



Sportqare x JC Ferrero Tennis Academy

Sportqare has an official partnership with the JC Ferrero Tennis Academy, offering individuals and brands the opportunity to join one of the world's most esteemed tennis academies. This collaboration provides a chance to refine tennis skills, enhance brand image, and achieve high-quality visibility among a global audience.



The Academy:

A Tranquil Oasis for Tennis Excellence

1

Idyllic Setting

The Academy is located just 5 minutes from Villena and 30 minutes from the beach and Alicante airport, providing the perfect environment for players to develop their skills in a safe and serene setting.

2

Top-Notch Facilities

The Academy boasts lush gardens, impeccably maintained courts, and a tranquil atmosphere, ensuring players can focus on their training without distractions.

3

Experienced Staff

The Academy's outstanding technical staff, with backgrounds in the WTA and ATP, works tirelessly to meet the personalized needs of each player, helping them reach their full potential.



The Ferrero Advantage: Legacy and Family

Legacy of Success

The Academy's unique advantage is the legacy of success, with Juan Carlos Ferrero, a former world No. 1 player, overseeing the training and development of players at the Academy.

Family Atmosphere

For over 30 years, the Academy has fostered a family-like environment, where staff and players live and learn together, creating a supportive and nurturing community.

Personalized Training

The Academy's flagship Competition program offers highly personalized training, with players supervised by a team of certified coaches, fitness trainers, physiotherapists, and sports psychologists.



The Ferrero Advantage: Legacy and Family



“En Equelite me considero uno más de la academia y eso me ayuda a estar enfocado en mi trabajo, que es el tenis. El trato de los trabajadores hacia los jugadores es único. Te hacen sentir parte de una gran familia”

Carlos Alcaraz - N°1 del Mundo (2022)

Coaching and Training

Personalized Training

The Academy has a limited number of spots in the annual competition program due to highly personalized training. A training and competition plan is developed based on the player's age, level, and goals.

Innovative Technology

The Academy utilizes the Playsight intelligent court technology system, the same used at all Grand Slam tournaments, for on-court training, analysis, and goal-oriented development.

1

2

3

Experienced Staff

The Academy's team of certified professionals from prestigious global organizations work under the direction of Juan Carlos Ferrero and Antonio Martínez Cascales, who reside on-site.



Comprehensive Programs for All Levels

1

Competition Program

The Academy's Competition program is designed for players with the ambition to improve their playing style, offering personalized training and tournament plans.

2

Education Integration

The Academy provides the opportunity to combine tennis training with on-site distance learning, allowing players to pursue their academic goals alongside their athletic development.

3

Recreational Options

For those interested in a more social or recreational approach, the Academy offers programs such as Mini-Tennis, recreational tennis, and padel activities.

4

Summer Stages

During the summer, the Academy hosts the Summer Stage Competition, where children aged 8 and above can train like professional players.



Coaching Excellence and Innovative Technology

Personalized Training

The Academy's highly qualified coaching staff, including certified professionals from prestigious global organizations, work closely with players to develop personalized training and competition plans.

Playsight Technology

The Academy utilizes the Playsight intelligent court technology system, the same innovative tool used at all Grand Slam tournaments, to enhance on-court training and analysis.

Comprehensive Support

Players at the Academy receive comprehensive support, including technical, tactical, mental, and physical training, as well as access to physiotherapy, injury prevention, and psychological services.



Brand Opportunities

Coaches and Players

Brands can gain visibility through the Academy's coaches, who travel with the players, and by supporting promising players with the potential for growth.



Tournaments

The Academy hosts over 25 tournaments each year, including the ITF Junior J300 Memorial Eduardo Ferrero and the ATP Ferrero Challenger, providing significant national and international exposure for sponsors.



Padel Program

The Academy's parallel padel initiative, led by top-ranked players, offers additional opportunities for brand visibility through on-court presence and tournament sponsorships.



Tournaments and Visibility for Brands



Branding Opportunities

The Academy offers a range of promotional opportunities for brands, including court branding, apparel sponsorship, and visibility at tournaments held on-site.



Tournaments and Events

The Academy hosts numerous tournaments throughout the year, including the ITF Junior J300 Memorial Eduardo Ferrero and the ATP Ferrero Challenger, providing excellent visibility for sponsors.



Padel: An Innovative Initiative



World No. 1.
Paula José María



Padel Program

The Academy has recently launched a parallel initiative focused on padel tennis, recruiting players from various countries and hosting both social and federated tournaments.



Competitive Opportunities

The padel program at the Academy offers competitive opportunities for players, with the current top-ranked female player and an all-time great in the sport leading the initiative.



Branding Visibility

The padel program provides additional avenues for brand visibility, including on-court presence with coaches and players, as well as through the hosting of tournaments.



Join the Ferrero Family

1

Explore Opportunities

If you're interested in becoming part of the Ferrero team, we invite you to contact us to discuss tailored collaboration opportunities that meet your needs for a win-win partnership.

2

Become a Partner

By joining forces with the JC Ferrero Tennis Academy, you can gain access to a world-class facility, talented players, and a strong brand presence, all while contributing to the development of the next generation of tennis champions.

3

Experience Excellence

Discover the unique advantages of the Ferrero Tennis Academy, from its legacy of success to its family-like atmosphere and be a part of the journey towards tennis greatness.



Join the Ferrero Family



PRESS "PLAY" FOR VIDEO

