



HIGH-PERFORMANCE CAMP

GOLF | JULY 2025

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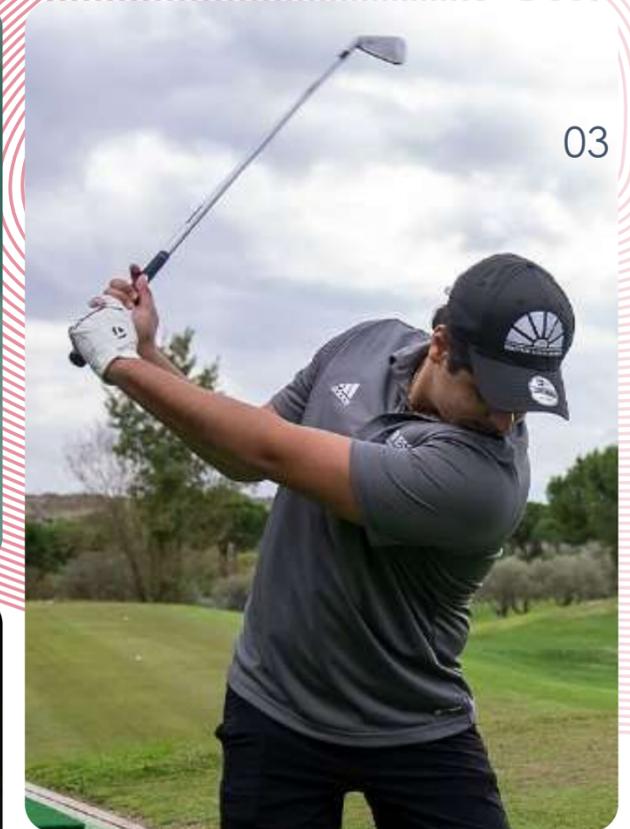
Who we are

European School of Sports | Spain

European School of Sports (ESS) is the first **high-performance, multi-sport institution** in Europe that promotes the **Dual Career** model. We combine sports and education like no others on the market.

We offer a **tailor-made service** for young athletes, aimed at unlocking their full potential and maximising the value of their professional opportunities.

We are inspired by the United States' university model. However, we have gone the extra mile by offering a fully customisable programme, making us a **top-quality academic solution in Europe.**



Partners and advisors

European School of Sports | Spain



Carlos López
Founder and CEO



Jon Uriarte
Board Member



Rafael Ortiz
Board Member



Jorge Diaz Cidoncha
Football Advisor



Iván Hurtado
Sports Advisor



Academy · Fitting · ClubMaker



Kike Levy
Digital Advisor



Diego Canals
ESS Partner and Advisor
Head of ESS Business Development



Feliciano López
ESS Institutional Relationships
ESS Tennis Programme Director



Bingnan Gong
Strategic Advisor
Head of ESS China



General Information

European School of Sports | Spain

Objective: to optimize the performance of golfers through specialized training and personalized assessments, ensuring a smooth, safe and enriching experience in one of the best sports facilities in Europe.

Age and Level Groups

The age and handicap of the participants will be considered for the organization of groups.

Location

Golf Santander & Sports (Jim McLean Golf School)

Adidas Equipment

ESS will provide participants with sportswear (each participant must bring his/her own shoes).

Extra Activities

It includes complementary activities, in order to discover Madrid and its culture.

Training and Development

Comprehensive training focused on technique, physical preparation and competitive mentality.

Dates & Length

It has a duration of 3 weeks (July 7 to 27) with the possibility of registering for single weeks.

Security & Transfers

Medical insurance included. Transfers to all activities and pick-up/drop-off at the airport.

Accommodation & Meals

Full board accommodation, coexistence environment and adequate rest.



GOLF CAMP



Calendar

European School of Sports | Spain

JULY 2025

	MON	TUE	WED	THU	FRI	SAT	SUN
		1	2	3	4	5	6
1	7	8	9	10	11	12	13
2	14	15	16	17	18	19	20
3	21	22	23	24	25	26	27
	28	29	30	31			

Programme's Length:

ESS high performance Golf camp, has a **duration of three weeks**, where each one of them focuses on a specific block of improvements, such as strokes, techniques and other key aspects.

To complete the **full learning experience**, it is recommended to take all three weeks.

However, **each candidate is free to register for one, two or all three weeks** according to his or her objectives and needs.

- 1 Week: July 7 to 13.
- 2 Weeks: July 7 to 20.
- 3 Weeks: July 7th to July 27th.

Calendar: Week 1

European School of Sports | Spain



Time	7- jul	8- jul	9- jul	10- jul	11- jul	12- jul	13- jul	
8:00	Breakfast							
8:30								
9:00	Fitness (strength, mobility, stretching)	Fitness (strength, mobility, stretching)	Fitness (strength, mobility, stretching)	Tournament (18 holes)	Free day Activity/ Cultural visit	Fitness (strength, mobility, stretching)	Global practice session Lunch	
10:30	Putting training	Video swing analysis V1 Analyzer	Short game practice			Long Game Practice		Long Game Practice
11:15	Short game practice		Game strategy (instructions in the field)			Putting training		
12:00	Grind Session	Clinic with professional golfer	Short game practice					
12:45	Driver Session							
13:00			Lunch					
14:00	Lunch		Swimming Pool Training	Lunch		Lunch	 Transfer to airport Transfer to hotel for the ones staying	
14:30	Rest / Free time	Mentoring with Hermanos del Carmen (Pro Mental Set-up)		Rest / Free time	Mentoring with professional golfer			
15:30	Healthy Habits		Pre-tournament analysis. Strategy definition	Tournament Performance Analysis				
17:30	Recovery Routines		Recovery Routines	Flight back to the city of origin Free time for those who continue				
19:00	Dinner							
21:00	Free Time / Gym	Recovery Routines				Week Recap		
21:30								

*Please note that this is a tentative calendar.

** The activities and their final order may vary in order to offer the best experience to the participants.

Calendar: Week 2

European School of Sports | Spain

Time	14- jul	15- jul	16- jul	17- jul	18- jul	19- jul	20- jul	
8:00	Breakfast							
8:30								
9:00	Fitness (strength, mobility, stretching)	Tournament (18 holes)	Fitness (strength, mobility, stretching)	Tournament (18 holes)	Free day Activity/ Cultural visit	Fitness (strength, mobility, stretching)	Global practice session Lunch	
10:30	Putting training		Short game practice			Long Game Practice		Long Game Practice
11:15	Short game practice		Long Game Practice			Long Game Practice		Long Game Practice
12:00	Short game practice		Game strategy (instructions in the field)			Game strategy (instructions in the field)		Game strategy (instructions in the field)
12:45	Grind Session		Game strategy (instructions in the field)			Game strategy (instructions in the field)		Game strategy (instructions in the field)
13:00	Driver Session	Driver Session	Driver Session	Driver Session	Driver Session	Driver Session	Driver Session	
14:00		Lunch	Lunch		Free day Activity/ Cultural visit		Transfer to airport Transfer to hotel for the ones staying	
14:30	Lunch	Lunch	Swimming Pool Training	Lunch	Free day Activity/ Cultural visit	Lunch		
15:30	Rest / Free Time	Rest / Free Time		Rest / Free Time	Free day Activity/ Cultural visit	Mentoring with Professional Golfer		
17:30	Healthy Habits	Tournament Performance Analysis	Pre-tournament analysis. Strategy definition	Tournament Performance Analysis	Free day Activity/ Cultural visit	Mentoring with Professional Golfer		
19:00	Recovery Routines	Tournament Performance Analysis	Pre-tournament analysis. Strategy definition	Tournament Performance Analysis	Free day Activity/ Cultural visit	Recovery Routines		
21:00	Dinner							
21:30	Free Time / Gym	Recovery Routines				Week Recap	Free time for those who continue	

*Please note that this is a tentative calendar.

** The activities and their final order may vary in order to offer the best experience to the participants.

Calendar: Week 3

European School of Sports | Spain

Time	21- jul	22- jul	23- jul	24- jul	25- jul	26- jul	27- jul
8:00	Breakfast						
8:30							
9:00	Fitness (strength, mobility, stretching)	Tournament (18 holes)	Fitness (strength, mobility, stretching)	Tournament (18 holes)	Tournament (18 holes)	Free day Activity/ Cultural visit	Global practice session Presentation of Diplomas and awards to those who complete the 3-week High Performance Program. Lunch
10:30	Putting training		Short game practice				
11:15	Short game practice		Long Game Practice				
12:00			Video swing analysis V1 Analyzer				
12:45	Grind Session						
13:00	Driver Session						
14:00		Lunch					
14:30	Lunch	Swimming Pool Training	Lunch	Lunch		 to airport	
15:30	Rest/ Free Time		Rest / Free Time	Rest / Free Time			
17:30	Healthy Habits	Tournament Performance Analysis	Pre-tournament analysis. Strategy definition	Tournament Performance Analysis	Tournament Performance Analysis		Flight back to the city of origin
19:00	Recovery Routines						
21:00	Dinner						
21:30	Free Time / Gym	Recovery Routines				Week Recap	

*Please note that this is a tentative calendar.

** The activities and their final order may vary in order to offer the best experience to the participants.

Golf Programme

Methodology and Format

The **Jim McLean methodology** is one of the most prestigious in the world. It has academies on 3 different continents, and the highest number of instructors ranked by Golf Digest in the teaching industry. Based on over 40 years of research and development of golf swing and teaching methodologies for players of all levels.

One of the main premises of Jim McLean Academy's teaching is that **not all players fit the same swing pattern, so it adapts his methodology to each particular case**, enhancing the strengths and diminishing the weaknesses of each player.

As a reference, we can proudly say that players like **Jorge Siyuan Hao** or **Alejandro Aguilera** are players trained by our instructors at the Jim Mclean Academy.



CAMP OBJECTIVES

- **GOLF:** Improve and understand the game (technique, management and mental part).
- **PHYSICAL:** Improve strength, endurance, joint mobility and flexibility.



FORMAT

- **TRAINING:** 30h of training (Golf and physical) in small groups.
- **Pro-sessions** (3h per day): similar training to what a golf professional would do.
- **RATIO:** 1 coach for each group of 3-4 (1:4).



SCHEDULE

- 9:00am-10:30am: physical training
- 11:00am-2:00pm: golf training
- Afternoon will include video, performance analysis and recovery routines.

Golf Programme

What is included in the Program

GOLF

- Technical and physical data collection (Trackman in all sessions).
- Recording and analysis of the swing in Superstation (V1 Golf Swing analyzer).
 - 2 Sessions in order to analyze the evolution (Week 1 and 3).
 - Gear Suit for Biometric study included.
- **Short Game Practice:** Putt, Chip, Pitch, Bunker...
- **Long Game Practice:** Irons, Hybrids, Putts...
- **Game Strategy Practice:** Instruction on the course, green fees...
- **Mental Game Practice:** Pre-shot routine, pre-course routine...
- **Tournaments:** will be played in order to experience and improve real game situations.
- **Video-analysis:** Post-tournament to correct mistakes and reinforce positive aspects.



PHYSICAL

- Physical evaluation and analysis.
- Gym training. Specific exercises: strength, endurance, speed, mobility, flexibility...).
- **Recovery routines:** Swimming pool training (unloading)
- **Personalized training plan** at the end of the course.

MENTAL

- **Coaching** on mental toughness.
- **Clinic with European Tour Player:** get to know the experience and advice of a professional golfer.
- **Mentoring:** healthy habits, dual career, university scholarships in the USA.



Golf Programme

ESS Golf Team

Our team, led by Angel Matallana, renowned golf coach in Spain, has Master Instructors selected and trained by Jim McLean. With over 10 years of experience, many of them are top level instructors and have worked with European Tour and PGA Tour players.



Ángel Matallana

- Director of ESS Golf Programme.
- Director of Jim McLean Golf School.



Iván Hurtado

- ESS Golf Programme.
- Founder IH Golf Academy
- Head Coach Federación Andaluza.



Antonio Hortal

- ESS Golf Programme
- Ex PGA player
- Strength Coach in Madrid's Golf Federation/



Raquel Micó

- Head of Golf Santander & Sports



Alejandro Aguilera

- ESS Golf Programme Alumni
- Pro-Golf Spain Team
- Player Challenge Tour



Carlos Castro

- Head of ESS Performance
- Programme & SGS Fitness Center



Golf Programme

Facilities

Our facilities are located in **Golf Santander and Sports / Jim McLean**, one of the best golf courses and training centers in Spain. It has an 18-hole golf course designed by Rees Jones and prepared to organize major tournaments:

- Practice area, short game, chipping and putting green of first level (unlimited balls).
- The short game area is designed by the legendary player Severiano Ballesteros, and has 5 holes and a central platform ideal for training and improving this part of the game (unlimited balls).
- The long game area has 3 unique filming rooms in Europe where you can be analyzed and compare your swings with the best players in the world.





EDUCATION



Educational Programme

Professional and Dual-Career oriented mentoring (Spain and USA)

Sessions about dual career (education and sport) in Spain and how to obtain university scholarships in the United States. Led by top professionals in the Spanish and international sports environment.

Some examples within the golf program are; PGA and DP World Tour players, television commentators of major golf events, professional coaches and top athletes in other disciplines. The objective is to show students their sport through the best professionals. All our mentors will share their experiences with the group, so that participants have a better knowledge and motivation in their professional future. Some of our mentors are:



Kike Levy

Speaker at the World Football Summit.
Former partner of Meta Sports.
Former Twitter Sports.



Iván Helguera

Real Madrid & Spanish National Team



Gonzalo Fernández Castaño

7 European Tour PGA TOUR victories
Bachelor in Business Administration



Joseba Del Carmen

Mental Coach of PGA players: Jon Ramh, Adri Arnaus.
Mental Coach of La Liga teams

Educational Programme

Recovery Routines and Healthy Habits

RECOVERY ROUTINES

The hours of sleep and quality of recovery are crucial for good physical and mental performance. There will be different topics each day, so participants will learn about the following areas:

- Yoga.
- Meditation.
- Stretching and stretching.
- Breathing exercises.

HEALTHY HABITS

The ESS nutrition and fitness team will design a plan that covers 2 main areas.

1) Nutrition: students will learn how to make their daily meals give them maximum performance, as well as which specific foods and supplements are best for proper nutrition in each sport. They will also learn how to integrate them into their daily habits.

2) Health and physical growth: focusing on bringing out the best version of each student not only during their stay at ESS, but for their future. Participants will receive a specific and individualized proposal, reaching their maximum potential in the long term.



ACCOMMODATION, TRANSFERS & LEISURE



Accommodation

Student Experience Residence

The studios at Student Experience Madrid Pozuelo offer a 23 m² space and include a private coffee area, a private bathroom and a terrace. This cozy student residence in Madrid, classified as a luxury hostel, is located just 15 minutes from the sports facilities of Golf Santander & Sports.

Full board stay with individual rooms, room cleaning, utilities and Wi-Fi, bed linen and towels included.



Full Board



Padel



24h Security



Cleaning



Car-Sharing



Study Area



Garden



Gym



Restaurant



Laundry



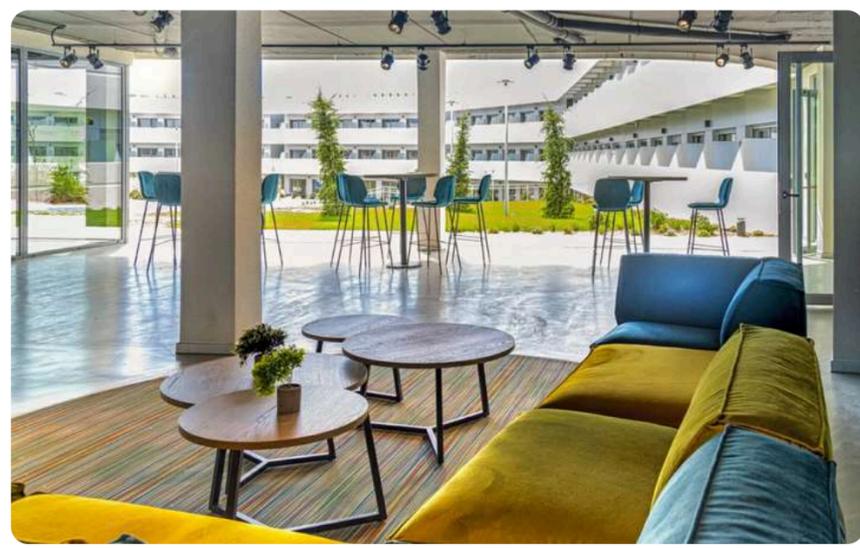
Swimming Pool



Game Room

Accommodation

Student Experience Residence



Meals & Transfers

Student Experience Residence

MEALS

The residence will have full board for optimal nutrition and rest for sports performance.

The menus will have a strong Mediterranean component, where fresh vegetables, meat/fish, and rice dishes are the basis. Meals can be adapted to the needs of any group.

ESS has a strong commitment to provide a complete and successful experience to all participants.



TRANSFERS

There will be a daily shuttle service that will provide **transportation to all scheduled activities, including training sessions, rounds of golf, returns to the residence** and any additional activities we organize.

Our goal is to streamline the daily logistics, ensuring that all participants can enjoy their activities without worry in a safe and efficient environment.



Visits & Leisure

Cultural Activities

ESS will organize several visits to different places of sporting relevance in Madrid. These are aimed to help participants better understand how professional sports are organized. There will always be a special focus on sports, and depending on the chosen program ESS will design the visits accordingly. Some examples are:



ESS will organize **several sightseeing tours in the city of Madrid**. So that participants can get to know in depth the history of the Spanish capital.



Participants will enjoy an exciting day at **Warner Bros. Park**, exploring its incredible roller coasters and themed shows. From high-speed roller coasters to live shows with the most iconic characters.



ESS participants will visit the **Real Madrid museum** and discover the secrets and history of Real Madrid CF. In addition to the museum, you can also visit all the facilities of the stadium. At the end of the visit we will also go to the Real Madrid Store.



It shows a **spectacular chronological tour through the history of football**. With the most advanced technology, there is a permanent exhibition that includes experiences and events related to football.

Prices ESS Golf Camp

Price Breakdown

EXPERIENCE	DATES	PRICE
3 weeks	July 7 - 27	7.989€ Price per week: 2.663€
2 weeks	July 7 - 20	5.475€ Price per week: 2.737€
1 week	July 7 - 13	2.945€

Prices ESS Golf Camp

The price covers a wide range of services and benefits, including:

- Golf Technification. With video sessions and tournaments.
- Accommodation with single room and full board
- Transfers to training sessions and programmed activities from Student Experience.
- Medical insurance and 24-hour assistance from the ESS team.
- Sports clothing
- Cultural activities (visits)
- Meet & Greet with a professional player from the world of sport.
- Advanced Golf Technification Certificate

Terms of Payment

In order to ensure the proper functioning of the program and all its components, participants are committed to:

- Reservation (25% program). Before May 15, 2025. Non-refundable.
- Remaining amount (75% of the program) on June 1, 2025.

Prices Without Accommodation

The price covers a wide range of services and benefits, including:

- Golf Technification. With video sessions and tournaments.
- Transfers to training sessions and programmed activities from Student Experience.
- Medical insurance and 24-hour assistance from the ESS team.
- Sports clothing
- Cultural activities (visits)
- Meet & Greet with a professional player from the world of sport.
- Advanced Golf Technification Certificate

Terms of Payment

In order to ensure the proper functioning of the program and all its components, participants are committed to:

- Reservation (25% program). Before May 15, 2025. Non-refundable.
- Remaining amount (75% of the program) on June 1, 2025.

Prices Without Accommodation

Price Breakdown

EXPERIENCE	DATES	PRICE
3 weeks	July 7 - 27	6.903€ Price per Week: 2.301€
2 weeks	July 7 - 20	4.750€ Price per Week: 2.375€
1 week	July 7 - 13	2.586€

**Live real situations. Make better decisions.
Understand the game like you've never
imagined. Train and compete like a pro.
Welcome to ESS, your best future.**

INFORMATION:

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JOIN OUR PROGRAM

