THE NEXT EURO STEP

PROPOSAL FOR SPORTS CLUBS AND LEAGUES · CLUB PACKAGE

Your club in Madrid

12 players and 2 coaches · Madrid, July 1–14, 2027 · The club contributes a share, families the rest

12 + 2
players and coaches

from $1,500
club share per player

$7,900
per player, all included



1 · THE SITUATION

What we understand about your club

Talent that needs a bigger challenge

Your best players aged 15 to 23 need to train and compete at a higher level so they don't plateau, or leave for another program.

Coaches who want to grow

Your staff wants serious training, but a certification in Europe costs time and money the club doesn't always have.

A trip nobody can pay for alone

Two weeks in Europe cost more than many families can pay alone, and the club can't cover it all.

Every dollar has to work, and show

Before committing budget, the club needs to know what it pays, what families pay and where the money goes.

2 · THE IDEA

A co-funded Club Package: the club invests a share, families pay the rest

Your club enrolls a group of 12 players and chooses how much it contributes per player: US$1,500, US$3,000 or a full scholarship. Families cover the rest and their flight. Two club coaches travel at no program cost and come home certified. Open pricing, costs in plain sight and a single deciding date: March 15, 2027.

US$7,900
price per player, everything in Madrid included

2
club coaches included, with 13 nights and certification

from US$1,500
club contribution per player

2.7 %
our budgeted margin

3 · HOW IT WORKS

A complete package: 14 days in Madrid for 12 players and 2 coaches

From July 1 to 14, 2027 players train with Dr. Rafael Navarro's academy coaching staff, compete under FIBA rules and are assessed at the start and the end. The club's coaches chaperone the group and get certified in parallel.

For each player · US$7,900

- 13 nights in a residence with full board; separate wing for minors
- 5 hours a day on court and FIBA games
- CanteraScan™ start and end assessment, with a report
- Bernabéu, Toledo and an amusement park; group dinners
- Official kit, eSIM, medical and sports insurance, transport in Madrid
- Certificate and digital badge

For 2 club coaches · included

- Lodging and meals for 13 nights with the group
- 30-hour certification in the academy method, with a diploma endorsed by a Spanish academy
- Outings, kit and travel insurance
- Access to their players' assessments
- The certification alone is US$2,550 per coach: US$5,100 the club doesn't pay

Options	Price (USD)	Note
Essential Pro per player	+600	Highlight video, photos, written report and review; each family chooses
Extra player (13 to 20)	7,900	With 18 or more, a third coach included
Extra coach	2,550	Certification with lodging and meals

3 · HOW IT WORKS: WHO PAYS WHAT

The club picks its contribution level; families know today what their share is

Level	Club pays per player	Club total (12)	Family: program	Family: estimated total*
Boost	1,500	18,000	6,400	≈ 7,900
Talent (recommended)	3,000	36,000	4,900	≈ 6,400
Full scholarship	7,900	94,800	0	≈ 1,500
No contribution (reference)	0	0	7,900	≈ 9,400

* Program + a round-trip flight estimated at US$1,250 (average July fare to Madrid from Mexico City or Dallas; US$1,000 to US$1,400 by city and booking date) + about US$250 in personal spending. Custom: the club can contribute different amounts per player, for example full scholarships for its top 3.

Example at the Talent level: how one player's trip is split (USD) **Total ≈ US$9,400**



Club contribution
US$36,000 for 12 players

Family share
deposit + 2 payments or monthly

Flight + spending
family, estimate

Payment schedule

Who	On signing (by Feb 15, 2027)	March 15, 2027	May 1, 2027
Club	50 % of its contribution	50 % of its contribution	—
Each family	US$1,500 deposit on acceptance	Half of the rest of its share	Other half + Essential Pro, if chosen

Families can also pay their share in interest-free monthly installments. With a full scholarship, the family only pays its flight and spending. Guarantee: if on March 15 there are not 12 players with a deposit, 100 % is refunded to the club and the families.

3 · HOW IT WORKS: WHAT TO ASK OF YOUR PLAYERS

A clear list for families, with no surprises

1. Their share of the program

US$7,900 minus the club's contribution. Paid directly to The Next Euro Step: a US$1,500 deposit and the rest in two payments or monthly.

2. Round-trip flight to Madrid

About US$1,000 to US$1,400 in July. We offer an optional group flight from Mexico City, Monterrey and Dallas; booking before March helps.

3. Passport and permits

Passport valid until January 2028. Minors: Mexico's SAM form or a notarized letter (US). Mexico and the US need no visa.

4. ETIAS authorization

The EU plans to launch ETIAS from the last quarter of 2026: €20 for travelers over 18, free for minors. We will notify families when it opens.

5. Personal spending

We suggest about US$250 (€220) for souvenirs and snacks; meals, transport and tickets are already included.

6. Optional

Essential Pro (+US$600) and trip cancellation insurance, if the family wants it.

Already included, at no extra cost to families: lodging, all meals, training, games, assessment, outings, kit, medical and sports insurance, transport in Madrid, physio and laundry.

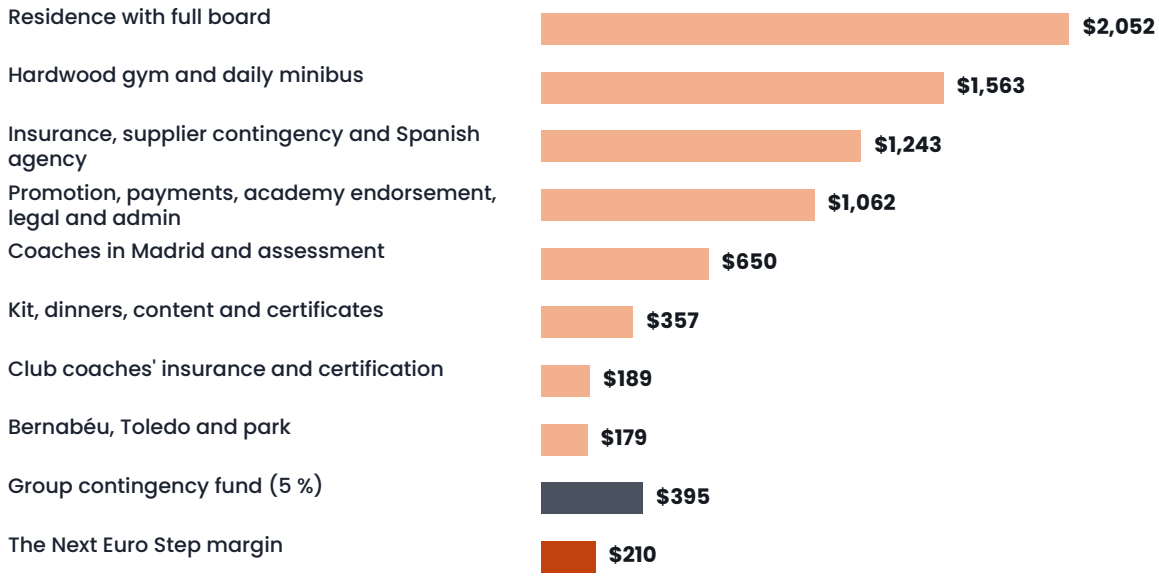
We give each family this list, its exact amount and its schedule at the January info session; the club doesn't have to collect money or explain costs.

3 · HOW IT WORKS: COSTS AND MARGIN IN PLAIN SIGHT

Of every US$7,900, our budgeted margin is US$210

Where each dollar of a player goes (USD per player, group of 12 on Essential)

Club Package costing model, November 23, 2026; euros at 1.12 USD



- **79 % of the price is spent directly on the trip** (lodging, gym, coaches, insurance, outings and kit) and 13 % on promotion, payments, endorsement and admin.
- **The contingency fund (US$395 per player)** covers last-minute changes; if unused, it becomes margin.
- **That is why there is no discount on the price**: the club's benefit is the 2 coach places (US$5,100) and the flexibility of its contribution.

How the club can fund its contribution

Local sponsor

Its logo on the group's kit and in the Madrid content.

Fundraising event

A tournament, raffle or clinic with the traveling players.

Merit scholarships

A larger contribution for the best, smaller for the rest.

4 · KEY BENEFITS

What your club gets for every dollar it invests

For the club

- 2 coaches certified in the academy method (US$5,100 it doesn't pay)
- Each player's start and end assessment to plan the season
- Professional group photos and video for sponsors and social media
- Keeps its talent with a reward others don't offer

For the players

- Two weeks training like a Spanish academy
- FIBA games: 24-second clock, 6.75 m line, no defensive three-second rule
- Assessment report and certificate

For families

- They pay only their share, with a clear amount from day one
- 24-hour supervision with coaches they already know
- 100 % refund if the trip is not confirmed

No operational load

- We book in Spain, collect from families, insure and safeguard minors
- The club only picks its level, builds the list and approves use of its brand

Child safeguarding from day one

- One adult per 4 to 6 players and a protection officer
- Separate wing for minors; never one adult alone with a minor
- Club coaches with background checks and SafeSport
- Medical, sports, liability and abuse insurance



WHO DELIVERS IT

The team and the method behind the program

Hernán Encinas · Co-founder · Partnerships and Development

20+ years in sports management and international cooperation (FIBA, LNBP, NBA G League, ACB). Social program coordinator at UC Irvine. Leads partnerships in Mexico (Liga ABE) and the US (clubs and academies).

Dr. Rafael Navarro · Co-founder · Technical Director in Madrid

PhD in sport sciences, 30+ years developing talent. Directs the Real Madrid School's basketball master's and a postgraduate diploma at Universidad Europea. In 2026, Madrid, Spanish and Minicopa champion with Real Madrid's Infantil team.

Oscar C. Enriquez · Investor

Multiple-time champion in Mexican basketball, with a multi-sport career (Borregos, Tec de Monterrey). 20+ years as an executive across multiple industries.

Method: train like a Spanish academy, learn like a student

Academy methodology (Academy Certification Program)

- "Competition is the means; development is the goal."
- Goals by age group: cadet and junior (15–18) for Prep; senior and university for College
- Technical and tactical fundamentals, tactical intelligence in real play and player-specific specialization
- Everyone learns to do everything, on top of position work
- A common session template and a technical, tactical and physical assessment at start and end

WISE Learning Through Sport Framework™

- Movement + Reflection + Application + Evidence = Impact
- Move with purpose: every drill has a learning goal
- Inspire connection: team challenges and Prep–College life together
- Stimulate and reflect: leadership, culture and a guided daily debrief with a learning journal
- Measure impact: baseline and final assessment on four levels (experience, learning, transfer, transformation)

5 · NEXT STEP

Pick your level and sign a one-page letter of intent by December 18

Based on what we know about your club, we recommend the **Talent level**: with US$36,000 the club covers 38 % of the program, each family pays US$4,900 plus its flight and the club gains two certified coaches. If the budget is smaller, the Boost level (US$18,000) covers all 12 players' deposits and secures the group.

Boost	Talent	Full scholarship
US$18,000 from the club · family US$6,400	US$36,000 from the club · family US$4,900	US$94,800 from the club · family flight only

Six steps from signing to Madrid

Dec 18	January	January 31	February 15	March 15	July 1–14
Level chosen and letter of intent	Info session for families (we run it)	List of 12 players and 2 coaches	Contract, club's 50 % and deposits	Trip confirmed; club's remaining 50 %	Madrid

THEIR GAME'S NEXT STEP HAPPENS IN EUROPE

Shall we book 30 minutes this week or next?

We'll bring the letter of intent ready: you only choose the level and the number of players.

The Next Euro Step · thenexteurostep.com · contact@thenexteurostep.com

