroCup by creating unique content to engage fans and by sponsoring events throughout the season.

With this announcement, Endesa joins a Euroleague Basketball family of partners that features industry leaders in several different business sectors who have already seen their footprints boosted by the expanded league formats launched in the 2016-17 season.

"We are very happy to welcome Endesa, a true basketball supporter, to the Euroleague Basketball family," Roser Queraltó, Chief Business Development Executive at Euroleague Basketball, said. "The trust that major brands like Endesa are placing in Euroleague Basketball to reach a worldwide audience is constantly growing. They see that our leagues perfectly connect to the fans with a quality message that speaks their language. The new formats launched this season in both leagues offer brands an even greater opportunity to make those connections in the most efficient way."



"Every time that a Spanish basketball fan lights up after his team wins, Endesa is there to celebrate with him. If that success takes place in the EuroLeague, one of the most-followed competitions, our interest doubles." Alberto Fernández Torres, Endesa's General Director of Communications, said . "Endesa's commitment to this sport has gone beyond the 'sponsor' concept to become an alliance on and off the court that consolidates and grows with this new step."

About Euroleague Basketball

A global leader in sports management, Euroleague Basketball develops and organizes elite competitions, sporting events, corporate social responsibility programs and educational initiatives. Founded in 2000 under a breakthrough private organizational model for European professional team sports, Euroleague Basketball manages the continent's two premier men's basketball competitions, the Turkish Airlines EuroLeague and 7DAYS EuroCup, as well the sport's premier under-18 showcase, the Euroleague Basketball ADIDAS NEXT GENERATION TOURNAMENT. Both the men's and junior European champions are crowned each spring at world basketball's signature weekend event, the Turkish Airlines EuroLeague Final Four. For aspirants to careers in sports management, the Euroleague Basketball Institute offers the expertise of industry leaders through seminars, clinics, summits and a certified master's degree program. Most recently, Euroleague Basketball launched the ground-breaking corporate social responsibility program One Team, which unites 28 of its own clubs and world-renowned partners to support at-risk communities in 10 countries through grass-roots activities that have reached more than 12,000 participants to date.

Endesa and Basketball

In July 2011, Endesa reached an agreement with the ACB (Asociacion de Clubes de Baloncesto) to become its sponsor since the start of the 2011-12 season, in all official competitions organized by the ACB.

Three years later, this project was continued in what has been the biggest business agreement in Spanish history. The agreement linked both entities until the end of the 2016-17 season, and Endesa become the Spanish League and the Spanish Supercup's title sponsor.

Endesa is also a partner of the Spanish Basketball Federation (FEB) and the Spanish national team since June 2012. Since then, it has taken part in a good number of projects, especially in the 2014 FIBA World Cup, hosted in Spain. This agreement was renewed in 2015, adding the "Universo Mujer" program, which promoted Spanish women's basketball. In 2017, the Spanish women's league playoffs have also been named by Endesa.



It has also committed itself to promoting youth basketball to support the youngest fans, which is shown by taking part in child and youth tournaments like 'Minicopa Endesa' and 'Endesa's Club Championship'.

With the goal of entertaining, informing and creating a community for all basketball fans, Endesa started actions like "Colgados del Aro", a basketball-related content generator addressed to all fans, published on Experience Endesa TV's YouTube channel, which is hosted by Juan Manuel López Iturriaga y Antoni Daimiel.