



VILLARREAL CF

ABU DHABI ACADEMY

STAFF PRODUCT KNOWLEDGE GUIDE

Everything you need to know
to talk to parents with confidence



PART 1
VILLARREAL CF
THE CLUB



PART 2
THE ACADEMY
IN ABU DHABI



BE SEEN



BE DEVELOPED



BELONG

**YELLOW HEART.
BLUE PASSION.**



VILLARREAL CF
ABU DHABI

PART 1

VILLARREAL CF – THE CLUB

History • Achievements • Methodology
Academy Products

YELLOW HEART. BLUE PASSION.



CLUB HISTORY & IDENTITY

Who is Villarreal CF?



FOUNDED

1923

Over 100 years of football history



CITY

Villarreal, Spain

Province of Castellón, Valencia



NICKNAME

The Yellow Submarine

El Submarino Amarillo



STADIUM

Estadio de La Cerámica

Capacity: 23,500 — UEFA 5-star rated



LEAGUE

La Liga, Spain

Top flight of Spanish football



KEY MESSAGE FOR PARENTS:

Villarreal CF is a top-division Spanish club with over 100 years of history, renowned worldwide for developing talent rather than buying it. Your child will train using the exact same methodology used at the club in Spain.

4 MAJOR ACHIEVEMENTS

Why Villarreal CF is respected worldwide



2021 UEFA Europa League

Champions – beat Manchester United on penalties in the final



2016 UEFA Europa League

Runners-up – reached the final for the first time



2006 UEFA Champions League

Semi-finalists – eliminated by Arsenal



2004 UEFA Intertoto Cup

Winners – first European trophy



Reg. La Liga Top 7

Consistent top-division presence since 1998



Int. Pre-Season Tours

Regular matches vs Real Madrid, Barcelona, Man City



KEY MESSAGE:

“A club that beat Manchester United in a European final. That is the level of football culture your child is joining.”

ACADEMY GRADUATES

World-class players developed at Villarreal CF



Pau Torres

CB – Aston Villa
Spain NT

“Product of the
yellow submarine”

Formed at Villarreal
academy. Key player in
promotions and Europe
runs. Now Euro
2020 winner.



Rodri Hernández

CM – Man City
Spain NT

“Built on our
foundation”

Joined our academy
at age 12. La Masia
where.. La Media
then Villarreal B.

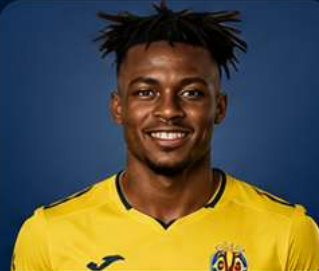


Aleix García

CM – Girona /
Spain NT

“Grown here,
made for more”

Joined Villarreal
academy at 16.
Solid in La C Masia.
Now in Leverkusen.
Euro 2024.



Samu Chukwueze

RW – AC Milan /
Nigeria NT

“From our academy
to the world”

Joined Villarreal
academy at 16.
Sold to AC Milan.
Now in the
Top European.



Yeremy Pino

RW – Villarreal CF /
Spain NT

“Product of the
yellow submarine”

Academy Graduate.
La Liga at 18.
Spain NT regular.
Euro 2024.



Álex Baena

AM – Villarreal CF /
Spain NT

“Full academy
product. Euro
2024 winner
with Spain.”



KEY MESSAGE:

“The methodology your child will use has produced Champions League winners, Ballon d’Or candidates and Euro winners.”



THE VILLARREAL METHODOLOGY

What makes this system unique



POSSESSION-BASED

Build from the back, shape build, play out under pressure, intelligent on the physically.



GAME-BASED LEARNING

Players learn through real game situations, not isolated repetitions, for faster retention.



INDIVIDUAL ATTENTION

1 coach per 15 players maximum. Every child gets personalized feedback in every session.



CHARACTER DEVELOPMENT

Respect, effort, teamwork, football is the vehicle – the future is the destination.



AGE-APPROPRIATE FORMAT

Football is for U6–U12, fun for U12–18, for U14–U16, for U16+. The right challenge at the right age.



GOALKEEPER SPECIALISTS

Dedicated goalkeeper coaching in each age group, 1 or 2 per station.



KEY MESSAGE FOR PARENTS:

Villarreal CF methodology is recognized in Spain and worldwide for developing talent rather than buying it. Your child will train using the exact same methodology used at the club in Spain.



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PART 2

VILLARREAL CF ABU DHABI

THE ACADEMY – EVERYTHING YOU NEED TO KNOW



PROGRAMS



SCHEDULE



PRICING



FAQ



HOW TO ENROL



8 ACADEMY OVERVIEW

The official Villarreal CF academy in Abu Dhabi



OFFICIAL STATUS

The only official Villarreal CF academy in Abu Dhabi, operated by 50 Yards.



SEASON SYSTEM

The journey begins on June 1st.
Limited places available per category.



AGES

U6 to U16 — born between 2010 and 2021.
Boys AND girls equally welcome.



LOCATION

35A 10th St – Al Bateen – Abu Dhabi,
Behind British, Abu Dhabi.



CONTACT

WhatsApp / Phone: +971 50 474 7113
contact@villarrealabudhabi.com



WEBSITE

www.villarrealabudhabi.com
Full details, FAQ and online registration.



KEY MESSAGE:

“This is not a local club. This is a franchise of one of Europe’s most admired football clubs, right here in Abu Dhabi.”



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9 THE 6 AGE CATEGORIES

Every child has their own program



U6 Born 2020–2021 First Steps Football & Mixed groups 15 players max	U8 Born 2018–2019 Discovery Football & Mixed included 16 players max	U10 Born 2016–2017 Foundation Football & Mixed included 16 players max	U12 Born 2014–2015 Development Football & Mixed included 16 players max	U14 Born 2012–2013 Performance Football 11 Mixed 15–20 players 18 players max	U16 Born 2010–2011 Elite Football 11 Mixed 15–20 players 18 players max
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- Category is determined by year of birth, not school year.



Girls are welcome in every single category – no exceptions.

TRAINING SCHEDULE

Sessions, format and competition



3 sessions / week

Each child trains 3 times per week regardless of category.



1h 15 per session

Every session is 1 hour and 15 minutes of quality training time.



108 sessions / season

All full season divisions: 108 training sessions — serious commitment.



Monday to Saturday

Sessions run Mon–Sat. Two group rotas so everyone gets 3 days.



16:15 – 22:00

First session starts at 4:15 PM, last ends at 10:00 PM. Flexible.



Weekend matches

Regular fixtures against other Abu Dhabi academies. Real competition.



15 min pitch rotation

Smooth transitions between groups — no wasted time.



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PARENT QUESTION:

“What days will my child train?” –
“We’ll confirm exact days at registration once in their category.”



KEY MESSAGE: “Discipline, consistency and real match experience.”
That’s how we develop players at Villarreal CF Abu Dhabi.”



SERVICES & REGISTRATION

Bus service, kit and how to enrol



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DOOR-TO-DOOR BUS SERVICE

Optional shuttle service, your child is picked up and dropped home the same day.



Available to **ALL** families – routes confirmed at registration based on your address.



No need to worry about traffic or timing. We handle it.



Pricing for **bus service** confirmed individually at registration.



REGISTRATION FEE – AED 1,000

Training & full kit, all admin, Tryout & official Villarreal CF design.



Match kit – used for all weekend fixtures



Academy backpack



Cap



Welcome pack



10% sibling discount from the second child enrolled



PAYMENT METHODS ACCEPTED:

Credit/Debit card • Bank transfer • Apple Pay • Monthly via Tabby & Tamara

tabby

tamara

PARENT FAQ

The most common questions – answered

- Q1. Q: What is the main goal?**
A: To help children grow, stay fit, and enjoy playing in a safe, positive environment in all categories.
- Q2. Q: What is the age range?**
A: Aged 6 to 16 years – six categories divided.
- Q3. Q: How do you category children?**
A: By year of birth – not school year. Ask parents for birth year, not grade.
- Q4. Q: Is there a games program/academy?**
A: Yes – official VCF Academy. Top growths, included in the program.
- Q5. Q: Do boys or girls welcome?**
A: Absolutely! All welcome. The program adapts to every child's level.
- Q6. Q: Is it only for boys?**
A: No – girls are welcome in every single category without exception.
- Q7. Q: Is there a sibling discount?**
A: Yes – 10% off automatically from the second sibling enrolled.
- Q8. Q: How do we register?**
A: Online at villarrealabudhabi.com or via WhatsApp: +971 50 474 7113.
- Q9. Q: What if my child has never played?**
A: Perfect time to start. U6 and U8 programs are specifically designed for beginners.



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TRYOUTS

JOIN THE YELLOW FAMILY



10, 11 & 12
JULY

AT OUR FACILITIES
MEDINATS AL RIYAD



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BE SEEN



BE DEVELOPED



BELONG



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HOW TO TALK TO PARENTS

Your conversation guide at the gym



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OPEN

"Does your child enjoy football or would you like them to?"



QUALIFY

"How old are they? Tell me more about their progress so far."



CREDIBILITY

"It's the official Villarreal CF academy – same methodology as La Liga."



URGENCY

"Places are limited per category – they're filling up fast."



CLOSE

"Can I take the next step for you and reserve a spot?"



FOLLOW UP

"Send them a message or call me anytime."

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Email: contact@villarrealabudhabi.com



Web: www.villarrealabudhabi.com



Instagram & Facebook:
[@villarrealabudhabi](https://www.instagram.com/villarrealabudhabi)

***YELLOW HEART.
BLUE PASSION.***

Remember: you are not selling.

You are offering a genuine opportunity to develop their child through world-class football.



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Official Academy – Operated by 50 Yards

YELLOW HEART. BLUE PASSION.



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Web: www.villarrealabudhabi.com



Instagram & Facebook: [@villarrealabudhabi](https://www.instagram.com/villarrealabudhabi)



BE SEEN

We give visibility to every player.



BE DEVELOPED

We provide world-class training and methodology.



BELONG

We build character, values and a strong football family.