

# **SPORTS COMMUNITY IS WELL-BEING**









# Emotions to evaporate

NEEDS ENCOURAGEMENT. BRINGS RELAXATION





# Togetherness to share

NEEDS COMMON GOALS. BRINGS JOY





# Idols to follow

NEEDS CLOSENESS. BRINGS WILL





**More kids doing sports**

**More families spending time together**

**More time spent without a device**

**Less stress at work / home**





**Most visited arena in the league**

**3rd place currently**

**The best player in the league**

**186.777 euros of direct  
socioeconomic impact**



