



COCA-COLA ARENA

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ABOUT COCA-COLA ARENA

Coca-Cola Arena is the region's first fully air-conditioned, multipurpose indoor arena, offering an unmatched experience for live entertainment and events year-round.

Since its debut in June 2019, Coca-Cola Arena has redefined live entertainment and sports in the UAE and across the Middle East. With a seating capacity of 17,000 and the flexibility to host events 365 days a year, Coca-Cola Arena has established Dubai as a premier destination on the global events map.

Thanks to its state-of-the-art automated seating design, the arena can seamlessly adapt to events of all scales, hosting everything from international concerts,

sporting tournaments, and e-gaming to comedy, theatre, film premieres, conferences, gala dinners, AGMs, and even weddings.

Located in the heart of City Walk, Dubai's lifestyle destination, the arena is easily accessible—just a 15-minute drive from Dubai International Airport and a 5-minute walk from the nearest Dubai Metro Station.

As a part of Dubai Holding's entertainment portfolio and managed by ASM Global, the world's leading venue management company, Coca-Cola Arena continues to position Dubai as a key destination for unforgettable live experiences.



DUBAI'S HOME OF LIVE ENTERTAINMENT

OUR VISION

ASM Global's vision for Coca-Cola Arena is to provide a state-of-the-art multipurpose indoor Arena that stands as a beacon for world-class entertainment and sports in the region. With a focus on flawless management and exceptional event delivery, the arena aims to captivate both UAE residents and tourists alike. By hosting premier live events and unforgettable experiences, Coca-Cola Arena is committed to driving inbound tourism and reinforcing Dubai's status as a global hub for live entertainment.

OUR MISSION

Our mission is to establish Coca-Cola Arena as a world-class, multipurpose indoor venue that positions Dubai firmly on the global touring circuit for top-tier entertainment and indoor sports. By delivering exceptional live experiences, we aim to elevate the events landscape in the UAE while driving sustainable growth in tourism and solidifying Dubai's reputation as a premier international destination.



EXECUTIVE LEADERSHIP



MARK JAN KAR

General Manager

Mark Jan Kar has played a pivotal role in positioning Coca-Cola Arena as the UAE's first multi-purpose, multi-genre events venue, securing major acts and sporting events, and contributing to its global reputation.

"As we look ahead into 2025, we're excited to provide an incredible year of live events and continue delivering unforgettable live sports and entertainment experiences. Last year, we proudly made history by introducing Dubai's first professional basketball franchise, Dubai Basketball, marking a significant milestone for the sport in the region. With more sports and a packed lineup of thrilling events on the horizon, we look forward to welcoming fans and guests for another year of unforgettable moments at Coca-Cola Arena."

KEY INFORMATION

AREA, CAPACITY AND LOCATION

Spread across 500,000 square feet with a capacity of 17,000, Coca-Cola Arena is conveniently located off Sheikh Zayed Road within Dubai's popular urban lifestyle destination, City Walk. The Arena is the vibrant heartbeat of the community, creating unforgettable experiences with every event.

SIZE AND TECHNOLOGY

Coca-Cola Arena is 86M (L) X 45M (W) (Ground floor area inside the arena bowl), offering a versatile space for world-class events. It is equipped with a state-of-the-art sound system with international-grade control systems, and almost 400 square metres of modular and ribbon LED screens. The roof structure can support up to 190 metric tonnes of production equipment, allowing the arena to easily host the biggest and most ambitious shows. With flexible floor layouts and seating for up to 2,500, the arena is fully equipped to handle any AV or production demands.

FOOD AND BEVERAGE

Coca-Cola Arena's inhouse catering team manage over 20 F&B concessions across multiple levels, providing the ultimate event experience.

Online ordering allows guest to view menus and pre-order their meals to skip the queues and enjoy the show.

Coca-Cola Arena also supports local and regional F&B businesses that can be found as food trucks on the Plaza and as pop-ups around the concourse.

COCA-COLA ARENA BOWL

Coca-Cola Arena's bowl is highly adaptable to match the demands of any event. For large-scale traditional concerts the bowl can be set up in End Stage mode, whilst sporting events and some music concerts will use the "In-The-Round" mode meaning the action takes place in the centre of the bowl with seating all the way around.

COCA-COLA ARENA FACADE

The entire façade of Coca-Cola Arena has 2,818 glass panels across an area of 14,500 sqm and is equipped with an LED strip light system consisting of 4,600 LED's that illuminates the surrounding City Walk neighbourhood at night. It can also change colour depending on the action inside.

PREMIUM EXPERIENCES - ELEVATE

Elevate is the first premium hospitality brand in the MENA region, introduced by Coca-Cola Arena to enhance the live event experience.

Elevate offers exclusive experiences, including annual Private Hospitality Suites with customizable spaces and premium F&B options, to the Premier Club. Available for select shows, it is where premium drinks meet exceptional views of performances.

For an upbeat atmosphere, the Live Lounge delivers live entertainment with delicious bites and refreshing beverages.

The Entourage Club on Level 1 offers table service and a lively ambiance, making sure every moment is enjoyed in style.

CORPORATE EVENTS



Coca-Cola Arena is the venue of choice for world-class brands to host their corporate events and invite some of the world's biggest names to engage and inspire their guests.



Coca-Cola Arena has hosted over 100+ distinguished corporate events for brands such as Dubai Properties, Bugatti, Sephora, Binance, Aldar and DP World, and held notable gatherings for Arab Hope Makers, Global Freight Summit, 'Bad Boys: Ride Or Die' world premiere with Hollywood actors Will Smith and Martin Lawrence, and the groundbreaking Indian Premier League (IPL) Auction 2024.



Many of Coca-Cola Arena's corporate event attendees have included notable luminaries like Pharell Williams, Tony Robbins, Jay Shetty, Sachin Tendulkar, Rohit Sharma, Shah Rukh Khan, Sir Tim Berners-Lee, Nancy Ajram, Steve Wozniak and number of Head of States who have taken to the arena stage captivating audiences during private events.

Led by an expert and experienced team, the arena seamlessly transforms its versatile space to accommodate events of all types and sizes, including exhibitions, product launches, gala dinners and much more.

HOME OF DUBAI'S BASKETBALL

Coca-Cola Arena is the official home of Dubai Basketball Club, Dubai's first sports franchise team. Formed in 2024, the collaboration aims to see Dubai Basketball break into the EuroLeague, one of the top echelons of the sport, and enrich the basketball culture in the region.

Located in the heart of Dubai, Coca-Cola Arena stands as a beacon of entertainment and sports excellence, perfectly aligning with Dubai Basketball's commitment to delivering world-class experiences to fans across the region.

The partnership "tipped off" with the 2024/2025 season of ABA (Adriatic Basketball Association) League, a top-tier men's professional league including clubs from Serbia, Croatia, Slovenia, Montenegro, North Macedonia, and Bosnia and Herzegovina with the first games on 22 September 2024, introducing the Dubai team and hosting home games that will feature top basketball stars on the Coca-Cola Arena court.

The nine-month season includes all 15 teams in the league playing on Dubai's home court, giving fans the opportunity to witness some of the continent's prominent names in action at Coca-Cola Arena. Dubai Basketball goes head-to-head with top European clubs, including Partizan, Red Star, Crvena zvezda and Mega MIS.



WEBSITE AND SOCIAL MEDIA

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SOCIAL MEDIA PLATFORMS



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Coca-Cola Arena

WEBSITE ADDRESS

www.coca-cola-arena.com



BRAND GUIDELINES



30° Grid



Portrait Benchmark



Click [here](#) to access Coca-Cola Arena's brand guidelines and logos.



DUBAI'S HOME OF LIVE ENTERTAINMENT



arena



BRYAN ADAMS



KEVIN HART




HANS ZIMMER



DJ SNAKE




ENRIQUE IGLESIAS



RICKY MARTIN



WIZ KHALIFA



30 SECONDS TO MARS



KADIM AL SAHIR




HUSSEIN AL JASMI



SHERINE



ABDULMAJEED ABDULLAH



CIRQUE DU SOLEIL - OVO



COCOMELON



DISNEY PRINCESS
THE CONCERT



MARVEL UNIVERSE LIVE!



AP DHILLON




ARIJIT SINGH



COKE STUDIO



JAY CHOU



KPOP OVERDOSE




LEA SALONGA



PROFESSIONAL
FIGHTERS LEAGUE



DUBAI BASKETBALL



JIU-JITSU CHAMPIONSHIP

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