

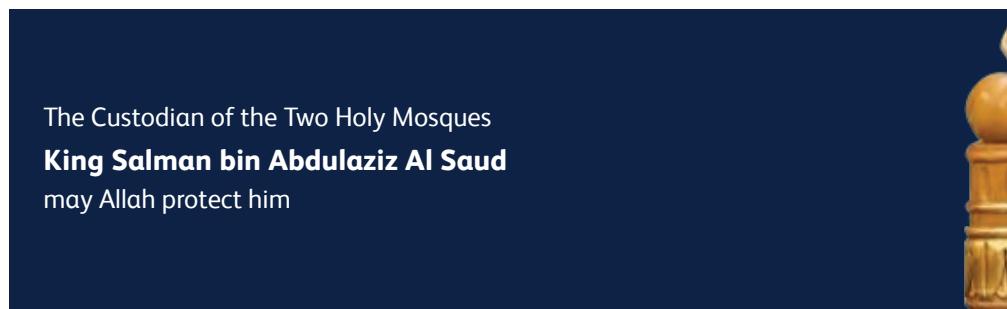
Sport Investments Forum

20-22 April 2026 | The Ritz-Carlton, Riyadh





Youth are the foundation of the nation and the primary pillar of its renaissance and civilization. We praise Almighty Allah for blessing this nation with devoted young individuals who tirelessly serve their religion and homeland across various fields, including the sports sector in all its disciplines and activities.



We are committed to developing all sports federations and increasing their number. For example, since its establishment, the Saudi Automobile Federation had not hosted any international championships. However, in just the past two years, the Federation has successfully hosted three of the world's most prestigious events: Formula E, the Dakar Rally, and more. In football, we have succeeded in raising the market value of the Saudi League, making it the highest among Arab leagues and one of the top 20 leagues globally. We are working with the same momentum to advance the rest of the federations as well.

His Royal Highness Prince

Mohammed bin Salman Al Saud

may Allah protect him



Thanks to the grace of Allah, and then to the support of the Custodian of the Two Holy Mosques and His Royal Highness the Crown Prince, Saudi sports have made significant strides. This support, attention, and continuous follow-up have transformed sports into a dynamic and influential pillar within the Kingdom. It has succeeded in attracting attention both locally and internationally through its diverse and wide-ranging programs and events across various regions. Unprecedented figures have been recorded in terms of attendance, engagement, and hosting some of the world's most prestigious championships and races. We look forward to achieving even more in the coming phase.

His Royal Highness Prince
Abdulaziz bin Turki Al-Faisal
Minister of Sports





What distinguishes the Kingdom from many other countries around the world is its stability and long-term vision, launched by His Royal Highness Prince Mohammed bin Salman bin Abdulaziz Al Saud, Crown Prince and Prime Minister. We thank Allah for the global interest we are witnessing from countries across the world in the Kingdom of Saudi Arabia and its wise and unique vision.

His Excellency the Engineer

Khalid bin Abdulaziz Al-Falih

Minister of Investment



Saudi Vision 2030 has underscored the Kingdom's commitment to making football a global game by supporting major signings and strengthening bonds of friendship. As the world's most popular sport, football enjoys a massive and loyal fan base.

President of FIFA
Gianni Infantino

Outcomes of the Sports Investment Forum



Innovation Showcase

Latest Sports
Technologies from
Leading Global
Companies



Investment Opportunities

Over \$50 Billion in
Planned Sports Projects



Unprecedented Networking Opportunities

Connecting with Key
Decision-Makers in Sau-
di Sports



Saudi Vision 2030

Aligning with the King-
dom's Transformational
Goals



Networking & Relationship Building

Senior Execu- 1,000+
tives from 60+ Coun-
tries

+50



Session &
Workshop

+2800



Session
Attendee

+3500



Workshop
Registrant

+500K



Viewership via
social media
platforms

+800K



Website Visit



1 Billion



Digital Content Viewer

60



Signed
Agreement

+20



Participating
Country

+140



Speaker

+50



a Partner

Key Speakers at the 2025 Sports Investment Forum



Pillars of the Sports Investment Forum

01

Innovation and Technology in Sports

- Emerging Technologies: Virtual Reality, Smart Stadiums
- Data Analysis for Investment Decision-Making

03

Womens Empowerment in Sports

- Increasing Women's Participation at All Levels
- Investment Opportunities in Womens Leagues and Events
- Showcasing Success Stories of Female Athletes and Executives

05

Global Partnerships and Economic Growth

- Cross-Border Sports Investment Opportunities
- Sports Tourism as an Economic Driver
- Positioning Saudi Arabia as a Global Sports Hub

02

Sustainable Sports Development

- Eco-Friendly Event Infrastructure and Sustainable Facility Design
- Renewable Energy in Sports Venues
- Circular Economy Approach in Sports Equipment and Apparel

04

Sports for Health and Social Impact

- Sports as a Driver for Public Health Initiatives
- The Mental Health Benefits of Sports Participation
- Community Development Through Sports Programs

06

Keeping Pace with Vision 2030

- Sports investment opportunities open new horizons in employment sports tourism, and further growth aligned with the Vision goals

Objectives of the Sports Investment Forum



01 >>>>>>

Elevating Sports Investment and Enhancing Its Contribution to Building Local and International Partnership

02 >>>>>>

Exploring and Showcasing the Latest Technologies and Tools in Sports, Fitness, and Stadium Development, Enhancing the Experience for Athletes and Fans, and Encouraging Investment in Modern Sports Technologies

03 >>>>>>

Utilizing Artificial Intelligence in Sports Analytics, Personalized Training, and Injury Prevention; Enhancing Fan Engagement and Predicting Match and Tournament Outcomes; Improving the Viewer Experience; Designing and Managing Smart Stadiums; and Enhancing Security by Monitoring Suspicious Behavior

04 >>>>>>

Establishing and Strengthening Partnerships Between the Public and Private Sectors and Non-Governmental Organizations, and Collaborating with Leading Accredited Local and International Training Entities

05 >>>>>>

Enhancing the Kingdom's Sports Position and Achieving the Goal of Becoming the Leading and Preferred Destination for Athletes, Diverse Sports, and Major Continental and Global Competitions



Objetives of the Sports Investment Forum

SIF



06 >>>>>>>

Attracting and Establishing Sports Sector Businesses and Investors in the Kingdom

07 >>>>>>>

Providing Solutions to Investor Challenges, Including but Not Limited to: Offering Information on Government Procedures That Support Investors, and Access to Data Available from All Relevant Entities

08 >>>>>>>

Collaboration to Identify Investors Within the Sector's Value/Supply Chain

09 >>>>>>>

Promoting Investment Opportunities in the Sports Sector Locally and Internationally

10 >>>>>>>

Enhancing Investment in the Development of Sports Talents

Target Audiences

Industry Experts and Innovators in the Sports Sector



Decision-Makers in Sports Institutions and Companies



Prominent Sports Figures



Students and Researchers in the Sports Field



Non-Governmental Organizations Operating in the Sports Sector



Sports Media



Owners of Small and Medium Enterprises in the Sports Sector



International and Regional Sports Authorities



Sport Investment Forum 2026

20-22 April 2026 | The Ritz-Carlton, Riyadh



Forum Tracks

Key Sessions

The forum will host several main sessions featuring discussions and dialogues across various strategic pillars focused on the sports ecosystem. These sessions will see wide participation from elite speakers at both the local and global levels. The forum includes more than 30 sessions with the involvement of over 100 speakers from different countries around the world.

Specialized Workshops

The forum organizes a variety of workshops across multiple sports fields, delivered by a group of specialists. These workshops aim to enhance participants' capabilities and provide opportunities for knowledge seekers to further develop their qualifications through effective training sessions.



Agreements Platform

The forum will witness the signing of numerous agreements and memorandums of understanding in the fields of sports and partnerships, aimed at enhancing investment, collaboration, and the provision of consulting services. Additionally, several alliances will be formed across different sectors of sports, which will have a significant impact on the sports ecosystem at both the local and global levels.



Sports Exhibition

Accompanying the forum is a specialized exhibition that runs throughout its duration, showcasing everything related to sports services, products, technologies, and economics at both the local and international levels. The exhibition features participation from various relevant government entities, as well as leading companies and sponsors, making it a key meeting platform and an opportunity for direct networking, presenting the latest developments, exchanging information, and strengthening partnerships with key stakeholders in the sector.

+200

Licensed Sport Facility

330,000

Registered Female Athlete

150%

Increased Womens Participation in Sports Since Vision 2030 Launch

+140

Sports Leadership & Management

740

Gym – Sports Participation Initiative

143

Increased Womens Participation in Sports Since Vision 2030 Launch

Women and Sport

In collaboration with

جامعة الأميرة نورة بنت عبدالرحمن
Princess Nourah bint Abdulrahman University





Women and Sports

Key Highlights

01

Womens Sports
Transformation in Saudi
Arabia

02

Womens Role in Sports
Leadership

03

Investment in Womens
Events

04

Female Talent in
the Field

05

Media &
Womens Sports

06

Womens Sports &
Health

07

Womens Sports
Facilities Infrastructure

08

Women & Global
Sports Awards

Continuity and Engagement



01

SIF Digital Center



03

Saudi Sports
Investment Summit



05

SIF Insider – Biweekly
Newsletter



02

Global SIF Tour



04

Internal Forum
Badge



06

Athletes
Suhoor

Marketing Plan

Marketing Campaign (1)

Advertisements	Its Benefits	Before the Event	During the Event	After the Event	Strategic Sponsor	Main Sponsor	Platinum Sponsor	Gold Sponsor	Business Package
Excellence	Your logo included in all marketing campaigns for the Sports Investment Forum				✓				
Spaces	A designated space is allocated for each partner				✓	✓	✓	✓	
Newspapers	Newspapers and Magazines	✓	✓		✓	✓			
Television	Satellite Channels	✓	✓		✓	✓	✓	✓	✓
Radio	Radio	✓	✓		✓				
Billboards	Billboards	✓	✓		✓				
Digital Ads	Media with High-Reach Targeting (Twitter, Snapchat, YouTube, TikTok, LinkedIn, Instagram)	✓	✓		✓	✓	✓	✓	

Marketing Campaign (2)

Advertisements	Its Benefits	Before the Event	During the Event	After the Event	Strategic Sponsor	Main Sponsor	Platinum Sponsor	Gold Sponsor	Business Package
Messages	Messages and Notifications	✓	✓	✓	✓	✓	✓	✓	✓
Email	High-Reach Targeted Email Campaigns	✓	✓		✓	✓	✓		
	A Customized Display Advertising Campaign Targeting the Sports Investment Forum Database	✓		✓	✓	✓	✓		
	Inclusion of the sponsor's project video in the forum's campaign on our website and social media channels	✓		✓	✓	✓			
Display Advertisements	Inclusion of your logo in the sponsors section on the forum website, with a link to your official website	✓	✓		✓	✓	✓	✓	✓
	Featuring your logo on the forum registration page				✓	✓			
	Inclusion of the logo in the post-event report highlighting the forum's activities, which is sent to all visitors and exhibitors			✓	✓	✓	✓	✓	✓

Public Relations

	Public Relations	Before the Event	During the Event	After the Event	Strategic Sponsor	Main Sponsor	Platinum Sponsor	Gold Sponsor	Business Package
Display Advertisements	Publishing a sponsored advertorial provided by the sponsor on the forum website and our social media channels	✓	✓	✓	✓	✓	✓	✓	✓
	An interview with your company's CEO conducted by the forum team, coordinated with and approved by the partner	✓			✓	✓			
	Invitation to participate in exclusive forum interviews as part of the partner benefit series, during live coverage of the forum	✓		✓					

On-site Activation

Branding and On-site Activation	Before the Event	During the Event	After the Event	Strategic Sponsor	Main Sponsor	Platinum Sponsor	Gold Sponsor	Business Package
Event Signage	Logo Placement on Event Signage at Exhibition Venues	✓		✓	✓	✓	✓	✓

Leadership and Communication (1)

Thought Leadership and Communication		Before the Event	During the Event	After the Event	Strategic Sponsor	Main Sponsor	Platinum Sponsor	Gold Sponsor	Business Package
Thought Leadership	Presence on the Main Stage		✓		✓				
	Custom-Titled Session as Part of the Forum Workshops		✓		✓	✓	✓	✓	
VIP and Investor Networking	Custom-Named Sponsorship (e.g., Partner...)				✓	✓			
	Facilitating Engagement with Investors and Decision-Makers		✓		✓	✓			
Access to the Exclusive Lounge	Exclusive Access to the International Sports Forum Lounges for VVIPs, VIPs, and Speakers	✓		✓	✓				

Leadership and Communication (2)

Communication		Before the Event	During the Event	After the Event	Strategic Sponsor	Main Sponsor	Platinum Sponsor	Gold Sponsor	Business Package
Access to the Exclusive Lounge	Exclusive Access to the International Sports Forum VIP Lounges		✓		✓	✓	✓	✓	
Private Meeting Room	Facilitation of Private Meeting Spaces		✓		✓	✓			
Invitations to Networking Events	The forum will provide you with branded invitation templates that you can share with investors and VIPs you wish to invite to the event	✓			✓				
Content Participation	Participation in forum sessions or one of the summit programs in alignment with your business objectives, including a speaker introduction for each session you participate in	✓	✓	✓	✓	✓	✓	✓	✓
Tickets	Attendance Tickets				60 Ticket	40 Ticket	30 Ticket	15 Ticket	10 Ticket

Forum Partners

Partners and Sponsors

Partners



Partners and Sponsors

Co-Sponsors



thebusinessyear



مركز التحكيم الرياضي السعودي
Saudi Sport Arbitration Center



A P E X
CAPITAL



UniFan
ENGAGE • EXCITE • UNITE

RISE

1/2M

SPORTSTECHX

FJX

LDI معهد
أعياد
القادة

ثمانية

حراج

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Official Partner



Medical Sponsor

دكتور سليمان الحبيب
DR SULAIMAN AL HABIB
medical group



Logistics Partner



Key Partners



Digital Partner



Strategic Partners



TV Broadcast Partner



Digital Transformation Partner



Banking Partner



Commercial Partner



Empowerment Partner



Sponsorship Packages



Official
Sponsor

1,000,000\$



Strategic
Sponsor

800,000\$



Main Sponsor

600,000\$



Platinum
Sponsor

400,000\$



Gold Sponsor

200,000\$



Business
Package

50,000\$

A large orange chevron graphic points downwards from the top of the slide, centered over the sponsor packages.



(Prices do not include VAT (Value Added Tax))

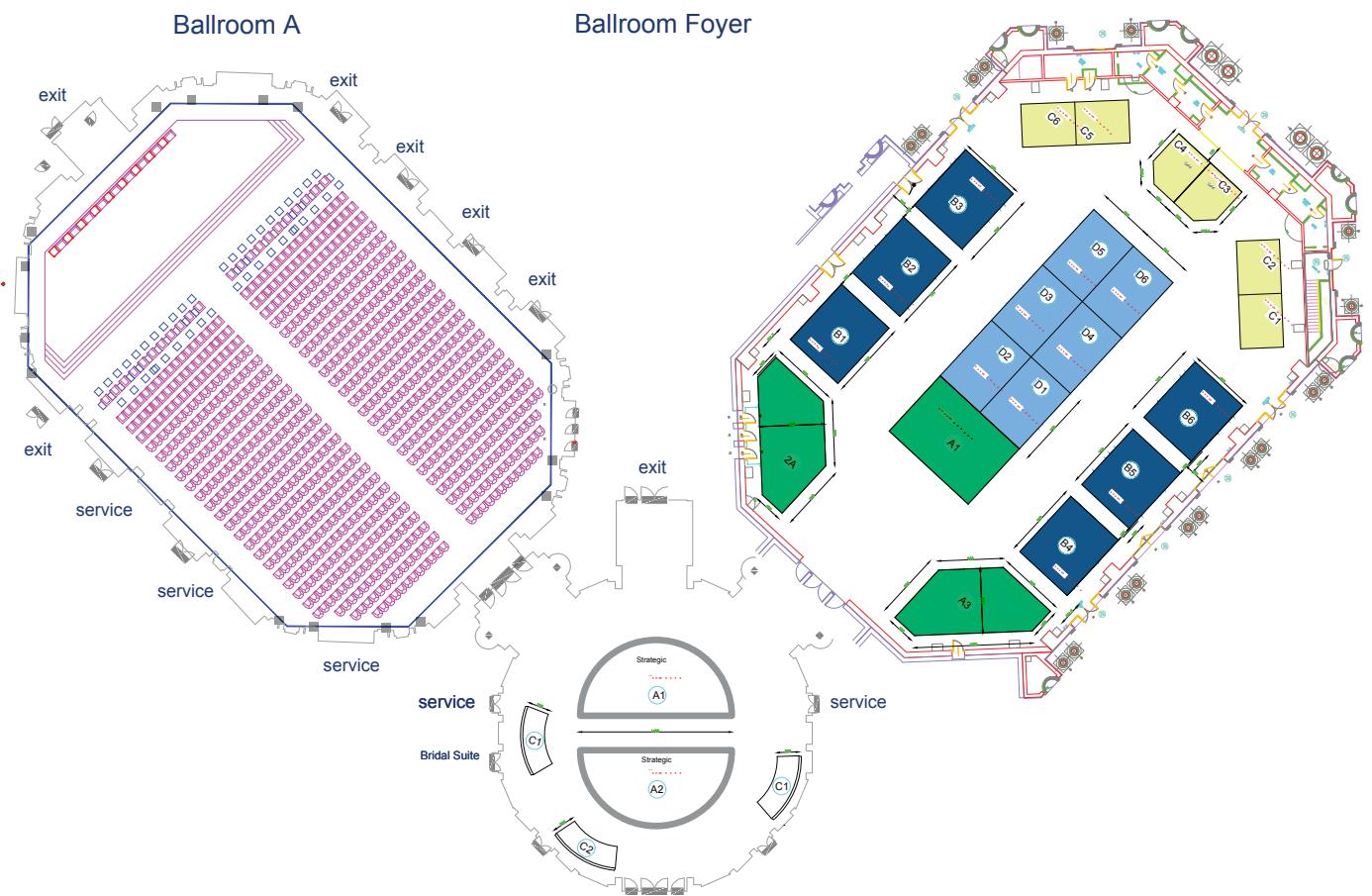


Exhibition Layout



Main	Platinum	Gold	Strategic
B1	D1	C1	A1
B2	D2	C2	A2
B3	D3	C3	A3
B4	D4	C4	
B5	D5	C5	
B6	D6	C6	
	D7		

Lobby and Forum Hall



Forum Report 2025

[Click here to download](#)



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Organized by



DURRA EVENT



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