

ADVERTISING, PARTNERSHIPS AND COMMERCIAL RIGHTS



مدينة زايد الرياضية
ZAYED SPORTS CITY



INTRODUCTION

Transcending language, ethnicity and socioeconomic status, sport has always unified the global community. Organisations from all over the world have recognised the impact of sport and have made it the most popular marketing medium. With sports sponsorship, naming rights and other commercial components accounting for 75% of global commercial rights expenditure, association with sport has proven to be recession proof and continues to grow and provide profitable opportunities, even in times of economic downturn.

At the heart of Abu Dhabi is Zayed Sports City, a complex built to fulfil the vision of the late Sheikh Zayed bin Sultan Al Nahyan, the UAE's founding father and first president. It was inaugurated in January 1980 as a venue that reflected the country's passion for sport, as well as providing a platform to develop the country's promising sporting talent. Zayed Sports City was a state-of-the-art facility when it was first opened,

and after three decades of continuous development and growth it remains the premier sporting and entertainment destination in the UAE. It has become a focal point for sport fans from the city, country and region and a symbol for excellence in sport.

Today, this iconic landmark is a vibrant sports and entertainment hub. With a mission to make sports accessible to everyone, the complex provides sports at a grassroots level, promotes healthy lifestyles and is committed to enhancing the well-being of the people in the UAE. Ideal for brands seeking association with healthy lifestyles and activities, Zayed Sports City has established solid partnerships in a range of venues and for events, providing unparalleled opportunities for organisations to promote their brands and engage with over 750,000 visitors every year.



STRONG AND LASTING PARTNERSHIPS

Associating your brand with sports is one of the strongest and most powerful ways to convey your message to a targeted audience. Proven to be more effective than traditional marketing and advertising, the benefits of becoming a commercial partner with Zayed Sports City include:

- Increasing brand awareness and loyalty
- Positioning your company as a leader in your industry
- Acquiring new customers and followers
- Aligning your brand with the number one sporting and entertainment facility in the UAE
- Creating positive local and international PR
- Building brand positioning through associative imagery
- Supporting sales or promotional campaigns
- Reaching targeted audiences
- Increasing brand visibility

- Cultivating community interaction
- Creating emotional attachment to your brand
- Driving sales
- Generating retail traffic

Commercial rights at Zayed Sports City is about matching your brand's objectives to a targeted audience. As a professional sporting and entertainment facility with exposure to millions through on-site and globally-televised events, Zayed Sports City is a true partner that works with you and for you.

Whether you want to reach a mass market or target a specific demographic, Zayed Sports City will help you build loyalty with your established customers and develop brand engagement with new ones.





LIMITLESS OPPORTUNITIES

Featuring four outstanding sporting venues, a medical centre and residential complex on 1.2 million sqm of land in the centre of Abu Dhabi, at Zayed Sports City there is something for everyone. The complex currently offers more than 20 sports and hosts over 100 local and international events each year. A customer centric and marketing-based philosophy ensures the venue receives over US\$15 million in print and online media exposure every year and has an ever increasing presence in social media. Zayed Sports City is a diverse and professional sporting and entertainment hub that provides nearly limitless opportunities for promoting your brand.

By ensuring that we fully understand the requirements of your brand objectives, Zayed Sports City can create bespoke packages that meet your needs and include elements such as:

- Naming rights
- Equipment rights
- Pouring rights
- Event sponsorship
- Venue sponsorship
- Space rental and retail space
- Outdoor and indoor advertising
- Service or supplier partnerships
- Sampling activities
- Promotional stands
- Online advertising
- Client hospitality

PARTNERS

As the finest sporting and entertainment venue in the UAE and home to some of the region's top sports organisations, Zayed Sports City has hosted many world-class events and has had the privilege of providing commercial rights for a number of local and international brands.



Contact Details:

To learn more about how Zayed Sports City can help you meet your brand's objectives, please contact:

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