

Supporting football and its key players

*Our financial solutions for operators
in the sector*



We believe in sport and its values

Banca Ifis promotes Sport and its power to generate positive impacts con communities

Sport is of great importance and interest to Banca Ifis, as it fully aligns with its values and generates positive effects for communities in areas such as education, health and prevention, inclusion, and integration.

For this reason, the Bank is actively involved in various initiatives on a daily basis that focus on sport and its impact – both economic and social – such as the **“Observatory on the Italian Sport System”**.

Supporting sports clubs, events, community initiatives

For several years now, Banca Ifis has been committed to **supporting sports clubs, events, and socially driven initiatives** with a sporting focus through donations and sponsorships. Some examples include:

	SPORTS CLUBS U.C. Sampdoria (football), Umana Reyer Venezia (basketball), APU Udine (basketball), Luiss SSD (football), Tor Tre Teste (football)
	EVENTS Ravano Tournament, Golf Club Villa Condulmer
	COMMUNITY INITIATIVES Upgrade of the football pitch at the Opera Don Bosco Sampierdarena Institute of Genoa

Young athletes

For more than three years, Banca Ifis has **supported medal-winning junior athletes from CONI** through the awarding of scholarships. Similar initiatives have also been launched in collaboration with U.C. Sampdoria and Luiss SSD, all aimed at assisting young athletes in both their educational and sporting development.

Completing these efforts is the **‘Social Impact Measurement Model’**, a tool developed by the Bank in partnership with the **Polytechnic University of Milan**. This model enables the measurement of the positive outcomes generated by these projects.

SPORT



Financial solutions for the operators of the sports ecosystem

Liquidity management solutions

Factoring or credit advances are versatile financial products that can be applied in various contexts. Within the sports sector, these solutions are tailored to the specific needs and characteristics of sports clubs. Below are some examples of their application:

TV rights

For companies working with public or private broadcasters, a factoring contract enables the assignment of receivables from TV rights (if managed directly), or the advance payment of contracts agreed with the leagues.

Sponsor partnerships

Commercial partnerships with sponsors are a fundamental element in the sporting world. The advance payment of contracts and the assignment of receivables—either from sponsors directly or via the leagues—are effective solutions for optimising a sports club's cash flow.

Sports Medicine

For companies operating a dedicated sports medical centre, it is possible to assign receivables arising from insurance premium claims.

Buying and selling of players

Receivables arising from the direct sale or purchase of players can be assigned, provided they involve foreign clubs. For transactions within the domestic market, receivables may be mobilised based on the balances certified by the league.

Additionally, for companies with ongoing supplier relationships and significant purchasing volumes, **reverse factoring** can be a useful solution for managing trade relations and streamlining payment processes.

Equipment leasing

Companies can benefit from leasing for equipment used in stadiums, sports halls, or for medical devices in sports medicine facilities.

Flexibility and financial guarantees

Clubs can take advantage of flexible cash management through *Ifis Impresa Conto Corrente*, allowing for greater control over expenses. Additionally, if the league demands a guarantee for investments during player transactions, sports clubs may ask for a guarantee to ensure protection for all parties.



Specialised expertise for tailored solutions

Wide range of products across the entire value chain with a high level of customisation.



Leadership in player trading activities

Vertical expertise in evaluating **player trading** operations, a deep understanding of key stakeholders and the mechanisms along the value chain, and a wide range of products (e.g. factoring, confirming, guarantees).



Liquidity for ordinary Club operations

Modular and dedicated offer according to specific needs, capable of supporting Clubs in their ordinary operations by anticipating receivables deriving from **TV rights and sponsorships**, as well as traditional credit lines and financing solutions.

Products dedicated to the entire Sports Ecosystem

Availability of a **wide range of products** that, thanks to in-depth experience in the sector and in specific Business Models, can also be configured for other operators in the Ecosystem (e.g. leagues, federations, ...).



Financial solutions for providing key assets

Leasing & Rental solutions tailored to specific needs, supporting the renewal of key assets for Clubs (e.g. coaches, gym/medical equipment, etc.), employees, and players (e.g. cars, PCs, smartphones).

SPORTS

Thanks to our experience,
we support the world of sport
with dedicated proposals.

How can you reach us for sports-related services?

**Send an e-mail to filodiretto@bancaifis.it, or contact us
on Direct Line 800 712 433.**

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bancaifis.it



Download the latest edition of the Italian Sport System Observatory

