



# **COMPANY OVERVIEW**



# TERRITORY



Monza is a historic city of around 130,000 inhabitants, internationally known for landmarks such as Monza Park, the Royal Villa and the National Autodrome.

Its proximity to Milan, one of the world's leading global cities and fashion capitals, further enhances its appeal as a tourist destination. Monza is also the capital of Brianza, one of the most dynamic and affluent areas in Europe, with over 800,000 inhabitants and more than 60,000 active companies.

From a geographical standpoint, Monza benefits from a highly strategic location: it is well connected to Northern Italy's main airports (Linate, Malpensa and Orio al Serio) and sits at a key junction of the national motorway network, making it easily accessible from across the country.





# THE STORY

OVER A CENTURY OF HISTORY, STILL PLAYING YOUNG



**3**



**1912**

**42**



**42**



**1979**



**CLUB FOUNDATION**



**THE GREAT 70'S**

**2022**



**PROMOTION TO SERIE A**

**2023**



**11<sup>TH</sup> PLACE IN SERIE A**



# MONZA DRIVE - OUR PHILOSOPHY



## DIRECTION

KNOWING WHERE TO GO

## CONTROL

GOVERNING SPEED, NOT BEING  
OVERWHELMED BY IT

## PERFORMANCE

TRANSFORMING METHOD AND  
INNOVATION INTO RESULTS

## VISION

*To become a club internationally recognized as a model of sporting, technical, and cultural innovation, capable of developing sustainable performance and a strong identity at every level of the organization.*

## MISSION

*To build an integrated and coherent football ecosystem, from the first team to the youth sector and affiliated clubs, based on method, expertise, and innovation.*

## POSITIONING

*AC Monza is the club that leads change.*

*A brand that is not reactive, but proactive; not nostalgic, but future-oriented.*

*International in mindset*

*European in football culture*

*Monzese in DNA*



# INFRASTRUCTURES



Throughout recent years the Club has carried out many works in order to renovate both the stadium and the training centre. The restyling interventions carried out in recent years have led AC Monza to have some of the best facilities in Europe.





# U-POWER STADIUM



The U-Power Stadium has a total capacity of 17.102 seats. The stadium has already hosted major UEFA events, including two matches of the UEFA Women's Champions League and the Italy vs Sweden fixture in the UEFA U21 European Qualifiers.



In 2025 the Club has been awarded the "Serie A Most Valuable Field" award.





# MORE THAN A STADIUM



The stadium lounges are used during match-day to welcome guests of sponsor companies, corporate clients and all those who look for a premium experience during Monza's home matches.

Thanks to its strategic location and high-quality facilities, the stadium has evolved into a year-round destination, open 365 days a year beyond matchdays. In addition to housing the Club's offices, it successfully hosts more than 100 events annually, including corporate meetings, exhibitions, conferences, gala dinners, and private events.

**7 LOUNGES**

**4 SKY BOXES**

**>2000 PREMIUM SEATS**





# TRAINING CENTRE



The Centro Sportivo Silvio e Luigi Berlusconi - Monzello stands as one of Italy's most advanced football training facilities. It is amongst the very few capable of hosting, on a single site, all daily activities of the First Team and the Youth Academy.

Spanning over 100,000 square meters, the centre welcomes more than 500 people every week, including athletes and staff, and hosts an average of eight matches every weekend. With nine pitches (four of which with synthetic turf), three gyms, a dedicated goalkeeper training zone, specific high-intensity workout areas and twenty locker rooms, the centre has experienced a significant transformation to meet the highest standards of performance and functionality.

Recent developments include the construction of a sustainable gym for the First Team, the opening of a fan zone for supporters, and the creation of a new green area on leased land, partially open to the public. Additional amenities include a bistrot, offices, a video room, a lounge, a club shop, a bar, and a redesigned reception area reflecting the Club's visual identity.

The full street address of our training ground is via Ragazzi del '99 14, 20900 Monza (Italy).

## C.S. SILVIO E LUIGI BERLUSCONI - MONZELLO





# INSIEME AL MONZA



The Club strongly believes in **future generations**, and for this reason there is an increasing number of **initiatives** dedicated to the young members of the community, focused on the Club's **core values**:

**RESPECT**

**LOYALTY**

**EDUCATION**

**SENSE OF BELONGING**



# YOUTH FOOTBALL ECOSYSTEM



**12 MALE SQUADS**



**5 FEMALE SQUADS**



**>40 AFFILIATED CLUBS**



# GENERAZIONE MONZA



Generazione Monza is a project designed to bring young people closer to football and the positive values of sport, through the establishment of a dedicated section within the U-Power Stadium. This section is conceived as a place to promote respectful support and fair play, allowing young fans to enjoy the matchday experience in a positive environment.



Since 2019, on the the first day of school, AC Monza has been gifting a branded pencil case complete with school supplies and stationery to all first-grade students attending public and private schools in the city.

**8.100** GIFTED PENCIL CASES

**363** CLASSES INVOLVED



In addition, since 2019 more than 150 fourth and fifth grade primary school classes have taken part in the IO TIFO POSITIVO project, an initiative carried out in collaboration with the City of Monza to educate students and parents on the positive values of sport.



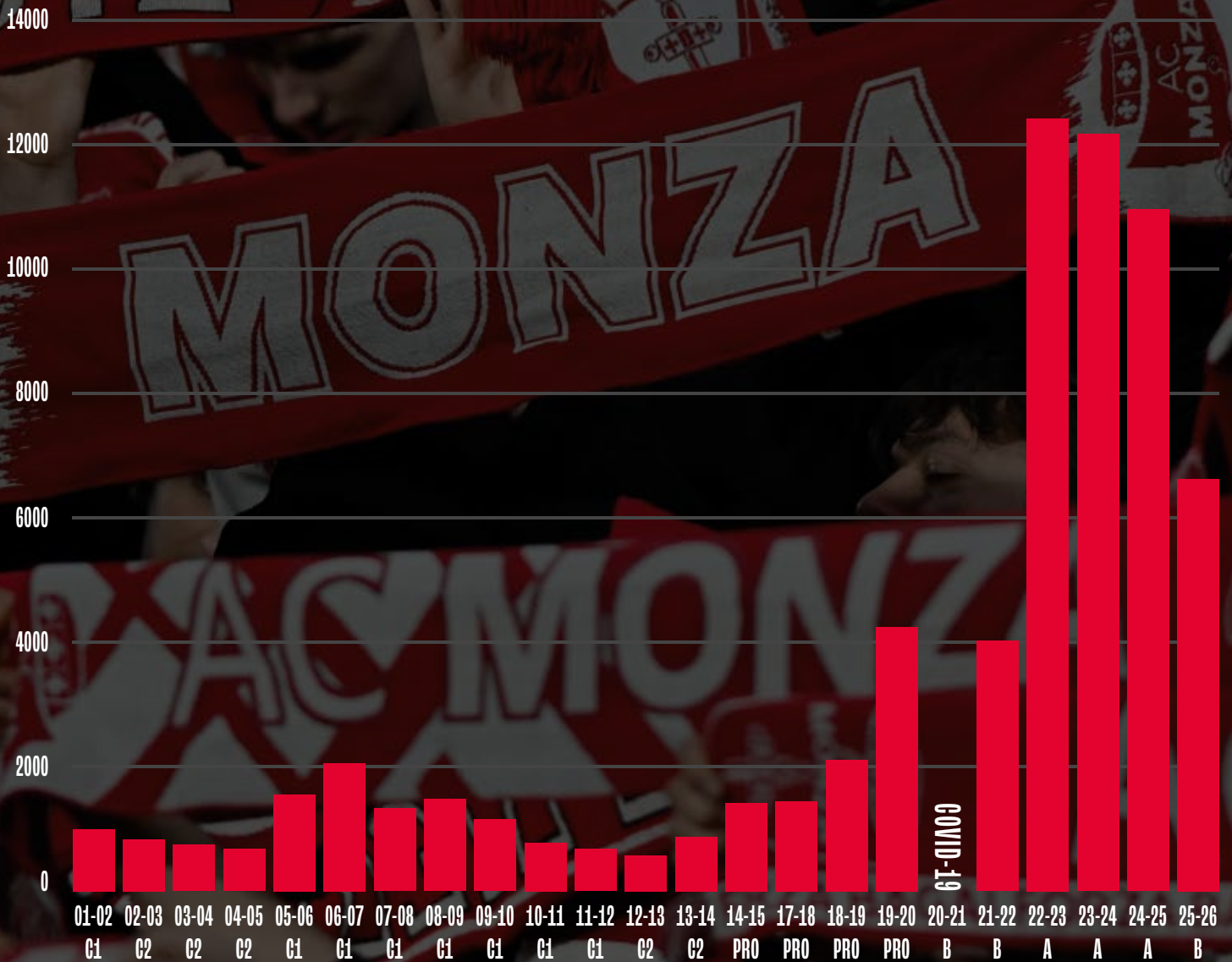


# STADIUM ATTENDANCE



## AVERAGE ATTENDANCE

**2001 - TODAY**





# AUDIENCE



## FIDELITY CARD

**21K**  
CARDS ISSUED

**45%**  
UNDER 40 HOLDERS

## TV AUDIENCE

**18M**  
YEARLY TOTAL TV AUDIENCE IN SERIE A

## WEBSITE & CRM



**> 600K**  
YEARLY ACTIVE USERS



**165K**  
UNIQUE REGISTERED USERS

## SOCIAL MEDIA



**> 50M**  
YEARLY REACH

**> 1M**  
FOLLOWERS



# MAIN PARTNERS THROUGHOUT THE YEARS



AC Monza is a business platform that connects over 200 companies each year, spanning different industries and sizes, united by a shared passion for the white and red colours. The Club's business ecosystem creates tangible opportunities for networking, business development, brand visibility and much more.



