



RIYADH SEASON

2021 COMMERCIAL
PROPOSAL



تخيل *imagine*



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COMMERCIAL PILLARS

74

COMMERCIAL TIERS



sela





RIYADH SEASON 2019



3

MONTHS PERIOD

14.9M

TOTAL ATTENDEES

+150

EVENT

+3000

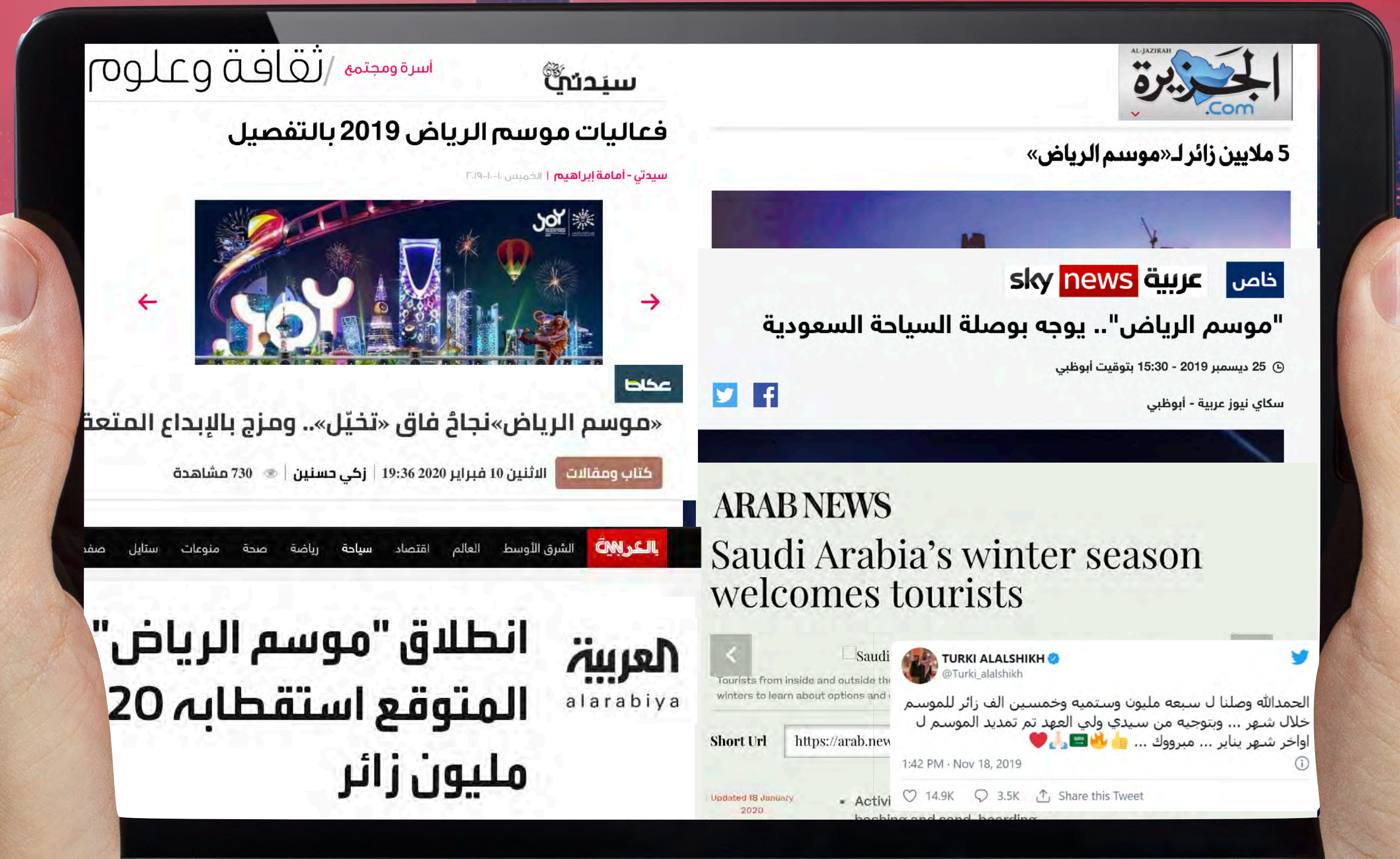
EVENT DAYS

+670M

SOCIAL MEDIA IMPRESSIONS

A HIT IN 2019

MASSIVE MEDIA
COVERAGE ALL
OVER THE WORLD



PARTNERS OF SUCCESS IN 2019

36
SPONSORS

SOURCE: GEA & MADA



GENERATED OVER

17 BILLION

SAUDI RIYALS

4 BILLION

SAUDI RIYALS TRANSACTIONS VIA THE
SAUDI PAYMENTS SYSTEM MADA

GENERATED OVER

34,700

NEW JOBS IN RIYADH



RIYADH SEASON 2021



50
DAYS

+250
EVENTS

15
ZONES

+20M
EXPECTED VISITORS

+800M
SOCIAL MEDIA IMPRESSIONS

+75M
MEDIA CAMPAIGN BUDGET

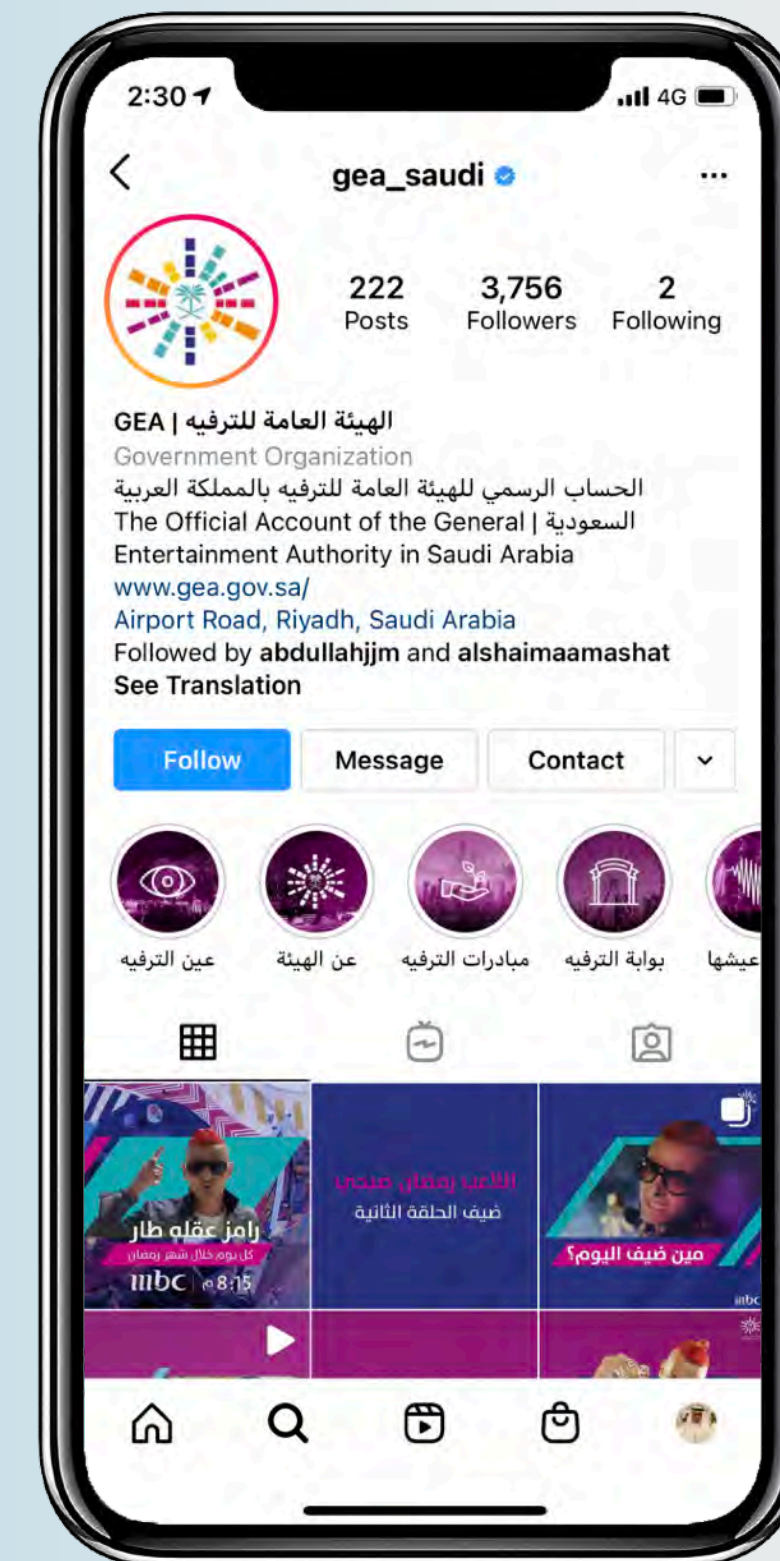


MEDIA COVERAGE

MEDIA EXPOSURE
NATIONAL &
INTERNATIONAL
OUTLETS

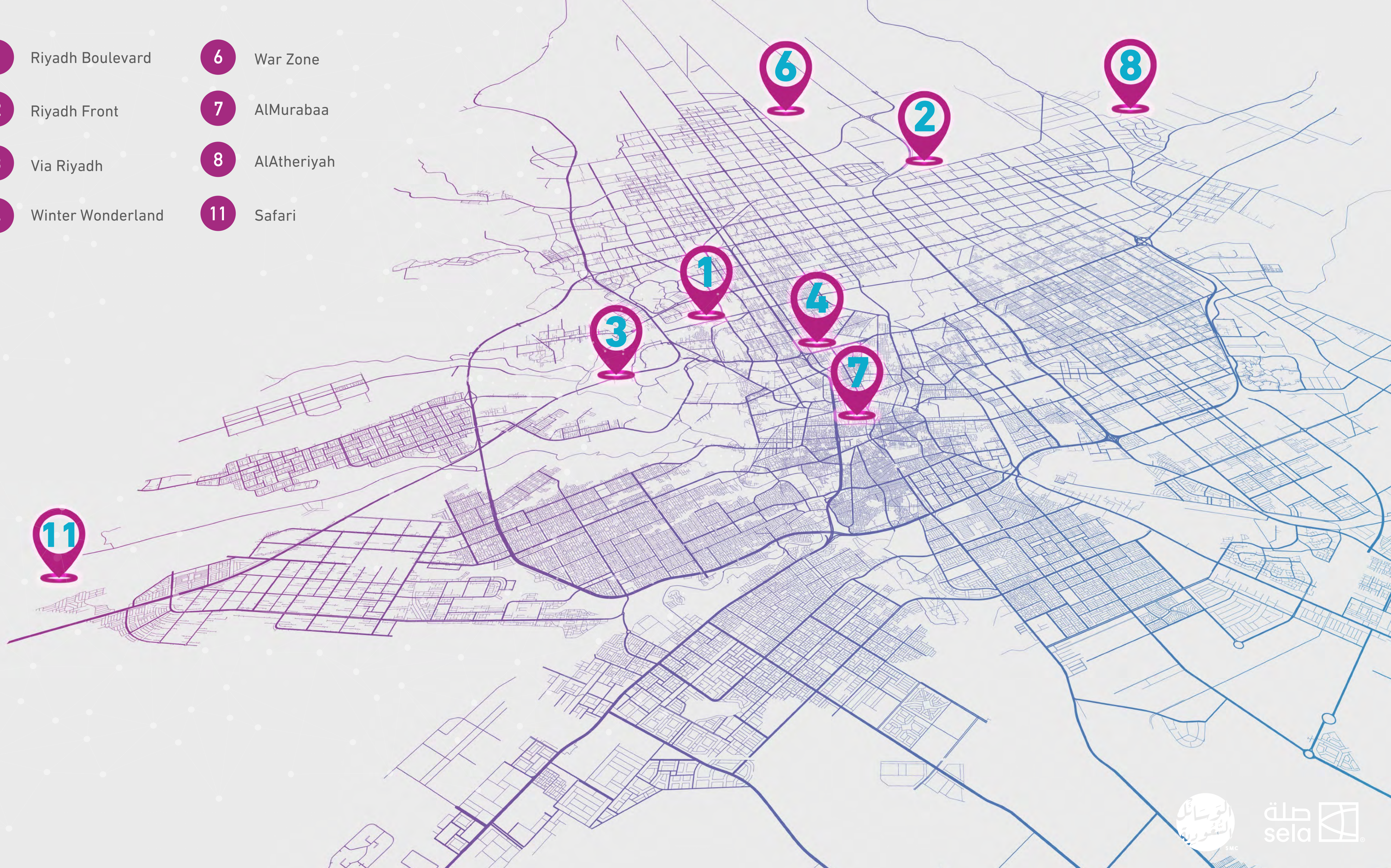


+2M SOCIAL MEDIA FOLLOWERS



RIYADH SEASON: MAP

- | | | | |
|---|-------------------|----|-------------|
| 1 | Riyadh Boulevard | 6 | War Zone |
| 2 | Riyadh Front | 7 | AlMurabaa |
| 3 | Via Riyadh | 8 | AlAtheriyah |
| 4 | Winter Wonderland | 11 | Safari |



عيشة *live* ش

ZONE 1

RIYADH BOULEVARD


OCT 15th

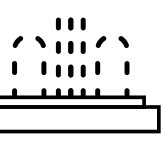
A place of entertainment and social interaction, where the landscape and décor that transports you to a world unlike your own, and where an unrivalled mix of shops, restaurants and recreation lets you discover something new with every visit.




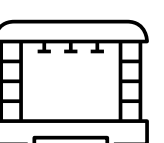
Estimated Attendees
2.6M

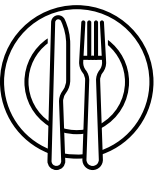
ZONE COMPONENTS


- 


Retail & Shopping
- 


Fountain Show
- 

Music Boulevard
- 

Studio Boulevard
- 

Cafes & Restaurants
- 

Avalanche
- 

Sport Boulevard
- 

Trocadero Boulevard



RIYADH BOULEVARD: KEY VISUALS



MBC STUDIO

RAMEZ JALAL

EXPERIENCE

MASAMEER

EXPERIENCE



NOW YOU SEE ME

SHOW



SMURFS

SHOW



MESSI 10

CIRQUE DU SOLEIL



HILAL FC CAFE

NASSR FC CAFE

PADDLE TENNIS

SNEAKERNESS



MOHAMMED ABDO

STAGE
CAPACITY: 18,000

BENCHMARK

STADIUM
CAPACITY: 6,000

MERWAS

MUSIC ACADEMY

CAFES

ABDULHALIM HAFIZ CAFE
UM KALTHOUM CAFE
MEXICAN SALSA
KOREAN BBQ



AVALANCHE WAX MUSEUM



CHOCOLATE FACTORY MUSEUM



FERARRI FESTIVAL



RUBAIYAT

CLOTHES

VOGUE

MAGAZINE POP UP

SEPHORA

MAGAZINE POP UP

FASHION HOUSE

WORKSHOPS - STYLING - PERSONAL SHOPPER



ZONE 2

RIYADH FRONT

OCT 1st to FEB 4th

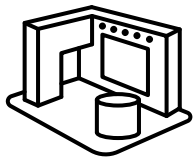
Riyadh front is the zone where all exhibitions
and conferences are held in.



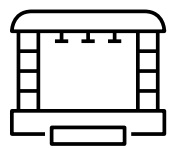
Estimated Attendees

500K

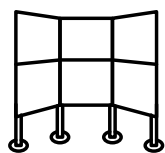
ZONE COMPONENTS



Expos (Saudi Anime, Comicon)



Live Shows



Exhibitions



Riyadh Toy Festival





ANIME EXPO

JEWELRY EXPO

SCIENCE FACTORY

RUSH

E GAMING FESTIVAL

BLACK HAT

HACKING EXPO



ZONE 3

VIA RIYADH

DEC 10

A luxurious area that has high end restaurants
and coffee shops from around the world.

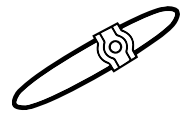


Estimated Attendees
200K

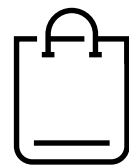
ZONE COMPONENTS



High-end Hotel



Cigar lounge



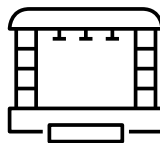
High-end Brands



High end restaurants
and cafes



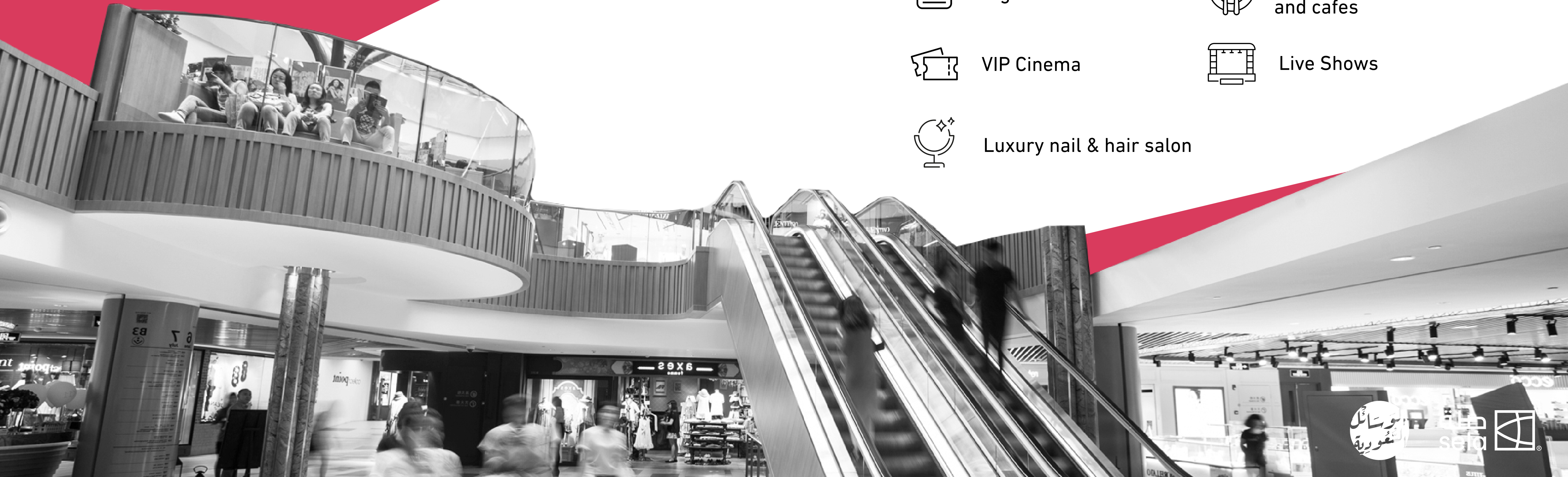
VIP Cinema



Live Shows



Luxury nail & hair salon





SPAGO

CALIFORNIA

MADEO

ITALIAN

SCOTT'S

SEAFOOD

GYMKHANA

INDIAN



FOUQUET

FRENCH



RAOUL'S

FRENCH



SEXY FISH

ASIAN



WAGYU MAFIA

LUXURY BEEF



JOAN'S ON THIRD

AMERICAN



L'AVENUE

FRENCH



LANESBOROUGH

CIGAR LOUNGE



CONCERTS

RIYADH MOTOR

SHOW

VIP CINEMA

6 SCREENS FOR PRIVATE RESERVATIONS



DOVER STREET MARKET

DEPARTMENT STORE

UNDER NEGOTIATION

NET-A-PORTER

UNDER NEGOTIATION



HUBLLOT

ITALIAN AMERICAN

UNDER NEGOTIATION



CHOPARD

FRENCH

UNDER NEGOTIATION



BOGHOSSIAN

CIGAR LOUNGE

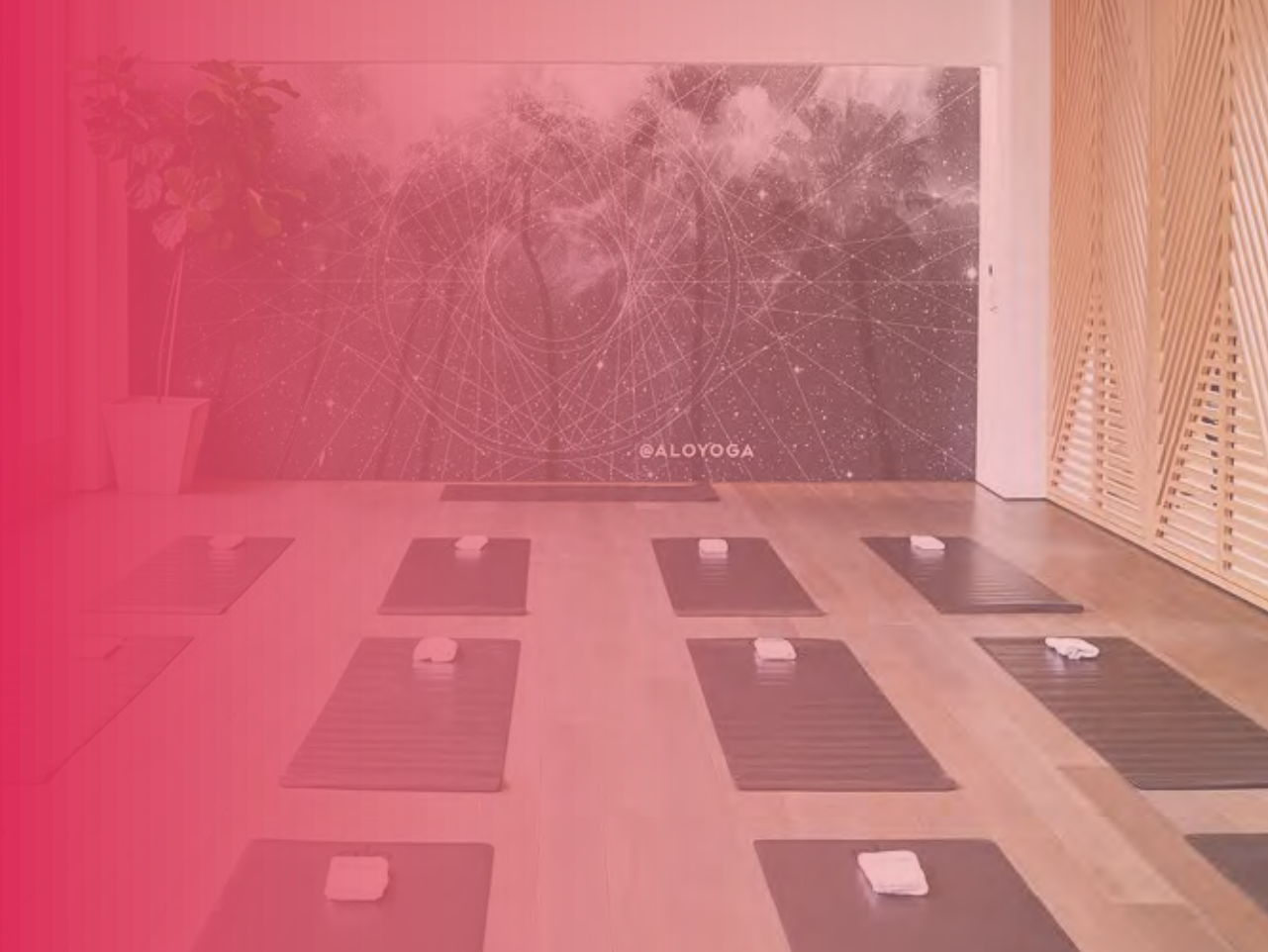
UNDER NEGOTIATION



DIOR

PERFUME & BEAUTY BOUTIQUE

UNDER NEGOTIATION



GLOSSIER

BEAUTY & COSMETICS

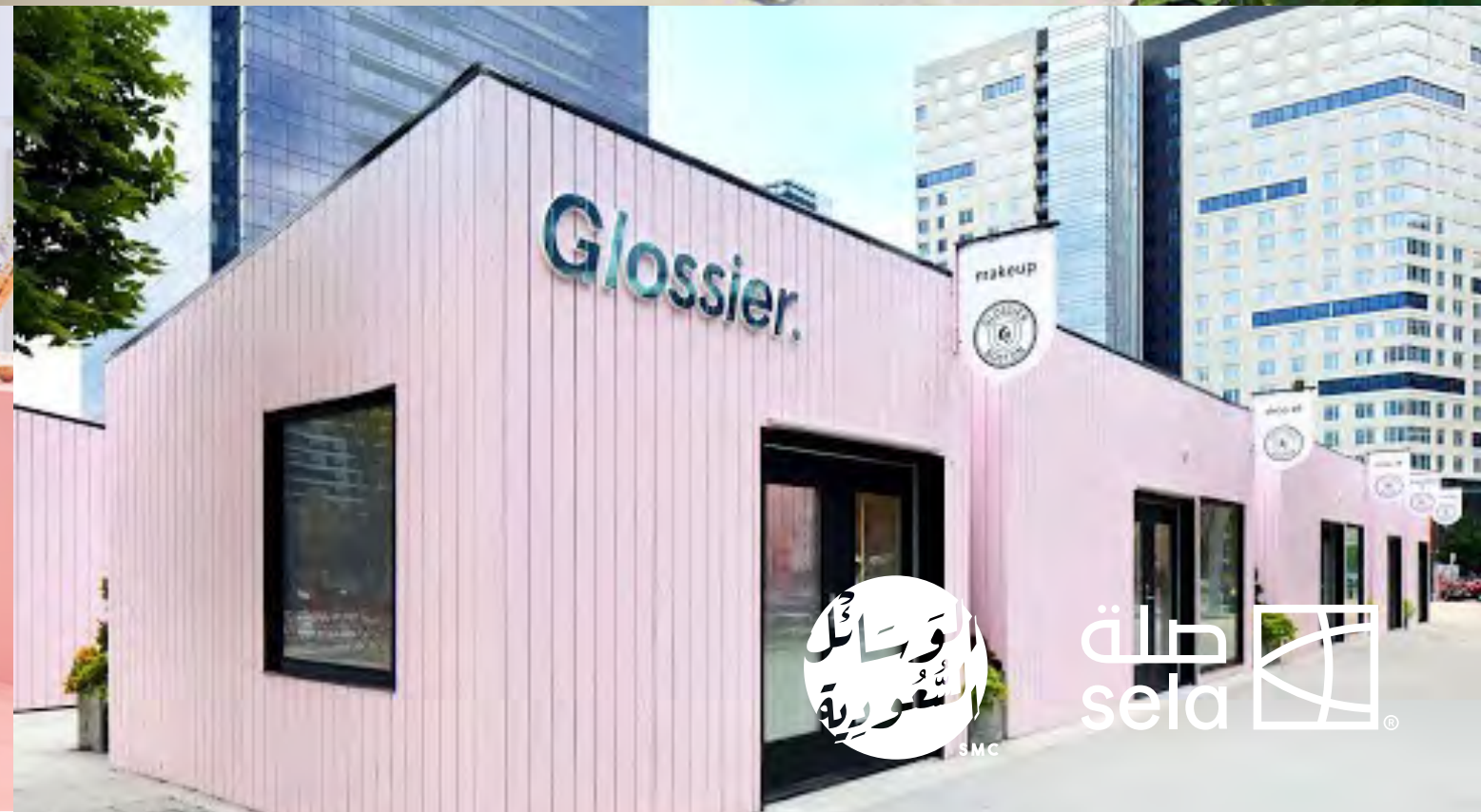
UNDER NEGOTIATION



ALO

YOGA WEAR

UNDER NEGOTIATION



استمتع
enjoy

ZONE 4

WINTER WONDER LAND

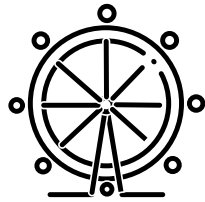
OCT 15th to DEC 14th

The famous British celebration, Winter Wonderland is in the city of Riyadh to transport you to a world of imagination with various activities suitable for all ages and tastes to celebrate the busy season of Riyadh.

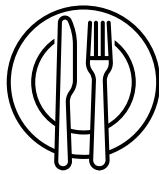


Estimated Attendees
2M

ZONE COMPONENTS



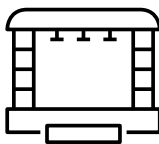
53 rides



Food Court



Skilled
games



Live shows



Kids Zone





53 RIDES

ROLLER COASTERS

TOP 2 NEW RIDES

- ENERGIZER
- SKYLOOP

HAUNTED HOUSE

SKILL GAMES



COCO MELON

EXPERIENCE



& OTHER KIDS ATTRACTIONS



ZONE 6

WAR ZONE

OCT 10th to NOV 30th





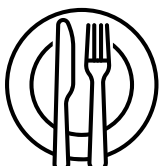


A new zone allows you to experience a unique war world,
laser tag games, shooting, hunting and spying games.

Also it has concerts and restaurants.



Estimated Attendees
2.5M

ZONE COMPONENTS

-  Tanks Trials
-  Archery & Shooting Experience
-  Escape Rooms
-  Fire Arms Expo
-  Food Court
-  Laser Tag
-  Live Shows
-  Axe Throw



WAR ZONE: KEY VISUALS



SHOOTING RANGES

VR SHOOTER
SNIPER CAMP
WILD WEST GUN RANGE
SIEGE GUN RANGE
I-BATTLE

ESCAPE ROOM

VR ESCAPE
WILD WEST ESCAPE ROOM

TANKS

EXPERIENCE



SAUDI ZONE

INTERACTIVE EXPERIENCE

WILD WEST

INTERACTIVE EXPERIENCE

SHOWS

MAD MAX
STUNT SHOWS
PERFORMING ARTS
THE RODEO RANCH



ZONE 7

ALMURABAA

OCT 15th to DEC 15th

An exclusive Riyadh Season initiative bringing together
the finest restaurants from all over the world.



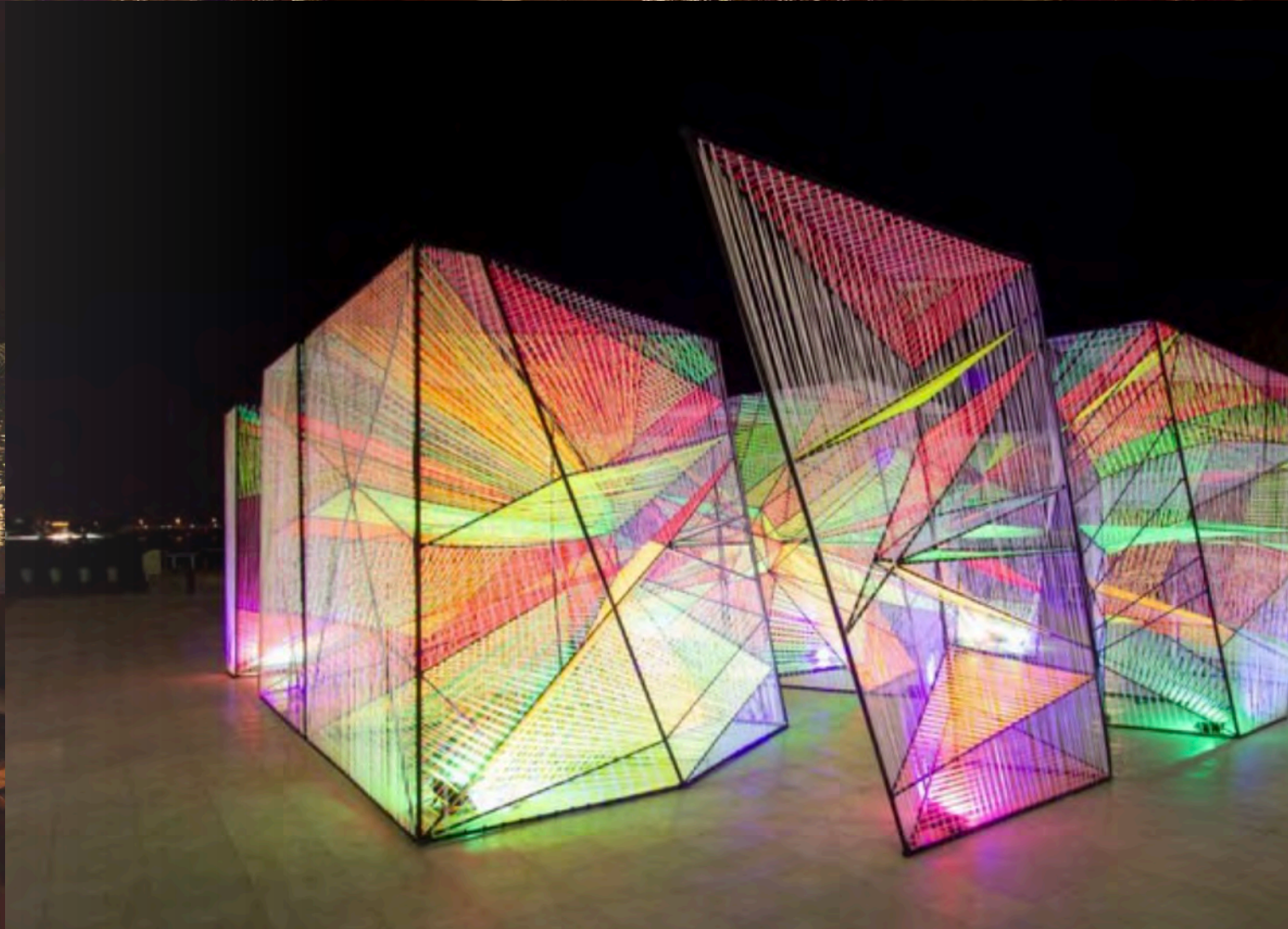
Estimated Attendees
60K

ZONE COMPONENTS

-  Cigar lounge
-  Lighting Festival
-  High end restaurants & cafes
-  Tea Room
-  Live Music
-  Interactive Garden



ALMURABAA: KEY VISUALS



TEA ROOM

PLAZA ATHENE



LIGHT FESTIVAL



EXHIBITIONS

WATCH EXPO



BAR MASA

JAPANESE CUISINE

PIERRE HERMES

FRENCH PASTRIES

JEAN GEORGES

NEW CONCEPT - FRENCH CUISINE



BEAST

BRITISH RESTAURANT



JON & VINYS

ITALIAN RESTAURANT



REPUBLIQUE

FRENCH RESTAURANT

احل dream

ZONE 8

AL ATHRIYAH

DEC 10th to FEB 15th



Estimated Attendees
200K

ZONE COMPONENTS



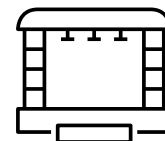
Sky Balloon



Falcon Shows



Sand Sculptures



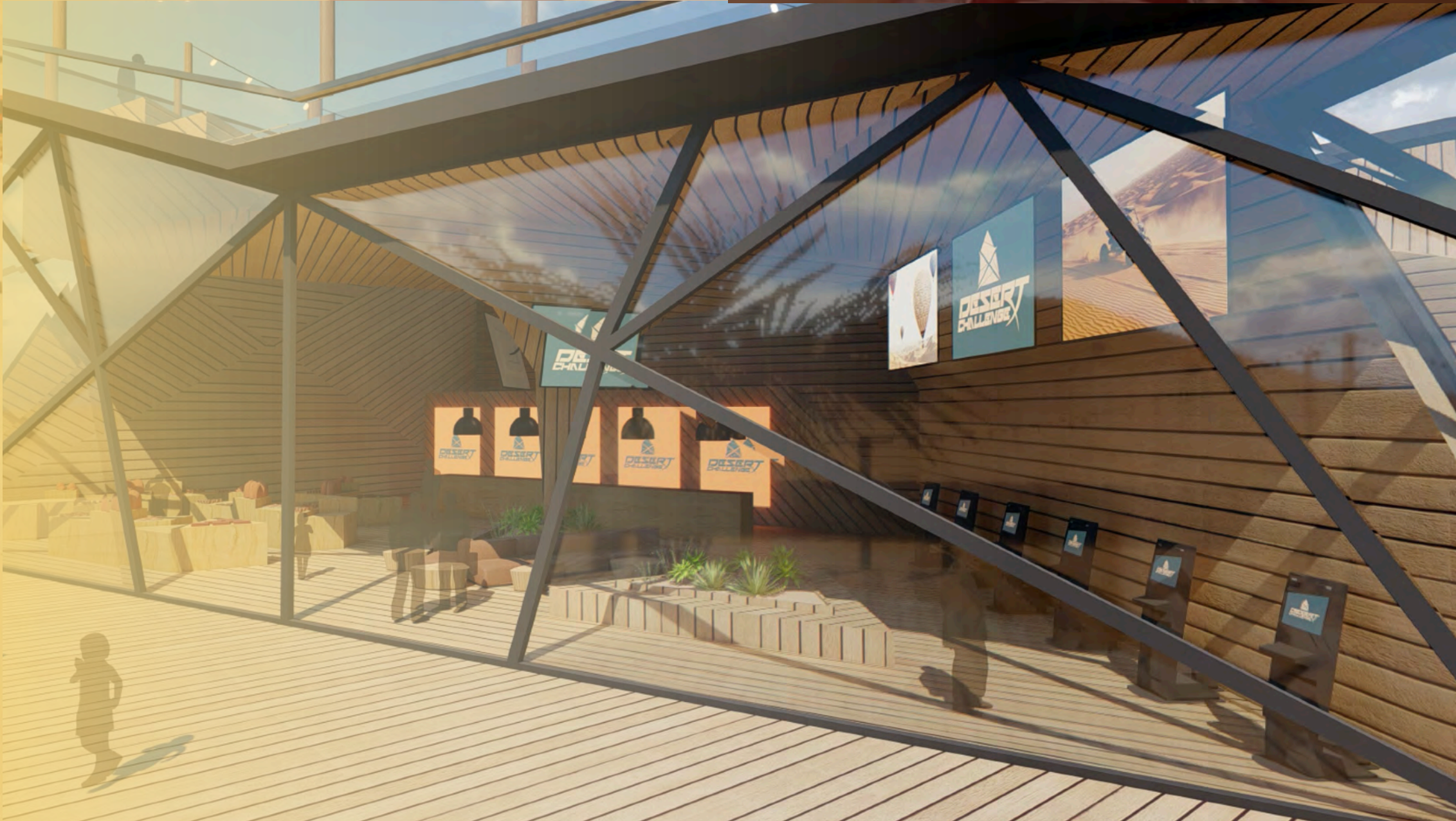
Live Shows



Fire Shows



AL ATHRIYAH: KEY VISUALS



SHANGHAI ME

CHINESE
UNDER NEGOTIATION

BENOIT & BERNARD DEWITTE

BELGIUM
UNDER NEGOTIATION

CIRCOLO POPOLARE

ITALIAN
UNDER NEGOTIATION

Subzone

FIRE FESTIVAL

The first and largest celebration of fire in the Arab world, igniting the organic desert experience, with a rich program of music, arts & culture.



Zone Capacity

1.3M

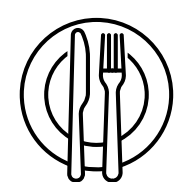
ZONE COMPONENTS



Fire Festival



Music Concerts



Food & Beverage



Saudi Campfire



FIRE FESTIVAL: KEY VISUALS



ZONE 11

SAFARI

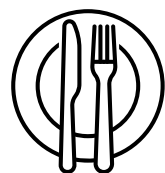


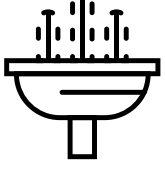

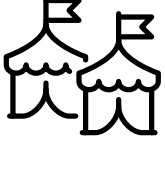
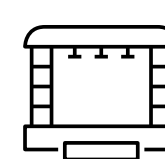

OCT 9th

A safari experience with a unique and rare animals show for the first time in Saudi Arabia.



Estimated Attendees
500K

ZONE COMPONENTS

- | | | | |
|--|---------------------|--|----------------------|
|  | Restaurants & Cafes |  | Private Safari tours |
|  | Rare Animals |  | Water Activities |
|  | VIP Lounge |  | Circus |
|  | Open Theater |  | Shisha Lounge |



SAFARI: KEY VISUALS



SAFARI TOURS

PAINTBALL

NIGHT ACTIVITIES

CIRCUS
OPEN THEATERS
LIGHT FESTIVAL

SOUQ BAZAR

OPEN GAMES
T-REX CAFE
FINE DINNING





DATA ANALYSIS



EXECUTED BY NIELSEN

Confidential Data Owned by Sela

Survey date: Dec 2020 - Jan 2021

Nationally representative population of KSA
Between the ages of

16-55

YEARS OLD

9,000

SAMPLE SIZE



96%

INTERESTED IN ATTENDING EVENTS IN 2021

37%

OF POPULATION WHO ARE INTERESTED IN EVENTS ARE FROM RIYADH

58%

ATTENDING FINE DINNING RESTAURANTS IN LAST 2 YEARS

73%

WILLING TO TRAVEL AND STAY IN HOTELS TO ATTEND EVENTS

83%

WOULD TRAVEL TO ATTEND EVENTS WITHIN SAUDI ARABIA

43%

ALLOCATE BUDGET FOR HOTEL WHILE TRAVELING FOR EVENTS

79%

BELIEVE THERE IS AN INCREASE IN BRAND REPUTATION FOR SPONSORS WHO PARTNER WITH ENTERTAINMENT EVENTS

81%

OF FANS BELIEVE THAT MOSTLY BRANDS ASSOCIATED WITH SAUDI SEASONS ARE PRESTIGIOUS BRANDS

68%

OF FANS WOULD CONSIDER BRANDS WHO SPONSOR SAUDI SEASONS

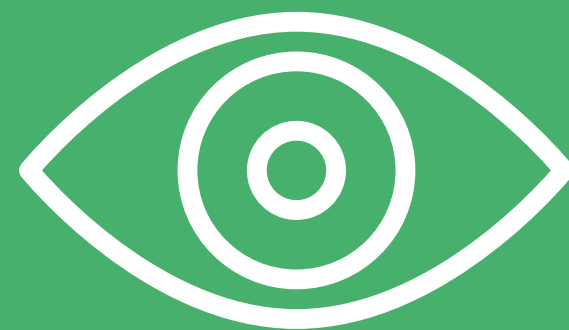
72%

OF FANS ARE MORE LOYAL TO BRANDS WHO SPONSOR SAUDI SEASONS



COMMERCIAL PILLARS





ASSOCIATION & BRAND EXPOSURE



TV & MEDIA



EXPERIENCE



DIGITAL & DATA



REVENUE GENERATION ASSETS

COMMERCIAL TIERS

STRATEGIC PARTNER

8 SPOTS

MAIN PARTNER

14 SPOTS

CO-SPONSOR

10 SPOTS





Thank you