



Sport investment forum

SIF

The Ritz-Carlton - Riyadh | April 7-9, 2025



وزارة الرياضة
Ministry of Sports



وزارة الاستثمار
Ministry of Investment

Ambitious
sports investment



The youth are the cornerstone of the nation and its fundamental pillar for advancement and civilization. We thank Almighty Allah for blessing this nation with youth who are dedicated to serving their religion and their country in various fields, including sports, with its diverse games and activities.

The Custodian of the Two Holy Mosques
King Salman bin Abdulaziz Al Saud

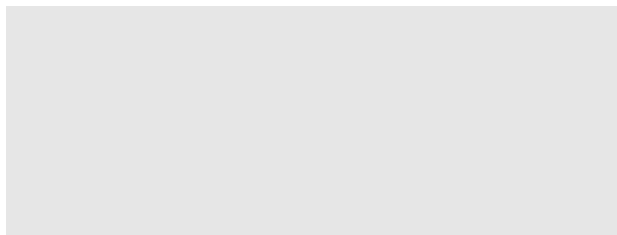


The Saudi Arabian Motor Federation has succeeded in hosting the three most important championships in the world: Formula E, Formula 1, and the Dakar Rally. In football, we have managed to increase the market value of the Saudi Professional League to become the highest among Arab leagues and among the top 20 leagues worldwide. We are also working with the same momentum on the rest of the federations.

His Royal Highness Prince

Mohammed bin Salman bin Abdulaziz

Crown Prince



The Saudi sports scene has taken significant strides, by the grace of God, and with the support of the Custodian of the Two Holy Mosques and the Crown Prince. Thanks to this support, attention, and follow-up, it has transformed into an active icon in the nation, attracting the attention of many domestically and internationally with its diverse and varied programs and events across different regions and areas. It has recorded unprecedented numbers in attendance, viewership, and hosting of the world's strongest tournaments and races, and we look forward to more in the upcoming phase.

His Royal Highness Prince

Abdulaziz bin Turki Al-Faisal

Minister of Sports



"What distinguishes the Kingdom from many other countries in the world is the stability and long-term vision launched by His Royal Highness Prince Mohammed bin Salman bin Abdulaziz Al Saud, Crown Prince and Prime Minister. Praise be to Allah for the global enthusiasm we see from all over the world towards the Kingdom of Saudi Arabia and its unique and insightful vision."

His Excellency

Khalid bin Abdulaziz Al-Faleh

Minister of Investment



«The Kingdom's Vision 2030 has highlighted its commitment to making football a global game through supporting transfers and strengthening bonds of friendship. It is the world's foremost game with popular foundations supporting it.»

Gianni Infantino

President of the International Federation of Association Football (FIFA)



I have never seen a sporting transformation in the world in my life like what is happening in the Kingdom of Saudi Arabia. Saudi Arabia is amazing.

President of the International Olympic Committee

Thomas Bach

Why Saudi Arabia?

03

3-hour flight
reaches 250
million people

02

Economic
Powerhouse

01

Strategic
Location

06

\$2 billion
invested in
football talent

05

Major Events
Hub

04

Rapid Sports
Sector Growth

09

95.7% internet
penetration

08

100% foreign
ownership
allowed

07

Rapid growth in
women's sports





The sports sector in the Kingdom of Saudi Arabia

The sports sector in the Kingdom of Saudi Arabia has continued to reap the benefits of the unwavering support and attention from the visionary leadership, achieving qualitative leaps, ambitious strides, and exceptional developments that align with the national targets outlined in Vision 2030. Sporting events have been adorned with the gracious presence of His Royal Highness Prince Mohammed bin Salman bin Abdulaziz, Crown Prince, Deputy Prime Minister, and Chairman of the Council of Ministers, may Allah preserve him, particularly during the Formula E race held at the Jewel of the Kingdom, Diriyah. Ambition is intertwined with excellence, and efforts with successes, throughout its months and in various occasions and events.

Sport sector in numbers



10

Saudi Football league became among the best 10 of leagues in the worlds

97

Sports Federations

170

Clubs

22

billion

Saudi sports market value in 2022

124

billion

Target Saudi Sports Market Value for 2030

Saudi Arabia to Host the 2034 FIFA World Cup

A Global Achievement Boosting Sports Investment



Hosting the 2034 FIFA World Cup marks a transformative milestone that solidifies Saudi Arabia's position as a premier destination for sports investment, opening new horizons for global partnerships within Vision 2030.

Event Highlights



Comprehensive Experience

Strengthening Saudi Arabia's leadership in delivering exceptional sports events



Sustainable Organization

Environmentally friendly hosting with renewable energy



World-class Infrastructure

Development of state-of-the-art stadiums and facilities

Pioneering Investment Opportunities



Enhancing sports tourism and increasing local economic activity



Supporting the growth of local startups specializing in sports technologies



Attracting international capital to develop the sports sector



Saudi Arabia to Host the 2034 FIFA World Cup



Highest Rating
419/500

05

HOST CITIES

15

PROPOSED
STADIUMS

10

OTHER HOST
LOCATIONS

134

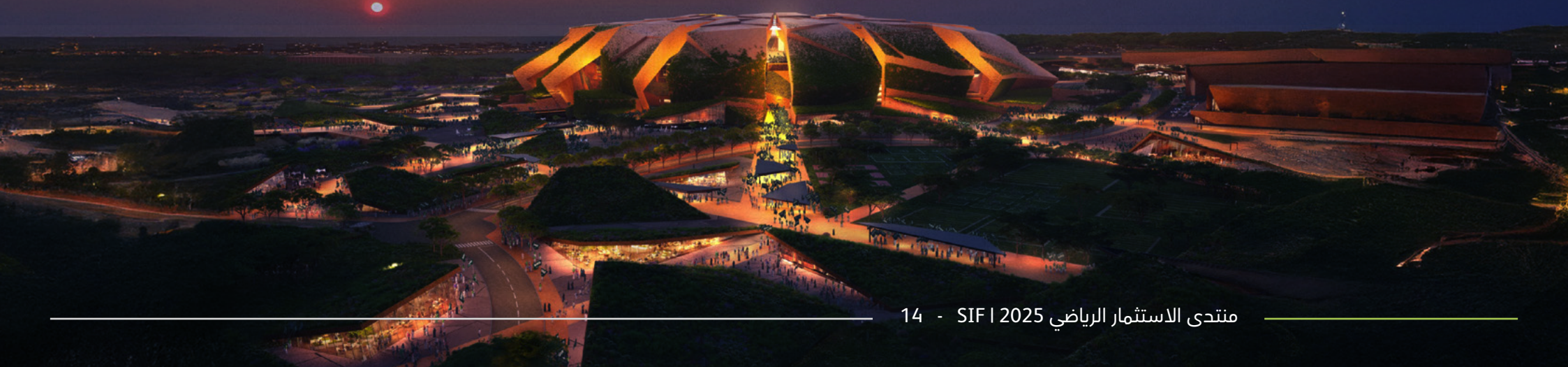
TRAINING SITES

+230k

ROOM KEYS ACROSS
HOST CITIES

16

INTERNATIONAL
AIRPORTS



The most prominent international sports in Saudi Arabia



Saudi Tour race



Saudi Equestrian Cup



The Saudi Dakar Rally



Cor Diriyah E-Prix for Formula E cars



The truth in boxing



Italian Super Cup



Spanish Super Cup



E-Sports World Cup

The most prominent international sports in Saudi Arabia



World Fencing Championships in the junior and youth categories (men - women) 2024



2024 Show Jumping World Cup



King Salman Cup Championship for Arab Clubs



The 20th edition of the Club World Cup



Hosting the 2028 TAFISA Community Sports Olympiad



Announcing the Kingdom's victory in hosting the 2027 Asian Cup



Hosting the final round of the GT World Challenge for 2024-2025

The Importance of Sports Investment Regionally

Sports have become one of the strategic pillars for countries in the region, contributing to economic growth, fostering social development, and elevating international status. By developing infrastructure and hosting major sports events, regional countries are leveraging sports as a tool to boost the economy, stimulate tourism, and attract long-term investments.



The Gulf Experience in Sports Investment



The UAE is a primary platform for major sports events, such as Formula 1 races and golf tournaments, with investments in world-class sports facilities like Zayed Sports City. This synergy between sports and tourism reinforces the UAE's position as a global sports hub and a significant contributor to regional development.



Qatar represents a global model for sports investment, solidifying its position through hosting the FIFA World Cup 2022, which achieved exceptional success and became a benchmark for organizing major sports events. Qatar has invested in advanced sports infrastructure, showcasing its ability to integrate sports, innovation, and sustainability. Additionally, Aspire Academy has turned Qatar into a hub for talent development and highlighted sports as a driver for growth.



As part of Vision 2030, Saudi Arabia has adopted a comprehensive approach to transforming into a global sports hub, focusing on hosting major tournaments like Formula 1 and the AFC Asian Cup, alongside developing facilities and infrastructure. The Public Investment Fund's acquisition of sports clubs reflects the Kingdom's commitment to achieving economic sustainability.

Why SIF?



Unprecedented Access

Connect with decision-makers shaping Saudi sports



Investment Opportunities

\$50+ billion in planned sports projects



Innovation Showcase

Cutting-edge sports tech from global leaders



Networking

1000+ C-level executives from 60+ countries



Saudi Vision 2030

Align with the Kingdom's transformative goals

A Brief Overview of the Forum

The forum is a global sports gathering that brings together elite athletes, professionals, coaches, and experts from various sports fields. Its aim is to enhance dialogue, deepen understanding, and promote effective collaboration among them. It provides a stimulating environment for exchanging experiences, developing skills, fostering partnerships, introducing sports opportunities, and exploring the latest advancements in sports technology. This is achieved through organizing conferences, workshops, interactive dialogue sessions, and sports exhibitions.





Mission

To establish a global sports network headquartered in Riyadh that enhances global sports communication and collaboration



Vision

For the Kingdom, through the Global Sports Forum and Vision 2030, to become the primary incubator, global hub, and premier sports platform that brings together specialists and enthusiasts in the sports sector to discuss the latest developments, build strong partnerships, and achieve sustainable development in the sports field



Five Pillars of SIF

01 Sports Innovation & Technology

- AI in sports performance and fan engagement
- Emerging technologies: VR, smart stadiums
- Data analytics for investment decision-making

03 Women's Empowerment in Sports

- Increasing women's participation at all levels
- Investment opportunities in women's leagues and events
- Showcasing success stories of female athletes and executives

05 Global Partnerships & Economic Growth

- Cross-border investment opportunities in sports
- Sports tourism as an economic driver
- Developing Saudi Arabia as a global sports hub

02 Sustainable Sports Development

- Green infrastructure and eco-friendly venue design
- Renewable energy in sports facilities
- Circular economy approaches in sports equipment and apparel

04 Sports for Wellness and Social Impact

- Sports as a driver of public health initiatives
- Mental health benefits of sports participation
- Community development through sports programs

Forum in numbers



visual and interactive displays

20



workshops

15



business sessions

20



partners (sponsors - supporters)

40



international and local speakers

80



strategic axes

30

Objectives of the Forum

- 01** Raising the level of investment and enhancing its contribution to building local and international partnerships.
- 02** Providing high-quality specialized sports academic programs in accordance with national and international standards, and providing and creating an educational and technical environment that supports research, innovation and exchange of sports experiences, results and discoveries in various fields such as: physical rehabilitation, sports nutrition, and event management.
- 03** Hosting global sports elites , attracting distinguished and talented athletes, and opening new horizons for them to reach suitable sports opportunities for everyone regardless of gender, race or marital status.
- 04** Building and strengthening partnerships between the public and private sectors, non-governmental organizations and cooperating with major accredited local and international training bodies.
- 05** Explore and showcase the latest technologies and tools in the field of sports and fitness and develop stadiums, improve the experience of players and fans, and encourage investment in modern sports technologies.
- 06** Enhancing the Kingdom's sports position and achieving the goal of becoming the first and preferred sports destination for athletes, diversified sports, and major continental and international competitions.

Objectives of the Forum

07 Attract and Establish Sports Sector Investors in the Kingdom.

09 Find Solutions to Investor Challenges: Address investor challenges, including but not limited to, providing information on government procedures that benefit investors and the data available from all relevant entities.

11 Market Investment Opportunities Locally and Internationally.

13 Develop a Regulatory Framework to Encourage Competitiveness.

15 Coordinate Efforts to Attract and Expand Investment.

17 Form Joint Working Groups to achieve the desired objectives within sports cooperation

08 Create a Stimulating Environment for Investors to benefit the sports sector.

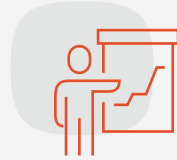
10 Encourage Investment in Sports.

12 Enhance Investment in Sports Talent Development.

14 Identify and Prioritize Investment Opportunities.

16 Collaborate in International Exhibitions and Events to market and enhance investment in the sports sector.

Target Audience



Industry experts and innovators in the sports field

- Professional and amateur coaches and athletes.
- Scientists and researchers in the field of sports.
- Developers and engineers in the field of sports technology.
- Sports equipment manufacturers.
- Investors in the sports field.



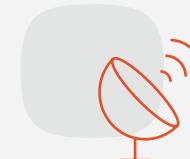
Fans

- Sports fans from all over the world.
- Families and individuals interested in sports.
- Local communities hosting sporting events.



Decision makers in sports institutions

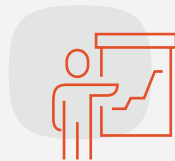
- Sports, international, continental and national federations.
- Olympic Committees.
- Ministries concerned with sports.



Sports Media

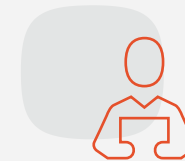
- Journalists and sports writers.
- Broadcasters and sports channels.
- Media companies specialized in the field of sports.

Target Audience



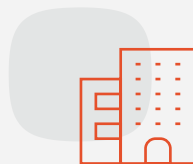
SME owners in sports

- Entrepreneurs who own emerging sports projects.
- Small and medium enterprises that provide sports services.



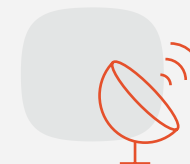
Students and researchers in the field of sports

- University students in the disciplines of physical education and sports sciences.
- Sports researchers from various universities and research institutions.



Non-governmental organizations working in the field of sports

- Sports for All organizations.
- Organizations concerned with women's sports.
- Organizations concerned with sports for people with special needs.



International and regional bodies concerned with sport

- International Olympic Committee.
- World Anti-Doping Agency.
- Fifa.
- Continental Olympic Committees.
- Continental sports federations.

The most prominent topics that will be discussed in the forum



Government integration with the private sector

- The role of the government in supporting the private sector in the field of sports.
- Cooperation mechanisms between the government and the private sector to organize and manage sports events.
- Attracting foreign investments to the sports sector.



Talent Discovery

- Talent discovery programs in various sports.
- The role of sports academies in developing talents.
- The use of technology and artificial intelligence in discovering talents.



Major events in the Kingdom

- Prepare to host major sporting events.
- Economic impact of global sporting events.
- The Kingdom's strategy to host more major sporting events.



Women in the sports sector

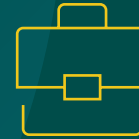
- The role of women in sports.
- Breaking down barriers facing women in sports.
- Empowering women in all sports fields.

The most prominent topics that will be discussed in the forum



Infrastructure

- Developing the sports infrastructure in the Kingdom.
- Building new stadiums and gyms.
- Development and construction of multi-use sports facilities.



Economic opportunities for entrepreneurs

- Investment opportunities in the sports sector.
- Supporting entrepreneurs in the sports field.
- Providing a suitable environment for the growth of sports projects.



Mathematical Techniques

- The latest technology used in sports.
- The impact of techniques on the performance of athletes.
- Use technologies to improve the fan experience.



Using artificial intelligence to improve the quality of sports

- Analysis of sports performance.
- Injury prevention.

The most prominent topics that will be discussed in the forum



Strategies for Enhancing Revenue and Sustaining Growth in E-Sports Clubs

- Diversifying Income Sources
- Brand Development
- Role of Technology
- Future Investments



What the
forum will
offer ?

Main Sessions

The forum's sessions will hold several main sessions with discussions and dialogues according to several strategic axes on the sports system, with the participation of a wide range of elite speakers at the local and international levels, where the number of forum sessions is more than 50 sessions with the participation of more than 150 speakers, attending and participating from different countries of the world.

17 NOVEMBER 2020



Specialized workshops

The forum organizes various workshops in various sports fields presented by a group of specialists with the aim of enhancing the capabilities of participants and contributing to providing an opportunity for knowledge seekers and increasing qualification through effective workshops.

Panel Discussion



Agreements Platform

The forum will witness the signing of several agreements and memoranda of understanding in the fields of sports and partnership in promoting investment, cooperation and advisory services, in addition to concluding several alliances in various fields of the sports sector, which will have a great impact on the sports system at the local and global levels.



The largest sportive media gathering in the region

cooperation with



الاتحاد السعودي للإعلام الرياضي
Saudi Sports Media Federation

+100 +30000

sports agencies
and channels

media
professionals

Forum Agenda

- 01 Sports Media Vision
- 02 Media free from bias and fanaticism
- 03 Innovation and sports technologies
- 04 Broadcasting quality and television coverage
- 05 Entrepreneurship in sports media
- 06 Impact of sports content
- 07 Media platforms and sports events



Sports Exhibition

The work of the Forum is accompanied by a specialized exhibition that will continue throughout the Forum, in which everything related to the services, products, technologies and economics of the sports sector at the local and international levels is presented, with the participation of several relevant government agencies and sister sectors, in addition to leading companies and sponsors, making the Sports Forum Exhibition a key meeting platform and an opportunity for direct communication, presenting the latest developments, exchanging information and strengthening partnerships with key stakeholders in the sector.



Forum effects



An innovative destination



A sports exhibition that brings together many companies and organizations



Distinctive investment opportunities



Partnerships and strengthening relationships



A forum full of interactive sports activities

Post-Event Engagement



SIF Digital Hub

- 24/7 access to event content and new insights
- Deal room for ongoing investment opportunities
- Monthly market intelligence reports



Annual Saudi Sports Investment Summit

- One-day follow-up event in Riyadh
- Showcase of deals closed since SIF
- Next year's SIF preview and early-bird registration



Bi-monthly Newsletter: "The SIF Insider"

- Success stories from SIF-initiated partnerships
- Upcoming sports events and investment opportunities
- Regulatory updates and incentives for investors



SIF Global Roadshow

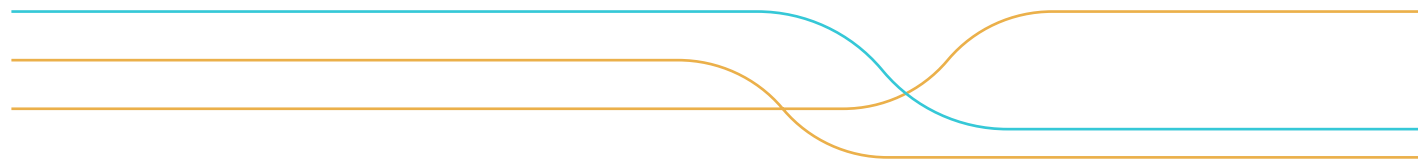
- 5 major cities: London, New York, Tokyo, Dubai, Singapore
- Half-day seminars featuring Saudi sports leaders
- One-on-one meetings with potential investors

Marketing Plan

Marketing Campaign 1

Ads	Your Benefits	Stage			Strategic Partner	Main Sponsor	Platinum Sponsor	Gold Sponsor	Participant Sponsor
		Before the event	During the event	After the event					
Excellence	Your logo included in all marketing campaigns for the Sports Investment Forum				✓				
Spaces	A specific space is allocated to each partner				✓	✓	✓	✓	
Newspapers	Local and international newspapers and magazines	✓	✓		✓	✓			
Tv	SHAHID – MBC – SSC – STCTV – Sharq	✓	✓		✓	✓	✓	✓	✓
Radio	UFM, AA FM	✓	✓		✓				
Billboards	Outdoor billboards in (Riyadh – Dammam – Jeddah – AlUla – Asir – Dubai – Doha)	✓	✓		✓				
Digital advertisements	Social media with high reach targeting (Twitter – Snapchat – YouTube – TikTok – LinkedIn – Instagram)	✓	✓		✓	✓	✓	✓	
Text messages	Text messages	✓	✓	✓	✓	✓	✓		
Email	Email messages with high reach targeting	✓	✓		✓	✓	✓		
Social media posts SIF	"Social media posts SIF" Facebook - Instagram Linkedin - Twitter - TikTok - YouTube	✓	✓	✓	30	20	15	10	5

Marketing Campaign 2

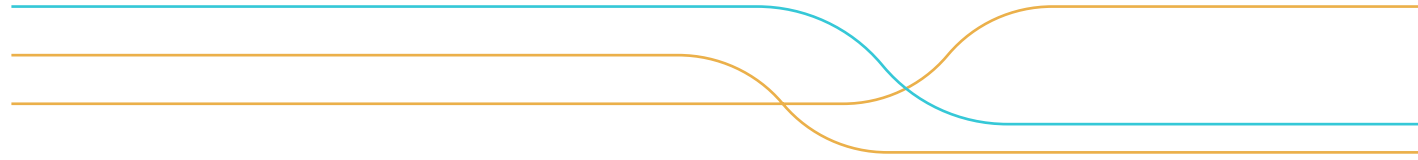


Ads	Your Benefits	Stage			Strategic Partner	Main Sponsor	Platinum Sponsor	Gold Sponsor	Participant Sponsor
		Before the event	During the event	After the event					
Display ads	A customized display ad campaign targeting the database of the Sports Investment Forum	✓		✓	✓	✓	✓		
	Include the sponsor's project video in the forum's campaign on our website and social media channels	✓		✓	✓	✓			
	Include the display ad in the forum's weekly newsletter	✓	✓	✓	✓	✓	✓		
	Include your logo in the sponsors' section on the forum website with a link to your website	✓	✓		✓	✓	✓	✓	✓
	Feature your logo on the forum registration page				✓	✓			
	Include your logo in the post-event report on the forum's key activities, which is sent to all visitors and exhibitors			✓	✓	✓	✓	✓	✓
Email	A customized marketing campaign via email sent after the event to selected forum visitors	✓	✓	✓	✓	✓	✓	✓	✓

Public Relations

Your Benefits		Before the event	During the event	After the event	Strategic Partner	Main Sponsor	Platinum Sponsor	Gold Sponsor	Participant Sponsor
Display ads	Inclusion in the forum's press releases, as well as on our social media channels	✓	✓	✓	✓	✓	✓	✓	
	Publication of an editorial advertisement for the content provided by the sponsor on the forum's website and our social media channels	✓	✓	✓	✓	✓	✓	✓	
	An interview with your company's CEO conducted by our editorial team, to be published on the forum's website and our social media channels	✓			✓	✓			
	An invitation to participate in special forum interviews as part of the partner's series of features, based on the provided content and editorial selection	✓			✓				

On-site Activation



Trademarks and on-site activation		Before the event	During the event	After the event	Strategic Partner	Main Sponsor	Platinum Sponsor	Gold Sponsor	Participant Sponsor
Event banners	Inclusion of the logo on event banners at exhibition locations		✓		✓	✓	✓	✓	✓
	Prominent booth location logo on the exhibition map and digital forum content schedule, accessible via QR codes at all strategic locations for all visitors	✓	✓	✓	✓				
Event location	Appearance in all forum publications		✓		✓	✓	✓	✓	✓

Leadership & Communication

Thought Leadership and Communication		Before the event	During the event	After the event	Strategic Partner	Main Sponsor	Platinum Sponsor	Gold Sponsor	Participant Sponsor
	A customized keynote as part of the forum conference on the main stage		✓		✓				
Thought leadership	A dedicated title as part of the forum's workshops		✓		✓	✓	✓		
					✓	✓			
VIP and investor engagement	Exclusive inclusion in the forum's investor database, providing access to leading sports companies, insurance firms, banks, and investment companies through interactive discussions with thought leaders, executive presentations by experts, project visits, and one-on-one business meetings.		✓		✓	✓			

Leadership & Communication 2

Communicate		Before the event	During the event	After the event	Strategic Partner	Main Sponsor	Platinum Sponsor	Gold Sponsor	Participant Sponsor
Access to the private lounge	Exclusive access to the International Sports Forum's lounges for Very Very Important Persons (VVIPs) and VIPs, as well as speakers		✓		✓	✓			
	Exclusive access to the International Sports Forum's lounges for VIPs		✓		✓	✓	✓		
Private meeting room	Sponsors can include their own branding		✓		✓	✓			
Invitations to networking events	The forum will provide you with customized invitation templates branded with your logo, which you can share with investors and VIPs you wish to invite to the event	✓			✓				
Exclusive access to the forum's VIP lounges	Participation in forum sessions or one of the summit programs, aligned with your business goals, including a branded photo and a speaker bio for each session you participate in	✓	✓	✓	✓	✓	✓	✓	✓



Forum Partners

Forum Partners

Government partners



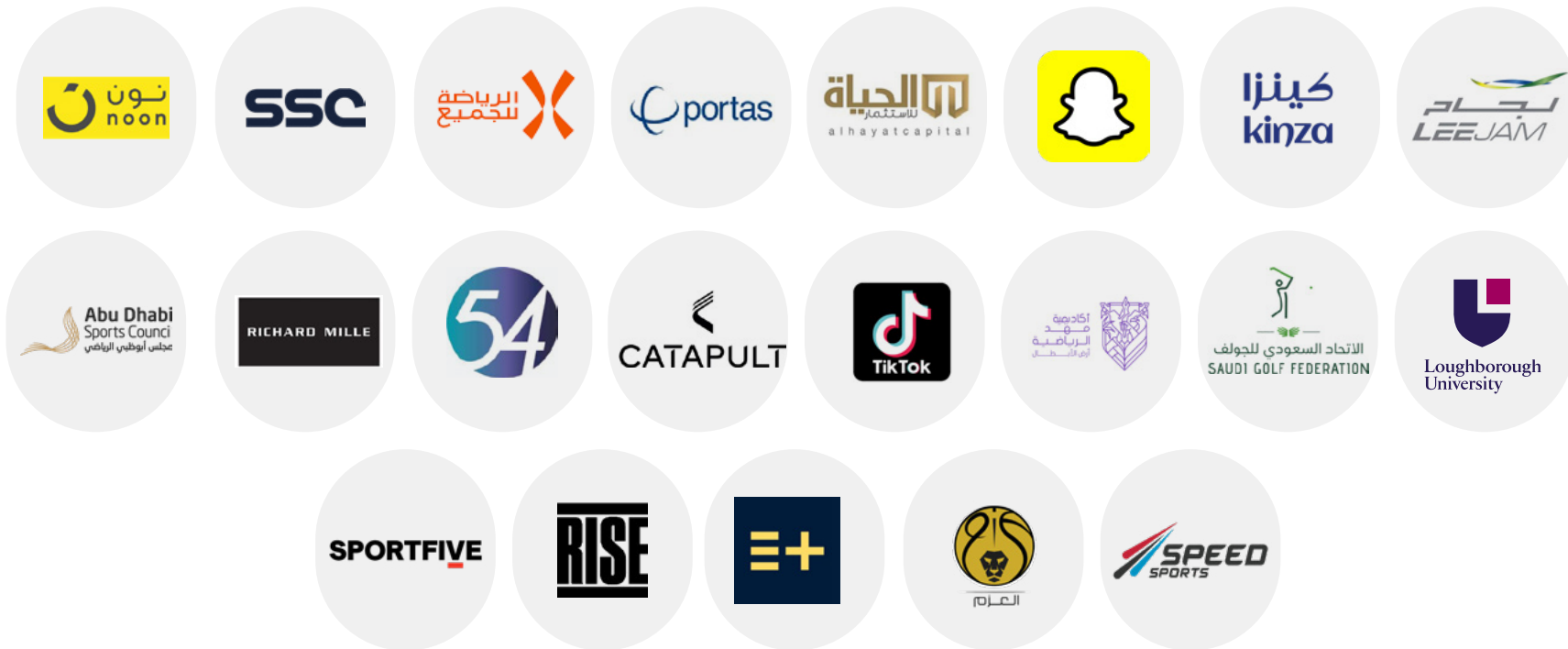
Forum Partners

Expected partnerships



Forum Partners

Expected partnerships



More than 500 have been contacted

Forum Partners

Expected partnerships



More than 500 have been contacted

Founding Business Partners



Sports Knowledge Partners



Sports Marketing Partners

SPORTFIVE

CAABASE

RISE

esm

Sponsor Packages



Platinum Sponsor

300,000 \$



Main Sponsor

400,000 \$



Strategic Sponsor

800,000 \$



Co-Sponsor

50,000 \$

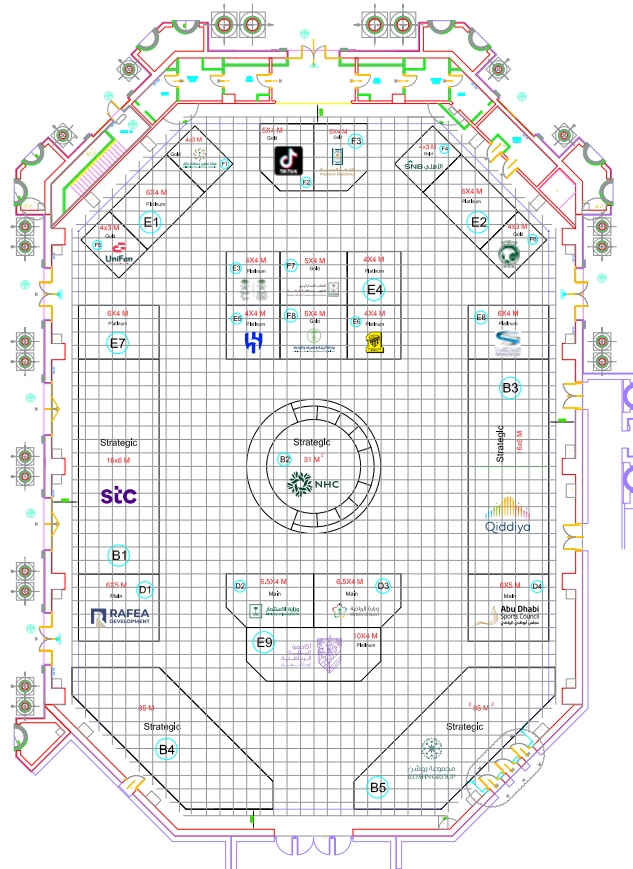


Golden Sponsor

150,000 \$

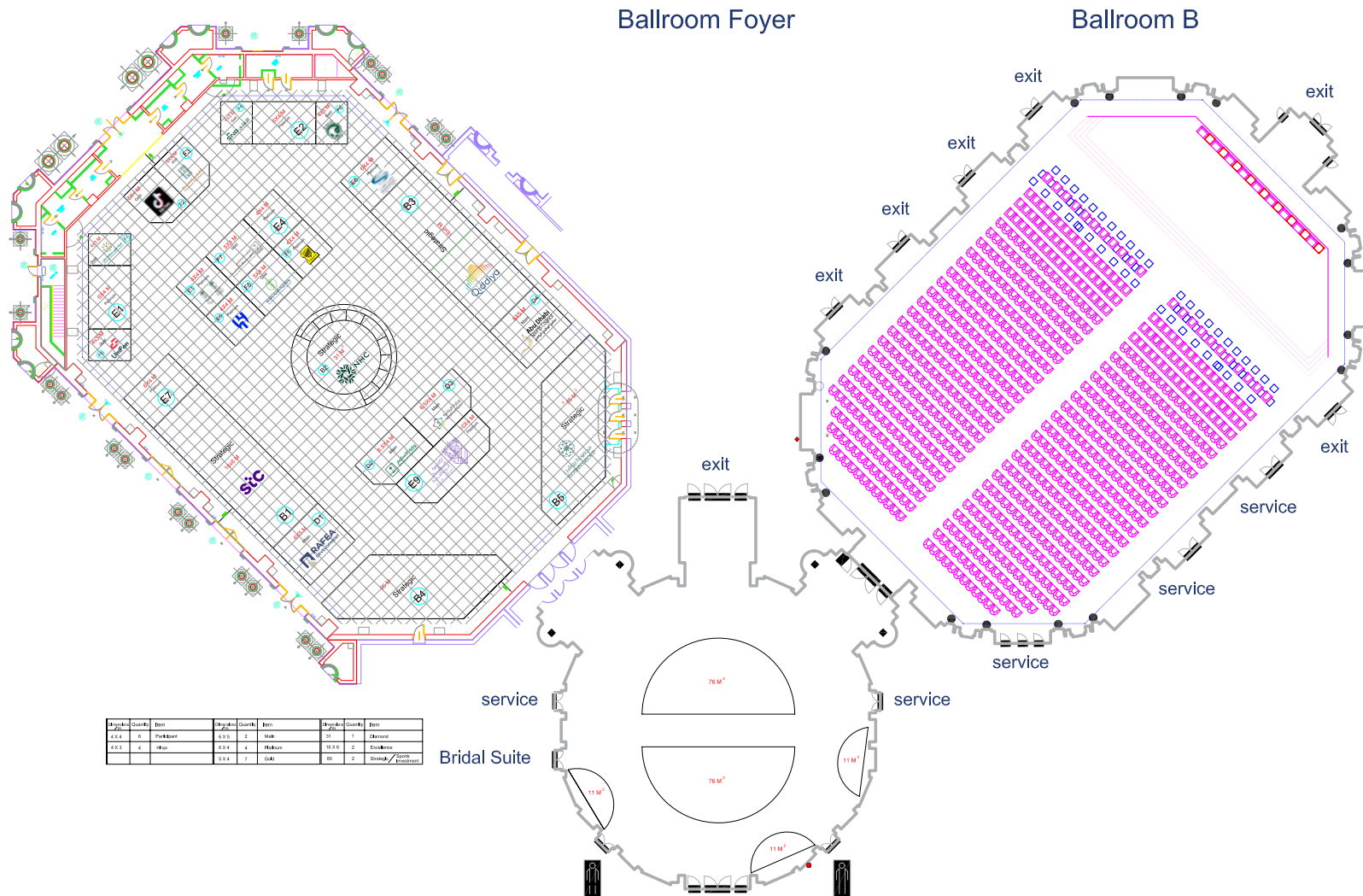
Prices does not include VAT

Exhibition Layout



Gold	Platinum	Main	Strategic
B1	B1	B1	B1
B2	B2	B2	B2
B3	B3	B3	B3
B4	B4	B4	B4
B5	B5		B5
B6	B6		
B7	B7		
B8	B8		
B9	B9		

Forum lobby and hall





Invest..

Regulation



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