
Motta
PIACE
1919
1993



A CENTURY OF PASSION, HERITAGE AND ITALIAN PRIDE

Since 1919. More than a century of history unites a city.
Red and white: our colours, our memory, our belonging.

Board:
Kirill Bosov
Marco Polenghi
Luigi Gruppi
Giangiacomo Ponginibbi
Alessandro De Santis
Cristian Monti
Ernesto Paolillo
Pietro Capra

When I accepted the challenge of leading our Piacenza Calcio, I felt a deep call from the community, from its history, and from its future.”

This is not just about winning matches; it’s about building, day by day, a project rooted in our land, yet ready to soar toward new goals.

Our mission is ambitious: to train young talents, to bring energy and excitement to the stadium, and to make every supporter feel like an essential part of this journey. We believe in teamwork, in clear ideas, and in the passion that fills every corner of the city — because Piacenza is not just a football team; it’s a feeling that lives in the streets, in the cafés, and in the hearts of all Piacentini.

We are here to build something that will last.

MARCO POLENGHI

President of Piacenza Calcio since january 2023



IN A SMALL CITY, A GREAT HEART

The origins of **Piacenza Calcio** are rooted in the sporting culture of the early twentieth century.
Founded in 1919, from a local team it grew into a nationally recognised club — a journey shaped by determination, identity and enduring values.

Through the decades, the team has lived legendary seasons: the promotions that ignited the city, the **Serie A** years when, with an all-Italian line-up, the small Garilli Stadium became an arena of great emotion, the European nights that marked a generation.

Beyond passion, Piacenza has always been a place of growth — a club that has shaped coaches, managers and players who carried into the world a style of play and dedication that speak of Italy.











BEYOND TIME. BEYOND BORDERS.

For over a century, Piacenza Calcio has been a story that unites an entire city — and a symbol that speaks of Italy itself. A pride that has crossed borders and generations.

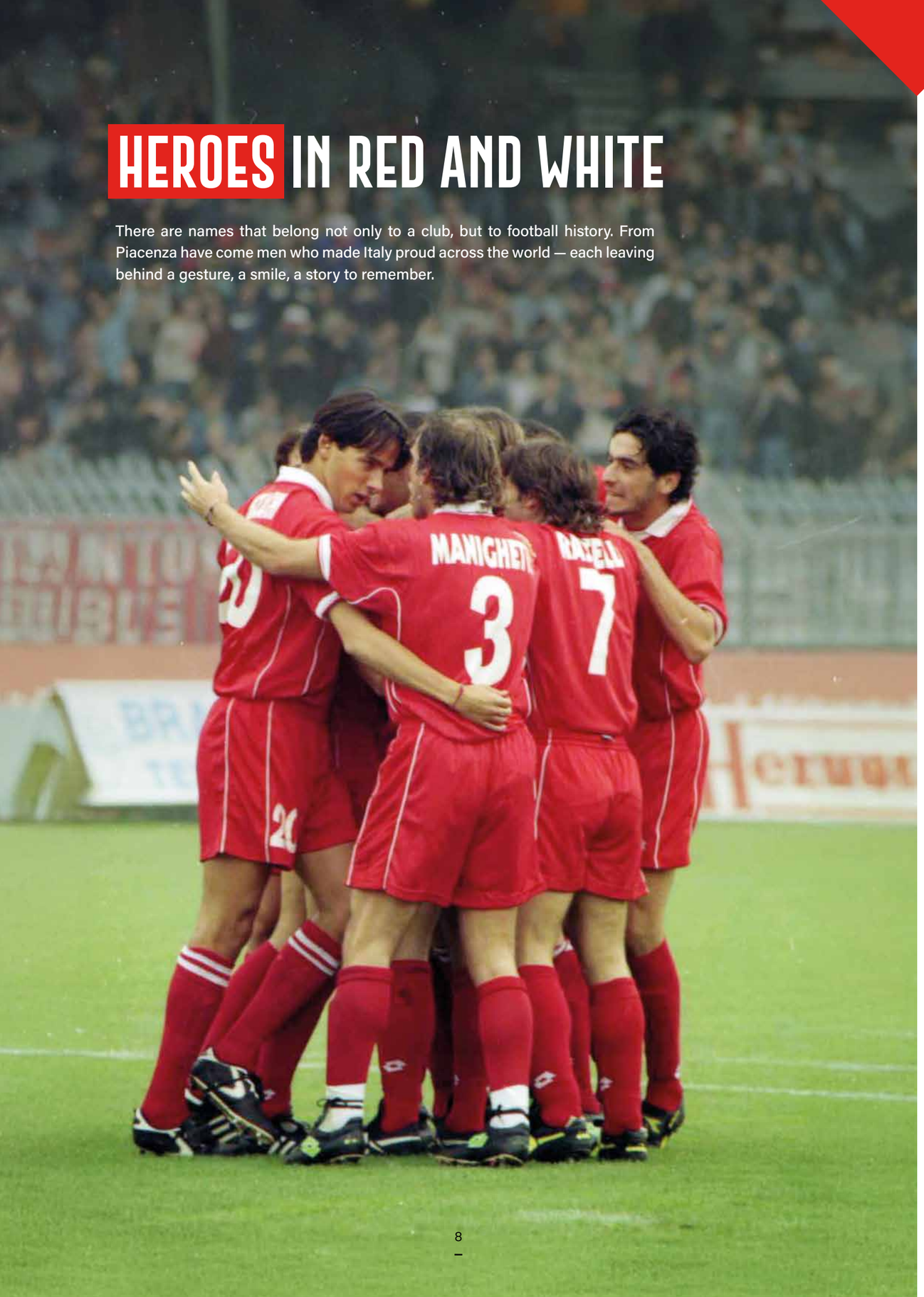
RED AND WHITE ARE NOT JUST COLOURS

THEY ARE A WAY OF LIVING

A WAY OF BEING ITALIAN

HEROES IN RED AND WHITE

There are names that belong not only to a club, but to football history. From Piacenza have come men who made Italy proud across the world — each leaving behind a gesture, a smile, a story to remember.



The **Inzaghi brothers**, Filippo and Simone, were born here — on the fields where grit comes before talent. They took their first steps with Piacenza, learning to score with the hunger of those who never settle.

Filippo carried those values to the nights of the Champions League and to the World Cup. Simone turned them into vision, becoming one of Europe's most respected coaches. Two brothers, one city, ambassadors of a Piacenza's spirit that learned to fly high.

Dario Hübner, a pure goalscorer, proved that determination can turn a provincial striker into a national icon.

Alberto Gilardino, elegant and precise, wore the Italian shirt and played on football's biggest stages. He went all the way to Berlin, lifting the 2006 World Cup with the memory of Piacenza still close to his heart.

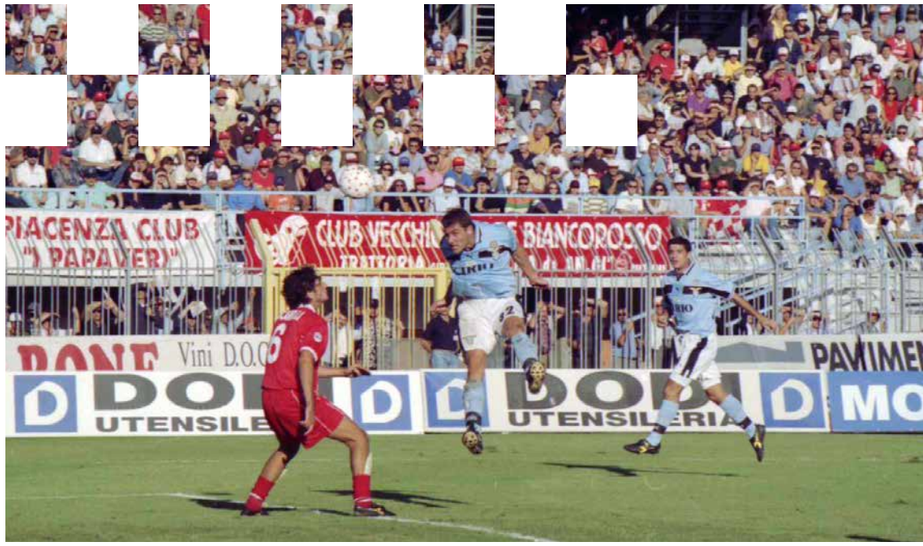
Eusebio Di Francesco, from our pitch to Europe's sidelines, embodies the path that begins in a local academy and reaches the Champions League. A mind and a heart who transformed this city's resilience into a style of play.













NIGHTS TO REMEMBER

There are evenings when the floodlights shine differently.
The Garilli trembles, the city holds its breath, and time stops for a moment. Those were the nights when Piacenza challenged Serie A's giants, when red and white shone brighter than ever.

The Anglo-Italian Cup triumphs, the promotions celebrated like revolutions, the victories that need no scoreboard — because they live forever in the eyes of those who were there.







A VISION THAT LOOKS TO THE FUTURE

Piacenza Calcio looks to the world and to the future — ready for new challenges, yet always rooted in the land that shaped it.
Our **mission** is to keep promoting football as a tool for growth, education and participation, to nurture young talent and strengthen the bond between sport and community.

INFRASTRUCTURE

LEONARDO GARILLI STADIUM
– an experience hub with hospitality and partner areas.

TRAINING CENTERS
– modern methodologies, dedicated staff.

SOCIAL PROJECTS
– educational initiatives, inclusion programmes and community activities.









OUR GUIDING PRINCIPLES

PASSION
– the driving force behind every project.

TERRITORY
– Piacenza is our home, our strength.

ETHICS & RESPECT
– values that guide every choice.

GROWTH & TRAINING
– our most important investment.

COMMUNITY
– a club close to its people, its businesses, its city.

300+
REGISTERED ATHLETES

60+
TECHNICAL MANAGEMENT

8
YOUTH CATEGORIES

N.D.
WOMEN'S SECTION

Piacenza's Youth Academy is a model of excellence, with educational and technical programmes designed to help young players grow as athletes and as individuals. Partnerships with schools, local institutions and federations reinforce the connection between sport, education and territory.
Modern facilities — pitches, gyms, recovery and analysis areas — and qualified professionals create an environment where talent can flourish.
Our youth sector is not only a "school of football", but a human and educational path: lessons in discipline, teamwork, fair play and preparation for those who dream of a career in sport.

PIACENZA



A LAND THAT CREATES BEAUTY

There's a reason why Piacenza Calcio is what it is. It comes from the land it belongs to — Piacenza, our city. Founded by the Romans over two millennia ago, Piacenza is **the Firstborn of Italy**: the first city to embrace the Republic. A mosaic of history, art and culture, where every stone tells a century.

At the heart of Emilia, between the Po River and the hills, Piacenza has moved through the centuries with quiet elegance, becoming today a city that blends art, culture and enterprise.
Walking through Piazza Cavalli, the Palazzo Gotico or Palazzo Farnese means breathing the history of a proud, welcoming and industrious community — the same one that has always supported its red and white colours.

Piacenza means hospitality, authentic flavours and living traditions. It is home to the three DOP-cured meats (coppa, pancetta, salame), to the wines of the Colli Piacentini DOC, and to timeless dishes like pisarei e fasö, anolini, and tortelli con la coda. Here, food and conviviality tell the story of a land that unites tradition and innovation with sincerity and style. Its province is dotted with unique historic villages — Castell'Arquato, Bobbio, Vigoleno — among Italy's most beautiful, guardians of art, nature and authentic beauty.













It is the land of **Giuseppe Verdi**, who turned its breath into music; of **Luigi Illica**, who wrote Tosca and Madama Butterfly; of **Marco Bellocchio**, master of Italian cinema; and of **Giorgio Armani**, who redefined elegance and brought Piacenza's quiet sophistication to the world.
At the heart of the **Food Valley**, taste is culture. For centuries, these hills have produced the cheese the world knows as Parmigiano — mentioned by Pantaleone da Confienza in the 15th century and recognised by historians such as Alessandro Barbero as born right here, in Piacenza.

This is also where Italy's passion for engines began: in 1947, **Enzo Ferrari** debuted his first car, the legendary 125 S, in Piacenza.
Today, **AF Corse** carries the city's name to racetracks around the globe, winning the 24 Hours of Le Mans.









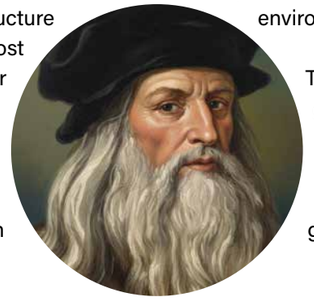
CULTURE
ART
FASHION
FOOD
RACING

THE PRODUCTIVE HEART OF NORTHERN ITALY





Leonardo Da Vinci himself described Piacenza as a *"Land of passsage"*. Located at the crossroads of Emilia, Lombardy and Piedmont, Piacenza has always held a strategic position. Its waterways, roads and railways made it a hub of trade since antiquity.Today, modern infrastructure confirms its role as Italy's most **strategic logistical centre** for over two thousand years.



Here, the economy is built on craftsmanship and innovation — on enterprises that turn tradition into progress. Piacenza is also a **university city**, home to the Università Cattolica del Sacro Cuore and the Politecnico di Milano: centres of excellence shaping new generations of professionals in engineering, energy, environment and management.

The balance between economic growth and quality of life is one of the territory's greatest strengths. A safe, sustainable, cultured city where innovation and community go hand in hand.

45K+
ACTIVE BUSINESSES

1,5K
LOGISTICS COMPANIES

20
EQUIPPED INDUSTRIAL AREAS

6.5%
ANNUAL EXPORT GROWTH

THE ADDED VALUE OF A UNIQUE TERRITORY

High quality of life and sustainable environment.
University and advanced research centres.
Entrepreneurial culture and social cohesion.
A land that believes in sport as a shared value.



Piacenza is more than a club.
It is a century of football, culture and belonging.
A name that stands the test of time.
A symbol that continues to inspire those who believe in the value of roots.

FOREVER RED

FOREVER WHITE

FOREVER PIACENZA

SEASON 2026/2027

PARTNER BOOK

OFFICIAL MATCH KITS



HOME KIT

Front of jersey:

BRAND 1: € **50,000**

BRAND 2: € **40,000**

BRAND 3: € **30,000**

Back of jersey:

BRAND 4: € **35,000**

BRAND 5: € **25,000**

Sleeve:

BRAND 6: € **15,000**

Shorts:

BRAND 7: € **12,000**

AWAY KIT

Front of jersey:

BRAND 1: € **45,000**

BRAND 2: € **35,000**

BRAND 3: € **25,000**

Back of jersey:

BRAND 4: € **30,000**

BRAND 5: € **20,000**

Sleeve:

BRAND 6: € **15,000**

Shorts:

BRAND 7: € **12,000**

THIRD KIT

Front of jersey:

BRAND 1: € **35,000**

BRAND 2: € **30,000**

BRAND 3: € **20,000**

Back of jersey:

BRAND 4: € **25,000**

BRAND 5: € **15,000**

Sleeve:

BRAND 6: € **10,000**

Shorts:

BRAND 7: € **12,000**

TRAINING KIT



Front of jersey:

BRAND 1: € **15,000**

BRAND 2: € **12,000**

Back of jersey:

BRAND 3: € **12,000**

FIRST TEAM BUS



Brand on bus sides:

€ **5,000**

LEONARDO GARILLI STADIUM















1 **PITCHSIDE ADVERTISING**
300x100 cm billboard: € **3,000**

2 **PITCH-SIDE PRODUCT DISPLAY**
5 match: € **2,500** / 10 match: € **4,500** / All season: € **8,500**

3 **PRESS ROOM**
Brand on LCD: € **5,000** / Product displayed on press table: € **3,000**

4 **MAIN STAND DUGOUTS/SHELTERS**
Max 2 brands: € **20,000**

5 **PITCH ENTRANCE**
2 panel personalizations (Max 1 brand): € **10,000**

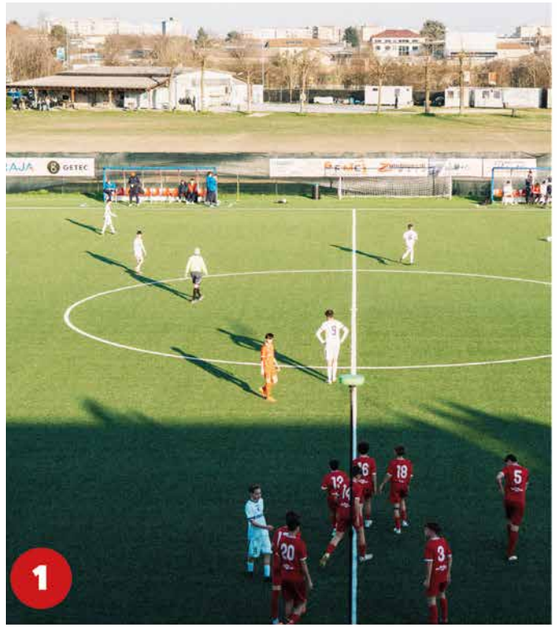
6 **FLYER DISTRIBUTION**
2 services: € **1,500** / 4 services: € **2,200**

7 **EXCLUSIVE HOSPITALITY AREA**
Includes custom external carpet, naming rights, 2 LCD videos, logo on Match Day emails, 2 VIP season tickets, and 2 seasonal uses for corporate events: € **20,000**

MATCHDAY PA ANNOUNCEMENTS
During home matches: € **1,000**

PITCH ENTRY PANEL
Brand customization: € **7,000**

SPORTS CENTERS





1 **BERTOCCHI SPORTS FIELD**
Pitch-side banners: € **1,500**
Field naming rights and space branding: € **20,000**

2 **GARILLI STADIUM**
Pitch-side banners: € **1,500**
Field naming rights and space branding: € **20,000**



YOUTH ACADEMY



HOME KIT

Front of jersey:

BRAND 1: € **25,000**

BRAND 2: € **20,000**

BRAND 3: € **15,000**

Back of jersey:

BRAND 4: € **15,000**

AWAY KIT

Front of jersey:

BRAND 1: € **25,000**

BRAND 2: € **20,000**

BRAND 3: € **15,000**

Back of jersey:

BRAND 4: € **15,000**





1 **TRAINING KIT**
Logo on t-shirt: € **5,000**

2 **MINIBUS**
Logo on minibus sides: € **3,000**

SPORT, GROWTH AND INCLUSION











DIGITAL MEDIA & INSTITUTIONAL





1 UNIFIED FOOTBALL
Logo on match kits: € **1,500**

2 YOUTH SECTOR TOURNAMENTS (GOLD PACK)
Tournament naming, customized awards (medals, plaques, cups),
logo on promotional material, press conference at sponsor's location: € **5,000**

3 YOUTH SECTOR TOURNAMENTS (SILVER PACK)
Customized awards, logo on promo material,
participation in the presentation press conference, gadgets: € **3,000**

4 PIACE CITY CAMP
Logo on banner, flyer distribution: € **1,000**

1 MATCH SPONSOR KIT
€ **2,000**

2 INSTITUTIONAL KIT
Logo on letterhead, web tickets, match sheets + website logo: € **2,500**



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PIACE



FOREVER RED AND WHITE

PIACENZA CALCIO