



COCA-COLA ARENA

PRESS KIT 2024

mediahub@coca-cola-arena.com

ABOUT COCA-COLA ARENA

Coca-Cola Arena is the first and largest fully air-conditioned, multipurpose indoor arena in the Middle East and the only arena to operate year-round in the region.

Opened in June 2019, Coca-Cola Arena has revolutionised the live entertainment and sports industry in the UAE and throughout the Middle East. Capable of hosting live shows 365 days a year, the 17,000-capacity arena establishes Dubai as a major destination on the global events circuit

Coca-Cola Arena's unique automated seating design means it can be adapted to events of all sizes, from international touring artists, sporting

tournaments, e-gaming, comedy, live theatre and musical performances, to conferences, gala dinners, AGMs and weddings.

Located in the heart of City Walk, Dubai's lifestyle destination, Coca-Cola Arena is a 15-minute drive from Dubai International Airport and a 5-minute walk from the closest Dubai Metro Station.

The region's largest multipurpose indoor arena, Coca-Cola Arena is an asset of the Dubai Holding entertainment portfolio and is managed by ASM Global, the world's leading venue management and services company.



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 with impeccable management to establish it as the region's premier entertainment and sports venue for UAE residents and tourists. To achieve this and to drive inbound tourism, the focus is on securing premier live events and delivering world-class experiences.

OUR MISSION

To be an iconic international standard multipurpose indoor Arena that will place Dubai on the international touring circuit for world-class entertainment and indoor sports to enhance the live events experience in the UAE and generate significant ongoing growth of tourism to Dubai.





arena

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 multipurpose indoor events venue, securing major acts and sporting events, and contributing to its global reputation.

“At Coca-Cola Arena, we remain committed to pushing the boundaries and delivering unforgettable live sports and entertainment experiences. This year, we're proud to have made history by introducing Dubai's first professional basketball franchise, Dubai Basketball, a milestone that elevates both the sport and the region's standing in international basketball. From the thrill of live sports to the excitement of global music performances, we want to continue creating unforgettable moments for every guest who walks through our doors.”

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, which is available for select shows, 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, 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, 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. 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 vibrant 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

Stay up to date on all our highlights and announcements on the official Coca-Cola Arena platforms.



SOCIAL MEDIA PLATFORMS



@CocaColaArena



Coca-Cola Arena



Coca-Cola Arena



Coca-Cola Arena

WEBSITE ADDRESS

www.coca-cola-arena.com



BRAND GUIDELINES



30° Grid



Portrait Benchmark




Coca-Cola Arena brand guidelines and logos can be accessed from here: [LINK](#)



DUBAI'S HOME OF LIVE ENTERTAINMENT



arena



BRYAN ADAMS



TREVOR NOAH



HANS ZIMMER LIVE



50 CENTS



AFROWORLD - REMA



CHRIS BROWN



TIESTO




MICHAEL MCINTYRE



AMR DIAB




HUSSEIN AL JASMI



AHLAM AND ASSALA



ABDULMAJEEED ABDULLAH



CIRQUE DU SOLEIL - OVO



PEPPA PIG'S ADVENTURE



DISNEY PRINCESS
THE CONCERT



MARVEL UNIVERSE LIVE!




AP DHILLON LIVE IN DUBAI



ARIJIT SINGH



ATIF ASLAM




SARAH G & BAMBOO



KPOP OVERDOSE



BEN & BEN



WORLD PADLE LEAGUE



EUROLEAGUE BASKETBALL
ANGT QUALIFIER



JIU-JITSU CHAMPIONSHIP

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