

**S1E**

SPORTONE EVENTS

# INCENTIVE TRIP MADRID

Everybody lives their own sports history. This is yours.

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# 1. SPORTONE EVENTS - YOUR PARTNER FOR HOSPITALITY & INCENTIVES

- SportOne Events was founded as agency for sport events in 2011
- Our headquarters are in Barcelona - since July 2016 we are represented in Switzerland
- A team of three partners and numerous employees care about your welfare
- Our Account Managers are former professional athletes having worked in the sports industry for many years
- Our portfolio mix is made out of the most popular sports, and we collaborate with official right holders

## TICKETS & TRAVEL SERVICES

We are an agency offering tickets and travel services for chosen sporting events around the globe

## TAILOR-MADE INCENTIVE TOURS

We organise tailor-made incentive tours to Barcelona & Madrid for companies wanting to surprise or reward their employees and customers with an unique experience

## PURE EMOTIONS

We offer emotions as a gift, and make sporting events unforgettable – for sponsors, companies and individuals



## OUR DNA

Based on Spanish passion and Swiss precision, we bring you to the heart of the action, where just a few seconds decide whether there will be victory or defeat, joy or disappointment

## OUR COMMITMENT

- ✓ We advise you which event best suits your budget as well as your needs/wishes
- ✓ We assist you in English, German, French, Spanish and Portuguese
- ✓ One face to the customer - one Account Manager for all your needs
- ✓ We get back to your inquiries and requests within 24h

## OUR AIM

Being recognised as the most reliable hospitality partner for sport events by building up continuous and last-longing relationships with our associates



## GUARANTEE



We work exclusively with official rightholders, which gives you absolute security

## TIME



We provide full support before, during and after the event, giving you the opportunity to take care of other things

## KNOW HOW



We check the best alternatives for you, so that you only have to select on our recommendation

## LANGUAGES



We communicate for you in seven languages across all continents and time zones

## NETWORK



Thanks to our network you get the best possible conditions, that you would not get elsewhere

## QUALITY



We guarantee the highest quality and best service. All inquiries are answered within 24 hours, even on weekends

## 2. MADRID - THE IBERIAN CAPITAL

VISIT THE WORLD-FAMOUS  
**SANTIAGO BERNABÉU**  
AND GAPE IN ASTONISHMENT  
MARVELLING **LUKA  
MODRIC, EDEN  
HAZARD & CO**

**CHARMING & PULSATING,  
COSMOPOLITAN & TRENDY**

EXPERIENCE **TOLEDO**, THE “CITY OF THREE CULTURES”, WITH AN  
**ENCHANTING OLD TOWN** DATING FROM THE MIDDLE AGES

**RICH CULTURAL  
OFFERING**

COMBINES A **MODERN INFRASTRUCTURE** WITH  
A **PICTURESQUE HISTORICAL OLD TOWN**  
AROUND THE FAMOUS **PUERTA DEL SOL**

**ELEGANT  
BOULEVARDS &  
MANICURED PARKS**

# 3.1 TRAVEL ITINERARY - EXAMPLE

	FRIDAY	SATURDAY	SUNDAY	MONDAY
MORNING	<b>ARRIVAL &amp; CHECK-IN</b> <ul style="list-style-type: none"> <li>Meet &amp; Greet at the airport</li> <li>Transfer to the hotel</li> <li>Check-in</li> </ul>	<b>BREAKFAST</b> Breakfast at the hotel	<b>BREAKFAST</b> Breakfast at the hotel	<b>BREAKFAST</b> Breakfast at the hotel
MID-DAY	<b>LUNCH</b> Lunch at a local restaurant	<b>ACTIVITY 1</b> <b>ACTIVITY 1</b>	<b>ACTIVITY 2</b> <b>ACTIVITY 2</b>	<b>ACTIVITY 3</b> <b>ACTIVITY 3</b>
AFTERNOON	<b>LEISURE</b> Time on your disposal (shopping, etc.)	<b>LUNCH &amp; TRANSFER</b> Lunch at a chosen restaurant and transfer to the stadium	<b>LEISURE</b> Time on your disposal (shopping, etc.)	<b>LUNCH &amp; LEISURE</b> Lunch at a restaurant followed by leisure/time on your disposal
EVENING	<b>DINNER</b> Exclusive dinner at a chosen restaurant	<b>MATCH REAL OR ATLÉTICO MADRID</b> Enjoy a home game of Real or Atlético Madrid	<b>DINNER</b> Exclusive dinner at a chosen restaurant	<b>TRANSFER &amp; DEPARTURE</b> Transfer to the airport and flight back



**Make your guests' dreams come true and visit the famous Santiago Bernabéu Stadium, home of Real Madrid - or the brand new Wanda Stadium, where Atlético is playing.**

**When the Real Madrid's attacking frontline combines together with their magicians in the midfield to fight their way through the other team's defence, an exciting spectacle is guaranteed. On the other side of the city, los colchoneros (nickname for the fans of Atlético) are well known as hotheads beyond Spain. The game will be held either on Saturday or Sunday. The exact date and time will be publicised around three weeks before the game.**

**You can choose between a VIP entry ticket, which includes a visit to a lounge or a private skybox as well as hot and cold buffet, or tickets only, with best view on the pitch. After the match we will pick you up and bring you back to the Hotel/Restaurant.**

# 3.3 HOTELS



# HOTEL UNICO

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This “unique” hotel awaits you right on Madrid’s “Golden Mile”. It is housed in a 19th-century palace which was transformed into this luxurious 44-room boutique hotel a few years ago. Its elegant facade conceals a regal interior architecture with modern rooms that boast high ceilings and large windows.

The building’s elegance, shown in its stately mainstaircase and the marble mosaics in its public areas, coexist with the absolute quality of its spacious rooms in which warm, neutral colours make the guests feel as if they were staying in one of the aristocratic private residences of the upscale district of Salamanca, where it is indeed located.



# THE PRINCIPAL

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The Principal Madrid Hotel is much more than a luxurious modern boutique hotel. Its prime location in the heart of Madrid, its exclusive entrance, and its 76 elegantly appointed rooms make it the place to stay for your visit at the capital.

The stunning Terraza (rooftop terrace, 7th floor) and the Ático Restaurant (penthouse, 6th floor) boast the best panoramic views of downtown Madrid.

It's in the restaurant where avant-garde haute cuisine meets classic cocktails coupled with the best music, which are reasons enough not to miss the opportunity of discovering this renovated building, now one of the capital's must-see sights.



# HOTEL WELLINGTON

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The Hotel Wellington greets you with unparalleled luxury and a prime location in Madrid's famed Salamanca neighbourhood - just moments away from Retiro Park, as well as superb shopping and fascinating attractions.

The rooms and suites of Hotel Wellington in Madrid boast sophisticated design and a wide range of wonderful amenities.

Be sure to sample the award-winning flavors in the onsite restaurants during your stay, and of course, no visit to the Hotel Wellington Madrid is complete without spending some time in the rooftop urban garden – the largest of its kind in the world.





# RAMON FREIXA

The Ramon Freixa is housed in the Hotel Único, a 19th century mansion which was converted into a 44 bedroom luxury boutique hotel. With an extraordinary location in the middle of Madrid's "Golden Mile", excellence in service is a distinguishing hallmark of this restaurant.

The Ramon Freixa restaurant has been awarded two Michelin Stars. In the kitchen there is daring, innovation and wisdom, as well as impeccable technique and a number of visual and sensory tricks. A blend of tradition and avant-garde, madness and common sense in perfect harmony.



# BOTÍN

Botín Restaurant, which was founded in 1725, is the oldest in the world according to the Guinness Book of Records and one of the touchstones of Madrid's traditional cuisine. Over the years it has won numerous awards and recognitions.

Today, the business is being run by the third generation of the González family: Antonio, José and Carlos. All of them are dedicated to achieving Botín's age-old commitment to not only spoiling the stomachs of their guests, but also reaching their hearts for at least three hundred more years to come.



# CASA LUCIO

Right in the heart of Madrid, Casa Lucio has become an attraction of the capital, a must for tourists and a meeting point for locals. The street where it is located, the Cava Baja, is one of the oldest in Madrid, and already known in the seventeenth century for being the end and beginning of the way for mail carriers starting to different locations of Spain.

The building of Casa Lucio itself also has an undeniable history. In 1720 it was the legendary “Posada de San Pedro”, popularly known as “Meson del segoviano”. Well into the twentieth century, it became a meeting place for writers and different personalities of Madrid’s life.



*En esta casa, una de las calles más  
pretas de amigos y contertulos de las  
más altas, a localidades de Toledo, Segovia y*

*En la fauna que ocupa "Casa Lucio" entre  
que se vivían la posada de San Pedro ya e  
dada origen al "establecimiento de Blasco", conve  
dinámica de actividades apoyadas a su efecto d*

*En el momento del nacimiento nació se día a  
en el primeros amigos nacidos como Calera  
expañola y la vida madrileña. En el momento  
expañola y española en un curso de madur  
en punto obligado del momento histórico. El  
rapor de ajá (rapor más del momento),  
quedan.*

*El momento de los años 70 el momento fue a  
y para a llamada "Casa Lucio". Su estilo  
plano de la cocina madrileña. Escal de ma  
ocurren desde una tradición.*

**3.5 ACTIVITIES**



## Helicopter Sightseeing Flight

You will fly in a helicopter over the capital city of Madrid and the hilly, green surroundings. Get an outstanding panoramic view from the air of the places you have been to on foot. Offer available on request.

## Museum Real Madrid

A must for every football fan. The Real Madrid museum displays trophies from the club's history, which goes back over a hundred years. As well as the president's box, dressing rooms and other places of interest, you will have the chance to step onto the holy pitch at the Santiago Bernabéu.

## City Tour Toledo

One day in Toledo is never enough. The famous "city of three cultures" is situated not far from Madrid. What makes its historic old town, declared a UNESCO world heritage site, so enthralling is the fact that the entire layout of its streets has remained unchanged since the Middle Ages.

## Madrid & Culture

We offer a wide range of different guided tours through the museums, palaces and other historical and cultural sites of Madrid. These private guided tours offer you a chance to discover and experience the varied and vibrant culture of the capital of Spain.

## City Tour Segovia

An hour and half's drive from Madrid passing through the Guadarrama mountain range you will find the City of Segovia with its fairy tale Alcazar, the Roman Aqueduct, 15th century Cathedral, pretty plazas, medieval city wall and in the afternoon the tour includes a visit to the Versailles styled Palace of Granja with its beautiful gardens.

**3.5 ACTIVITIES**



## Jarama Drive Experience

The Jarama Circuit, located close to Madrid's city center, hosted the Formula 1 Grand Prix of Spain until 1981. Today you can benefit from driving with a Ferrari or another vehicle on this circuit - combined with the use and enjoyment of the VIP areas, catering services and different complementary activities.

## El Prado Museum

You will be taken by an experienced tour guide through the halls of the El Prado museum, the most popular museum throughout Spain. In the spectacular Prado Museum, works are exhibited by some of the most famous painters in the world - such as Rubens, Rembrandt or Raphael.

## Flamenco Show

You will be picked up from the hotel and taken on a panoramic tour through Madrid, before heading to an internationally renowned flamenco restaurant, where you will watch a fascinating show - crowned by a 3-course menu. After the culinary delight you will have time to explore the exciting nightlife of Madrid.

## Tapas & Wine in the Surroundings

Discover the charming area around Madrid, with its wide, expansive agricultural landscapes and scattered white villages - far away from mass tourism. This tour includes a charming taverna and family bar, where the best tapas in and around Madrid are offered in a cosy atmosphere.

## Walking Tour Madrid

Join a guided walking tour and become lost in different parts of Madrid that you would not have visited alone. You will discover Madrid of the Middle Ages, Madrid of the Habsburgs and the Bourbon kings, its parks and gardens - or the places frequented by its writers and artists.

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**LET US TAKE YOU ON A JOURNEY FULL OF EMOTIONS  
- AND BE PART OF AN UNIQUE EXPERIENCE!**

**HAVE YOUR OWN KICK-OFF TODAY AND RECEIVE  
FROM US YOUR TAILOR-MADE OFFER!**

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