

Beretta Academy Camp –

1) Gold Cup Edition - June 15th – 19th 2026 – Special Guest Johnny Pelliolo

We are pleased to present our proposal for a unique, high-level training experience designed for elite and developing shooters – Beretta Academy Camp Beretta Gold Cup edition

This exclusive programme offers a top-tier experience tailored for both elite and aspiring shooters, providing a unique opportunity to develop skills during one of the sport's most renowned competitions.

This program combines the proven methodology of the Beretta Academy with a fully integrated approach to performance, bringing together technical excellence, advanced technology, and world-class coaching.

At the core of the camp lies the use of *Shooting Data*, an innovative digital platform that automatically tracks every clay target and provides actionable insights. This enables athletes and coaches to precisely identify areas for improvement and optimize performance in a measurable and structured way.

Our philosophy goes beyond technical training: we focus on the complete athlete. The program integrates on-range coaching with mental conditioning, physical preparation, nutritional guidance, and technical knowledge, ensuring a true **360° performance development experience**.

Participants will also be equipped with a premium Beretta technical kit, designed to guarantee maximum comfort, performance, and durability throughout the camp.

This offer is specifically designed for federations and high-level shooting programs seeking to invest in structured, measurable, and long-term athlete development.

Camp Structure & Weekly Program

Our elite camp is designed as an intensive, high-impact experience, combining technical training, performance analysis, and holistic athlete development. Each day is carefully structured to maximize progression, alternating on-range sessions with specialized modules.

Day 1 - June 15th Monday (Arrival & Immediate Immersion)

14:00 – 18:00 – On-range session

- Welcome and first briefing to align all participants on the *Shooting Data* platform
- Introduction to coaching methodology
- Initial on-range session with coaches to immediately assess each athlete's level

This first session allows coaches to evaluate performance and tailor the training approach from the very beginning.

Day 2 – June 16th Tuesday (Technical Foundations & Postural Training)

Morning

09:00 – 10:00 – On-range session with Coach Antonello Iezzi –

10:00 – 12:00 – Postural technique for shooting (Zandomeneghi)

- Parallel: nutrition insights session
- Time allocated for management calls / coordination if needed

Afternoon

14:00 – 18:00 – On-range session

Focus: refining technical fundamentals and improving body mechanics for shooting efficiency.

Day 3 – June 17th Wednesday (Mental Performance Integration)

Morning

- Classroom session: mental coaching (Badiali)
- Practical application on the range

Afternoon

14:00 – 18:00 – On-range session

Focus: developing focus, emotional control, and competition mindset, directly applied in shooting scenarios.

Day 4 – 18th Thursday (Technical Knowledge & Competitive Experience)

Morning

10.00 – 12.00: On-range session **with Johnny Pelliolo**

Afternoon

14:00 – 18:00 – On-range session **with Johnny Pelliolo**

Evening

- Team dinner
- Night competition

Focus: deepening technical understanding of equipment and ballistics, followed by a unique competitive experience under night conditions.

Day 5 – June 19th Friday (Competition & Performance Evaluation)

- **Morning**
Company visit
- Ballistics session and product insights

Afternoon

Final Camp Competition

- Held in conjunction with the **Beretta Excellence Final**

This final event represents the culmination of the camp, allowing athletes to apply all acquired skills in a high-level competitive environment.

Program Highlights

- Immediate immersion with on-range evaluation from Day 1
 - Integration of *Shooting Data* for measurable performance tracking
 - Daily technical sessions combined with specialized coaching (posture, mental, nutrition)
 - Strong balance between theory and practical application
 - Exposure to real competition scenarios, including night shooting
 - Final performance benchmark in an elite competitive setting
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Pricing

Participation Fee per Athlete: € 1.199,00 (VAT included)

The fee includes access to the full training program, coaching sessions, use of *Shooting Data* technology, and all scheduled camp activities.

Not included:

- Travel expenses
 - Transfers
 - Accommodation (hotel stay)
 - Assistance with customs procedures
 - Firearms and related equipment
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Terms & Conditions

- **Payment Terms**
- A **30% deposit** of the total amount is required upon acceptance of the offer (**non-refundable**).
- The remaining **70% must be paid at least 30 days prior** to the start of the camp.
- Payments must be made via **bank transfer**.
- Failure to complete the payment within the agreed timeframe will result in **automatic cancellation of the booking**, with forfeiture of the deposit.

- **Code of Conduct**

- The Client and all participants are required to **comply with the Facility's rules and regulations at all times**.
 - Any **abusive, dangerous, disruptive, or inappropriate behavior** will not be tolerated and may result in **immediate suspension or termination** of participation without refund.
 - The Client is fully responsible for the conduct of all participants, guests, and spectators.
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- **Liability and Damage**

- The Client shall be held liable for any **loss or damage** to the Facility, equipment, or surrounding areas caused by participants, guests, or invitees.
 - The Client agrees to **indemnify and hold harmless** the Facility, its owners, and staff from any claims, damages, liabilities, or injuries arising from the use of the premises, except in cases of **gross negligence or willful misconduct** by the Facility.
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- **Cancellation Policy**

- Cancellations made **more than 30 days prior** to the scheduled start date will be eligible for a refund of amounts paid, **excluding the non-refundable deposit** and any administrative fees.
 - Cancellations made **less than 30 days prior** to the start date will result in **full forfeiture of the deposit**.
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- **Insurance Policy**

- Insurance coverage is provided **exclusively for on-field activities** as stipulated by the Trap Concoverde facility.
No additional insurance coverage is included.
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Validity

- This offer is valid till June 14th, 2026
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2) Custom edition

To be defined & quoted accordingly to the customer request