



COCA-COLA ARENA

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mediahub@coca-cola-arena.com

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 Legends Global, the world's leading venue management company, Coca-Cola Arena continues to position Dubai as a key destination for unforgettable live experiences.



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, international business summits and sporting events, contributing to its growing global reputation.

"Coca-Cola Arena continues to set the pace for live entertainment in the region this season, delivering unforgettable sports and entertainment experiences. Recently celebrating our 500th event milestone is a powerful reflection of the scale, diversity and ambition behind what we've built. That momentum is reflected across our programming, from Dubai Basketball's EuroLeague debut, which has brought Europe's top clubs to our home court and made game nights among the most exciting in the city, to major global acts that continue to light up our stage throughout the season. With a packed lineup of thrilling events ahead, complemented by our premium hospitality and exclusive food concepts, we can't wait to deliver even more unforgettable moments for our fans and guests.

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 the latest state-of-the-art loudspeaker system from D&B Audiotechnik to deliver clean and consistent sound across the entire venue. 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.

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.

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 | 
HOME OF DUBAI BASKETBALL

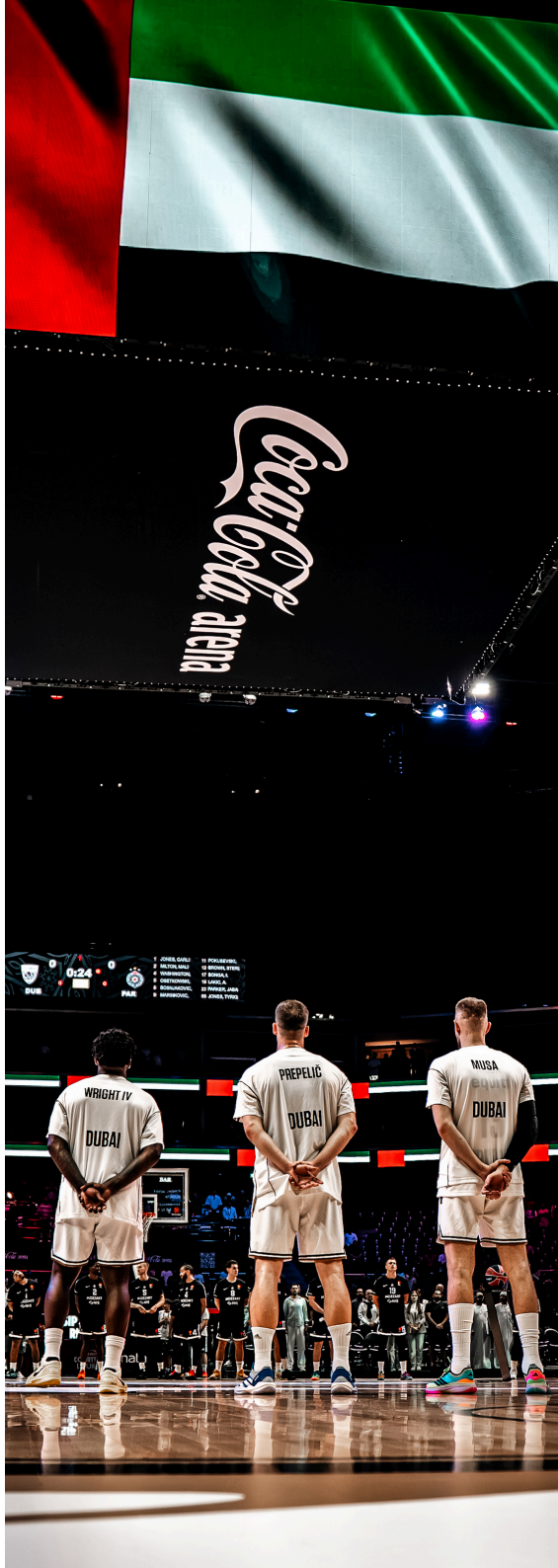
Coca-Cola Arena is proud to be the official Home of Dubai Basketball, the city's first professional basketball franchise and a defining force in the region's sporting landscape.

Founded in 2023, the club made its inaugural appearance in 2024, quickly earning a place among Europe's elite through its entry into the EuroLeague – one of the sport's most competitive and prestigious stages. Alongside its participation in the ABA League, Dubai Basketball is setting new standards for athletic excellence while igniting a growing passion for the game across the Middle East.

Located in the heart of Dubai, Coca-Cola Arena stands as the home of global ambition, local spirit and world-class performances. Together, Coca-Cola Arena and Dubai Basketball are redefining the game, creating experiences uniting sport, entertainment, and community that go far beyond the court.

The partnership officially tipped off with the 2024/25 ABA League season, introducing Dubai Basketball to home fans and featuring thrilling matchups against leading regional clubs. Looking ahead, the 2025/26 season will see the world's top basketball powerhouses, including FC Barcelona, Fenerbahçe, Real Madrid, Panathinaikos, and FC Bayern Basketball take the court in Dubai, marking a landmark moment for basketball in the UAE.

For every home game Coca-Cola Arena glows gold in the team's signature colour, a striking symbol of unity, pride and meaningful collaboration. This golden glow represents Coca-Cola Arena's commitment to supporting Dubai Basketball and celebrating the city's growing community of fans and athletes.



PREMIUM HOSPITALITY

Elevate.

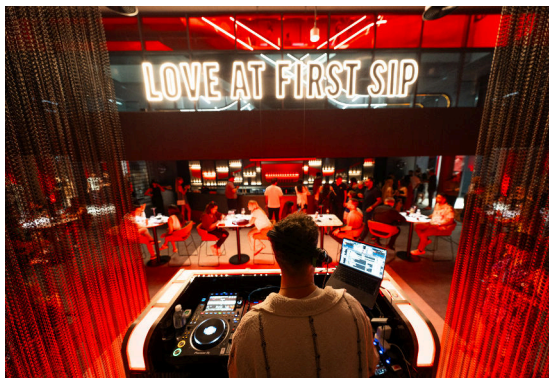
Elevate is the first premium hospitality brand in the MENA region, introduced by Coca-Cola Arena to enhance the live event experience for every guest and set a new benchmark for comfort, service, and style.

Elevate offers a range of exclusive hospitality options, from **Private Hospitality Suites** with customizable layouts, dedicated service, and premium food and beverage offerings, to the **Premier Club**, where refined dining and seamless access come together in a sophisticated setting.

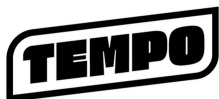
Live Lounge provides an upbeat, social atmosphere with live entertainment, curated bites, and refreshing drinks, creating a welcoming space to connect before and after the show.

The Elevate Deck introduces a unique way to experience events, offering fast-track entry, top-tier, elevated seating with the best views in the house for every show, and food & beverage service, ensuring guests remain immersed in the experience without missing any of the action.

With Elevate, every detail is carefully considered to enhance the energy of the event and deliver a premium hospitality experience that redefines live entertainment in the region.



FOOD & BEVERAGE



Coca-Cola Arena's in-house Food & Beverage brand, **Tempo**, is designed to turn up the taste at every event.

Created with guests in mind, Tempo delivers bold flavors, efficient service, and seasonal variety. Menus are available through convenient online pre-order at ticket purchase or at the concessions located throughout the Arena, ensuring great food is always within reach.

Tempo Garden transforms the outdoor space into a vibrant pre-show destination for food, beverages, and socializing, where the night begins before the music starts. Tempo Garden also features a bespoke selection of food trucks and pop-ups, offering fresh flavors and something new to discover with every visit.

Entourage Club on Level 1 offers full table service in a stylish, high-energy setting. Designed for guests who enjoy lounge-comforts and a social atmosphere, it features a curated menu, attentive service, and an inviting space to gather before the show or during intermission.

Located on Level 1, **REPLAY** is a high-energy arcade-style hangout where guests can socialize, team up and compete in a vibrant, upbeat atmosphere. With interactive games, instagramable backdrops and shareable bites, REPLAY is the perfect spot to hang with friends, get amongst the action, and keep the fun going all night long.



LIMITED EDITION CCA SWAG



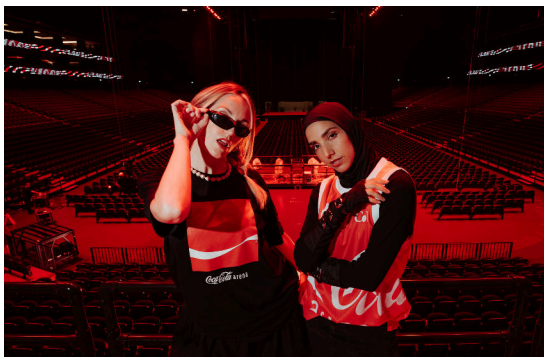
The **Coca-Cola Arena X Coca-Cola Swag Collection** is an 8-item, ultra-limited release created for the fans who live for the rush of live events and the electric excitement of experiencing Your Idols. Live Here.

From premium jerseys and bold bucket hats to iconic tees, fashion-forward totes, and signature hoodies, each piece is crafted in signature Coca-Cola colours and designed to capture the adrenaline-fueled energy of sold-out concerts, game-winning shots, and the unstoppable pulse of Coca-Cola Arena. It's style with attitude – fun, cool, and unmistakably Coca-Cola, infused with the vibrant spirit of Dubai.



The collection made its debut live on the Coca-Cola Arena stage during the Timbaland concert, and officially dropped on 28th November 2025, merging Coca-Cola's iconic global heritage in pop culture with Dubai's bold, trend-setting lifestyle.

For decades, Coca-Cola merchandise has been a global style icon, with its timeless designs and high-impact collaborations shaping pop culture and streetwear worldwide. The Swag Collection brings that legendary legacy to Dubai, curated to match the region's vibrant fashion scene and the city's high-energy vibe.



This ultra-limited drop is also a way for fans to take home a piece of the moment – a wearable reminder of the artists, the electrifying energy, and the unforgettable experiences that make Coca-Cola Arena a truly iconic venue.

CORPORATE EVENTS



Coca-Cola Arena is the premier destination for world-class brands seeking an exceptional venue for corporate events and bringing together influential voices and iconic names to engage, inspire, and captivate their audiences.



The Arena has hosted over 100 prestigious corporate events for leading brands such as Binance, Huawei, BT Properties, Dell, DAMAC, Azizi, and Binghatti. It has also been the stage for major global and regional events, including Arab Hope Makers, the Global Freight Summit, the world premiere of *Bad Boys: Ride or Die* featuring Hollywood stars Will Smith and Martin Lawrence, and the landmark Indian Premier League (IPL) Auction.



Guests have experienced appearances by an impressive lineup of global superstars including Jennifer Lopez, Maroon 5, Shah Rukh Khan, Jason Derulo, Pharrell Williams, Tony Robbins, and Terry Crews, alongside regional icons such as Tamer Hosny, Nora Fatehi, Sunidhi Chauhan, and Rohit Sharma. The Arena has also welcomed pioneering innovators and thought leaders, including Sir Tim Berners-Lee, Steve Wozniak, Bear Grylls, and Jay Shetty.

Supported by a highly skilled and experienced team, Coca-Cola Arena seamlessly adapts its versatile spaces to host events of all scales and formats, from exhibitions and product launches to gala dinners and beyond.

WEBSITE AND SOCIAL MEDIA

Follow all Coca-Cola Arena official channels for the latest highlights and updates.



SOCIAL MEDIA PLATFORMS



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BRAND GUIDELINES



30° Grid




Portrait Brandmark



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



DUBAI'S HOME OF LIVE ENTERTAINMENT



ABDUL MAJEED ABDULLAH



CAS



ATIF ASLAM




PITBULL



KYGO




OMAR KHAIRAT



DUBAI BASKETBALL



TIESTO



MOHAMMED ABDO



SUNIDHI




AP DHILLON




AMR DIAB



JAY CHOU



CIRCUS 1903



DISNEY ON ICE



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For media inquiries, please contact us at mediahub@coca-cola-arena.com