



Elevate your brand with a range of sponsorship opportunities.

15 - 17 June 2026

Riyadh International Convention and Exhibition Center



www.fsb-riyadh.com



BROUGHT TO YOU BY A POWERFUL UNION
OF WORLD-LEADING EVENT ORGANIZERS

dmg::events



Unlocking Opportunities in Saudi Arabia's Thriving Sports Infrastructure Industry

The second edition of FSB Sports Show Riyadh, by Koelnmesse and dmg events, puts your brand at the heart of Saudi Arabia's booming sports facilities sector. Backed by the Saudi Royal Joint Ventures Foundation (SRJF) and a \$2.7 billion Sports Ministry program, the coming years promise significant growth in the creation and enhancement of sporting facilities. This initiative is further driven by Vision 2030's goal of sporting excellence and hosting the FIFA World Cup in 2034.

With the focus on innovation and cutting-edge technologies, FSB Sports Show Riyadh is a key platform to create valuable, long-term relationships with key players in Saudi Arabia's sports build, public spaces and leisure facilities sector.

200+

Exhibiting
Companies

14k+

Total
Participants

25+

Exhibiting
Countries

3

Days of
Networking

Strategically positioning your brand in front of 14,000+ visitors

FSB Sports Show Riyadh provides a range of sponsorship opportunities to help boost your marketing activities and increase brand awareness amidst visitors of the event.



Position your brand in front of 14k+ visitors



Generate quality leads and close business deals



Distinguish your brand from the competition

The imagery provided is an example and not the exact layout for 2026





15 - 17 June 2026

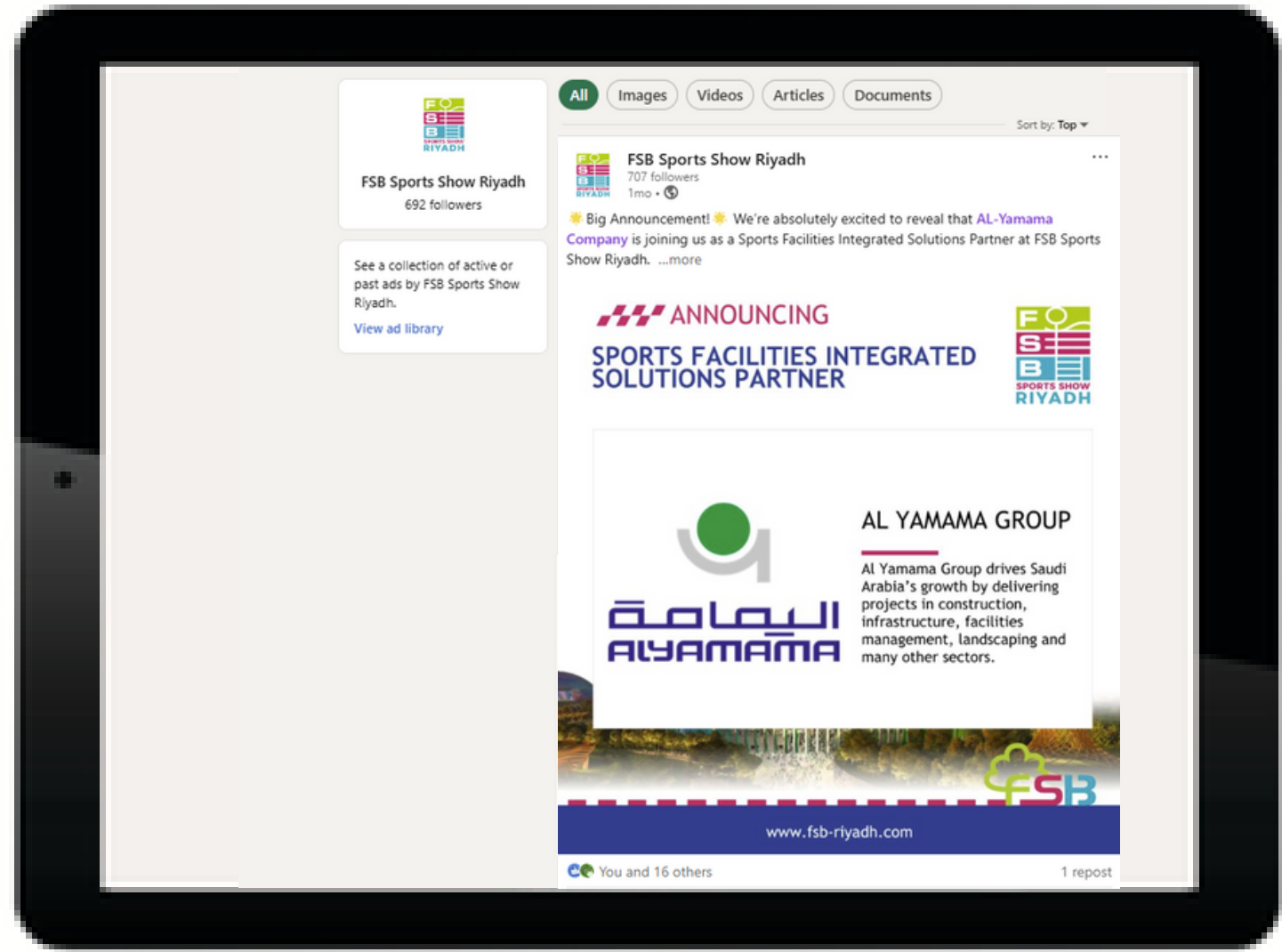
Riyadh International Convention & Exhibition Center

SPONSORSHIP PACKAGES

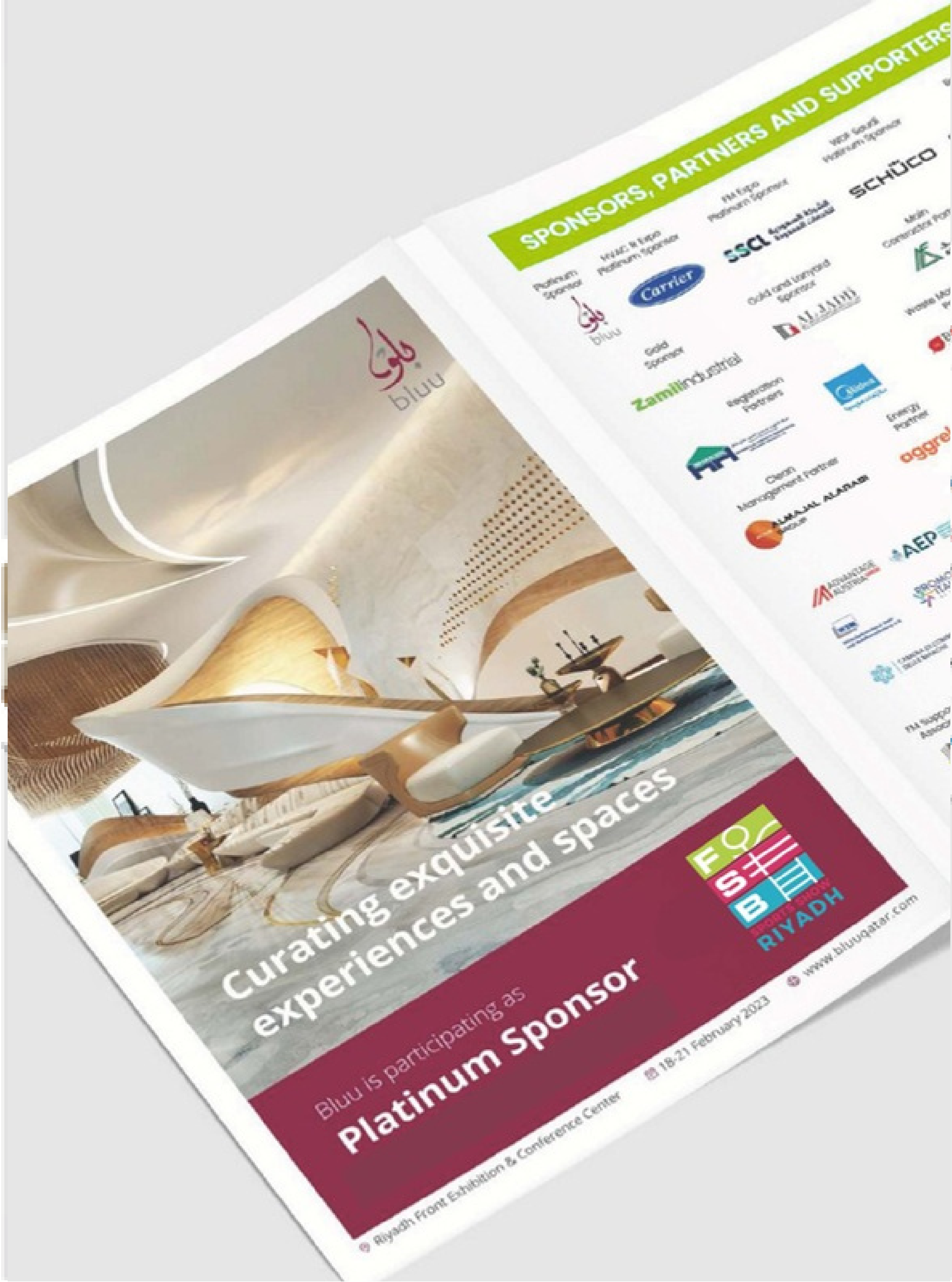
The extensive sponsorship packages include a full spectrum of digital, print and onsite opportunities that places your brand alongside the FSB Sports Show Riyadh elevates your company's status within the sports infrastructure industry.

		Diamond \$46,000	Platinum \$40,000	Gold \$29,000	Silver \$23,000
Online visibility includes the official website, social media platforms, email communication and post show report	Logo on the website homepage with reciprocal links to your company profile and website	200 words	200 words	200 words	200 words
	Banner on the official event website homepage (anywhere after the first fold)	•	•		
	1 x Post announcing sponsorship on official event platforms (Facebook, Twitter, and LinkedIn)	•	•	•	•
	1 x Dedicated product post on our social media with a one-line description with company name and stand details during the event	•	•	•	
	Video interviews are to be conducted at the sponsor’s stand and promoted through official online channels	•	•		
	1 x Ad banner placement in a pre-event email sent to relevant professionals in FSB Sports Show’s database (banner provided by sponsor)	•	•	•	
	Logo to be included in FSB Sports Show Riyadh Post Show Report	•	•	•	•
PR & Media communication	Quote on one press release	•	•		
	Mention on all press release	•	•	•	•
Onsite visibility includes signage and official event planner	Company logo under sponsor credits on the main event signage (non-directional)	•	•	•	
	Company logo under sponsor credits on the thank you board	•	•	•	•
	Company logo under Sponsors and Supporters along with an enhanced indication of exhibition stand on the floor plan in the official event planner	•	•		
	1 x Advert in the official event planner	•	•		

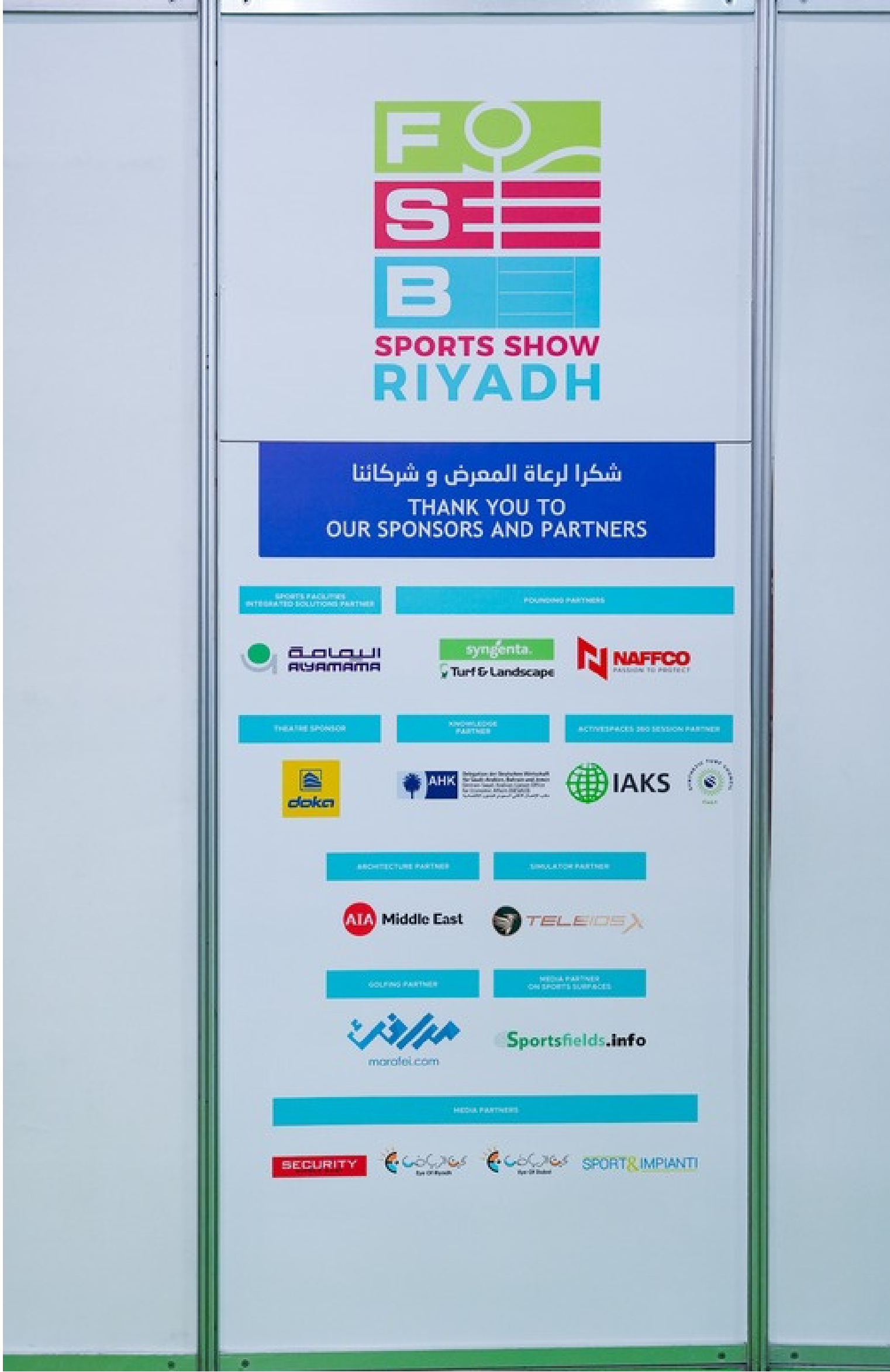
Example of deliverables



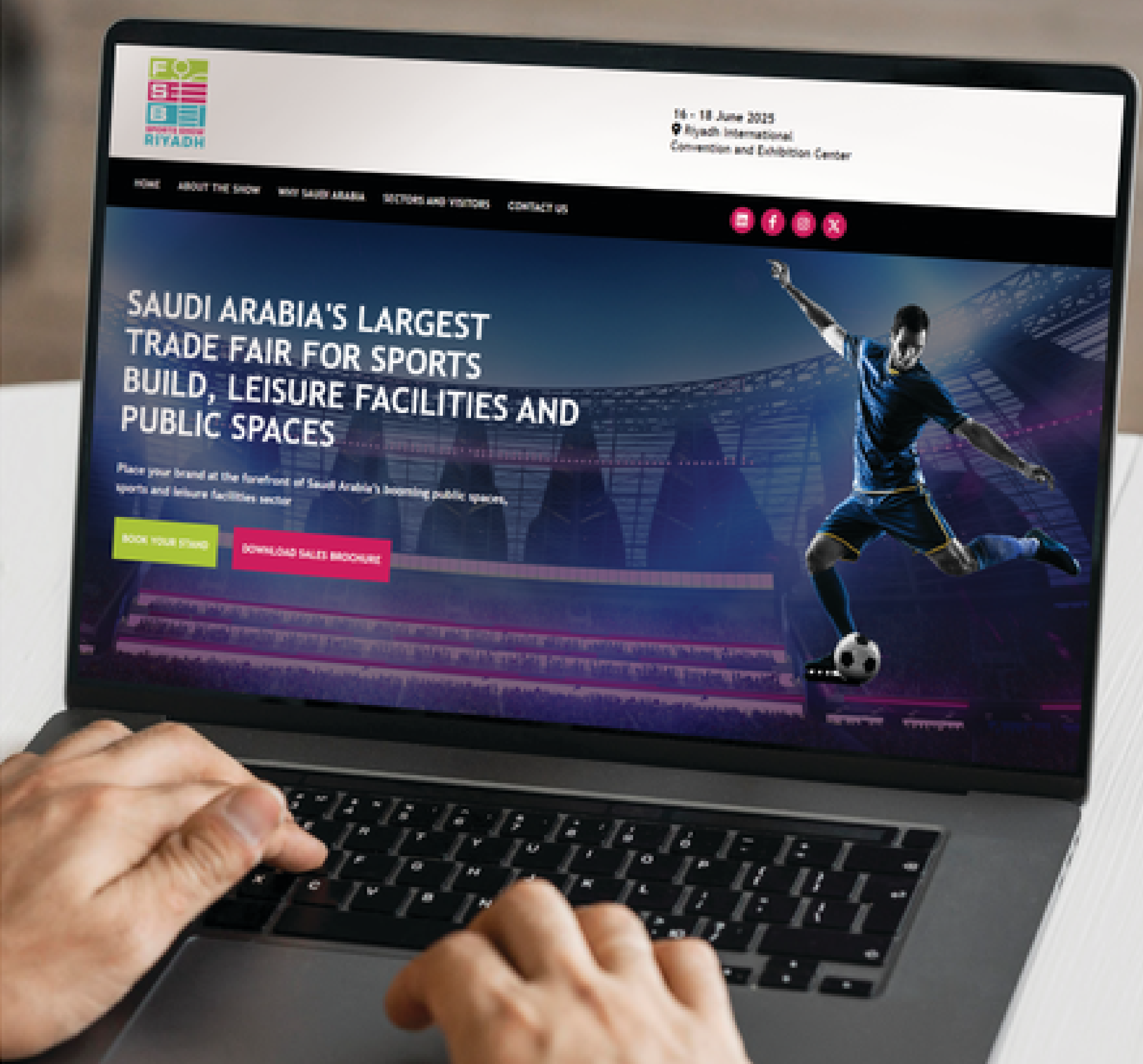
Video interview at your stand during the event days promoted on our social media channels. This opportunity is only available to diamond and platinum sponsors.



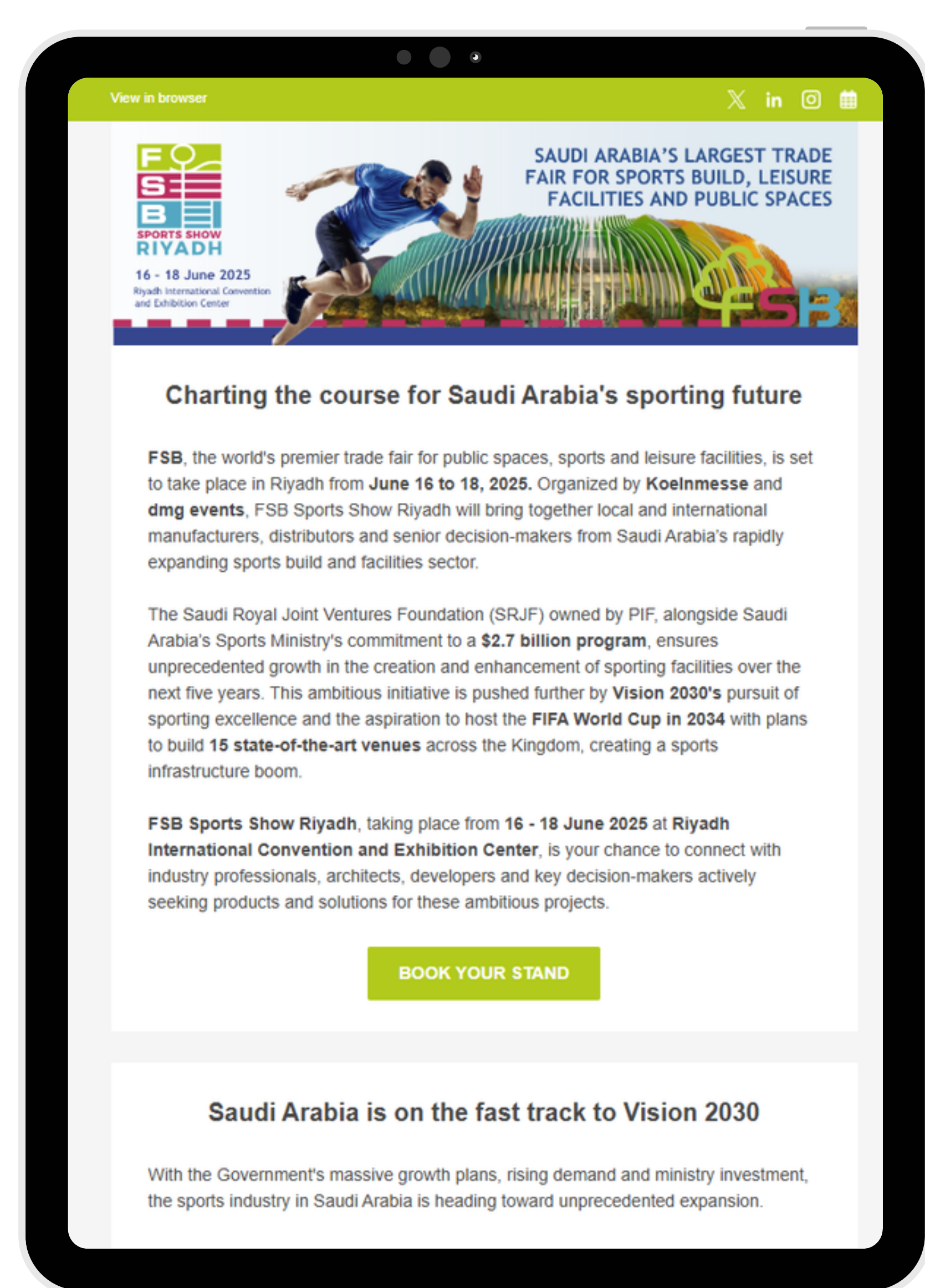
Sponsor logo on the official visitor guide used by all attendees at the event. Diamond and platinum sponsor adverts will be included in the official visitor guide.



Logo on the main banner, directional boards and thank you boards placed in high-traffic areas across the venue.



Logo on the homepage of FSB Sports Show Riyadh website and sponsor posts on the official social media channels.



Logo included in emails sent to sports infrastructure professionals in the FSB Sports Show Riyadh database.

Badge sponsor

Onsite visibility

- All badges produced and distributed to visitors at the venue for FSB Sports Show Riyadh will carry the badge sponsor's logo. A high-impact branding opportunity to place your brand on more than 9,000 attendee badges.

Online visibility

- Logo on the website homepage with reciprocal links to your company profile (200 words) and website.
- 1x Post announcing sponsorship on official event platforms (Facebook, Twitter, and LinkedIn).

Exclusive sponsor title for the entire event

\$19,000



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Lanyard sponsor

Online visibility

- Logo on the website homepage with reciprocal links to your company profile (200 words) and website.
- 1x Post announcing sponsorship on official event platforms (Facebook, Twitter, and LinkedIn).

Onsite visibility

- All lanyards produced and distributed to the attendees at the venue will carry the lanyard sponsor's logo.
- Company logo and sponsor credits on main event signage (non - directional).
- Company logo in the official event planner under Sponsors and Partners.

Exclusive sponsor title for the entire event

\$25,000

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Registration sponsor

Online visibility

- Logo on the website homepage with reciprocal links to your company profile (200 words) and website.
- Priority listing on the registration thank you and confirmation page.
- 1x Post announcing sponsorship on official event platforms (Facebook, Twitter, and LinkedIn).
- Logo on the registration confirmation email.

Onsite visibility

- Sponsor logo on registration desks and registration area.
- Sponsor logo on fast-track registration counters.

Exclusive sponsor title for the entire event

\$22,000

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Theatre(s) sponsor

Online visibility

- 1x Post announcing sponsorship on official event platforms (Facebook, Twitter, and LinkedIn).
- Logo on the dedicated session emails

Onsite visibility

- Logo on the agenda panel, screen wall and backdrop of the sponsored theatre.
- Logo on the theatre hanging banners.
- Logo on the directional floor stickers leading to the sponsored theatre.
- Company logo in the official event planner under Sponsors and Supporters.

Session talks

- Opportunity to deliver one session (sessions must be non-commercial topics and preapproved by dmg events).

Exclusive sponsor title for the entire event

\$27,000

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VIP lounge sponsor

Online visibility

- Logo on the website homepage with reciprocal links to your company profile (200 words) and website.
- 1x Post announcing sponsorship on official event platforms (Facebook, Twitter, and LinkedIn).

Onsite visibility

- Logo inside the VIP lounge.
- Logo on the directional signage leading to the VIP Lounge.
- Credits of VIP sponsor to be visible on all VIP invitation covers sent to FSB Sports Show Riyadh VIP invitees identified (including officials from embassies, government organizations and prominent associations).
- Opportunity to place one flyer or alternate material (not to exceed agreed weight restriction) branded to VIP package sponsor's choice (to be provided by the sponsor to dmj events).
- Company logo in the official event planner under Sponsors and Supporters.

Exclusive sponsor title for the entire event

\$33,000

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Visitor guide sponsor

Onsite visibility

- All visitor guides produced and distributed to visitors at the venue for FSB Sports Show Riyadh will carry the sponsor's logo on the cover page.
- 1x Advert in the visitor guide.

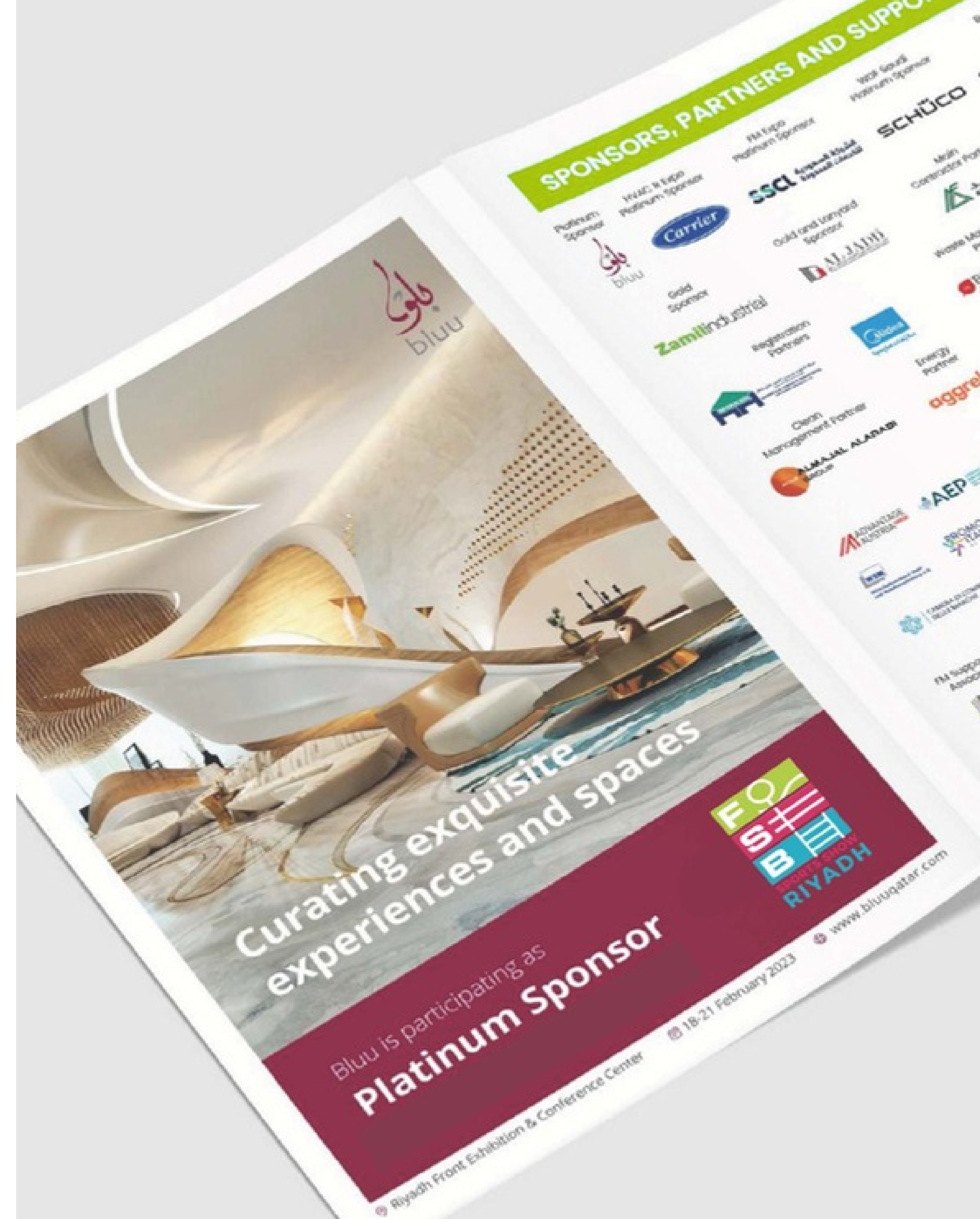
Online visibility

- 1x Post announcing sponsorship on official event platforms (Facebook, Twitter, and LinkedIn).
- Logo on the dedicated session emails

Exclusive sponsor title for the entire event

\$12,000

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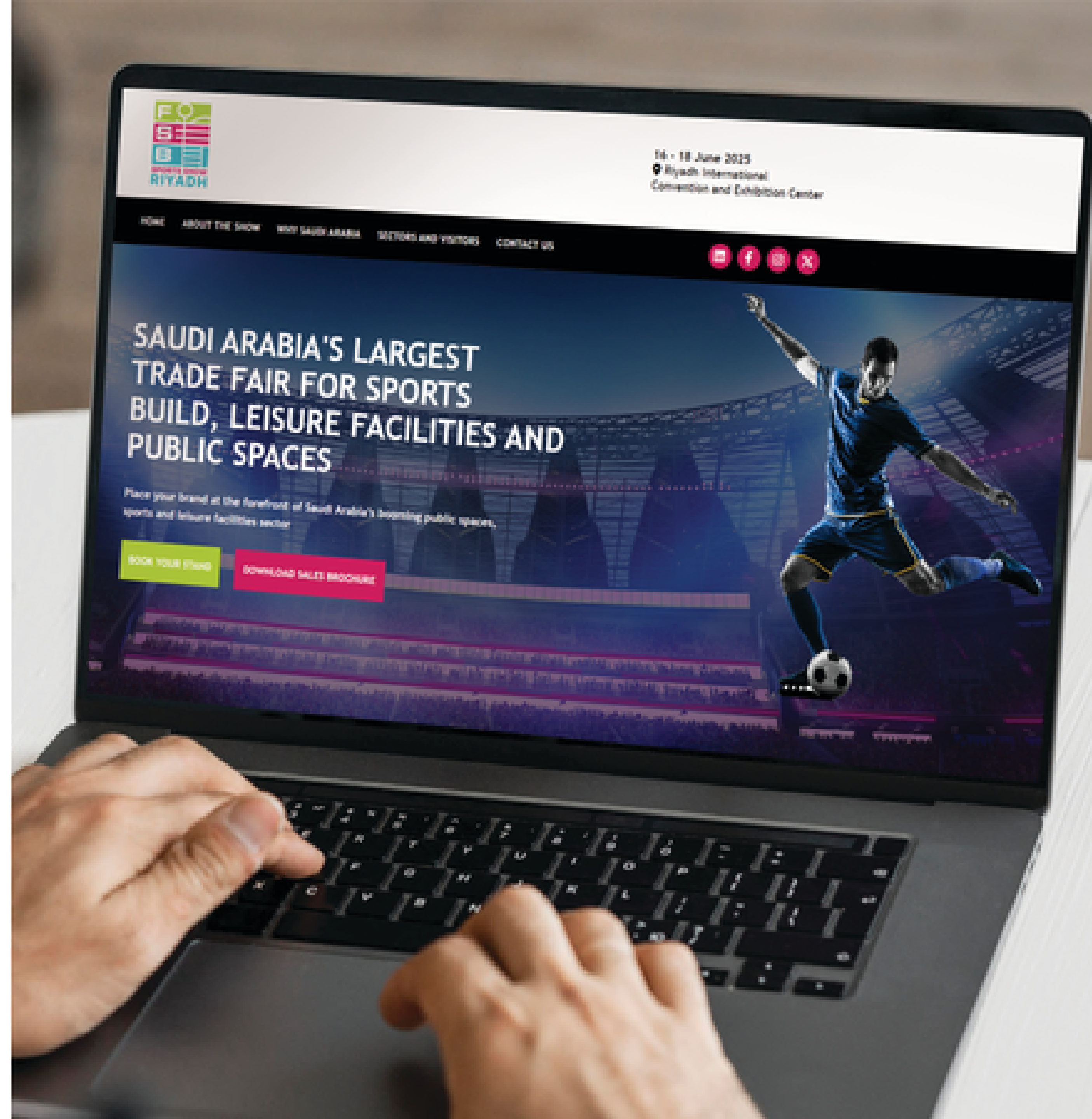
Digital opportunities

Online visibility

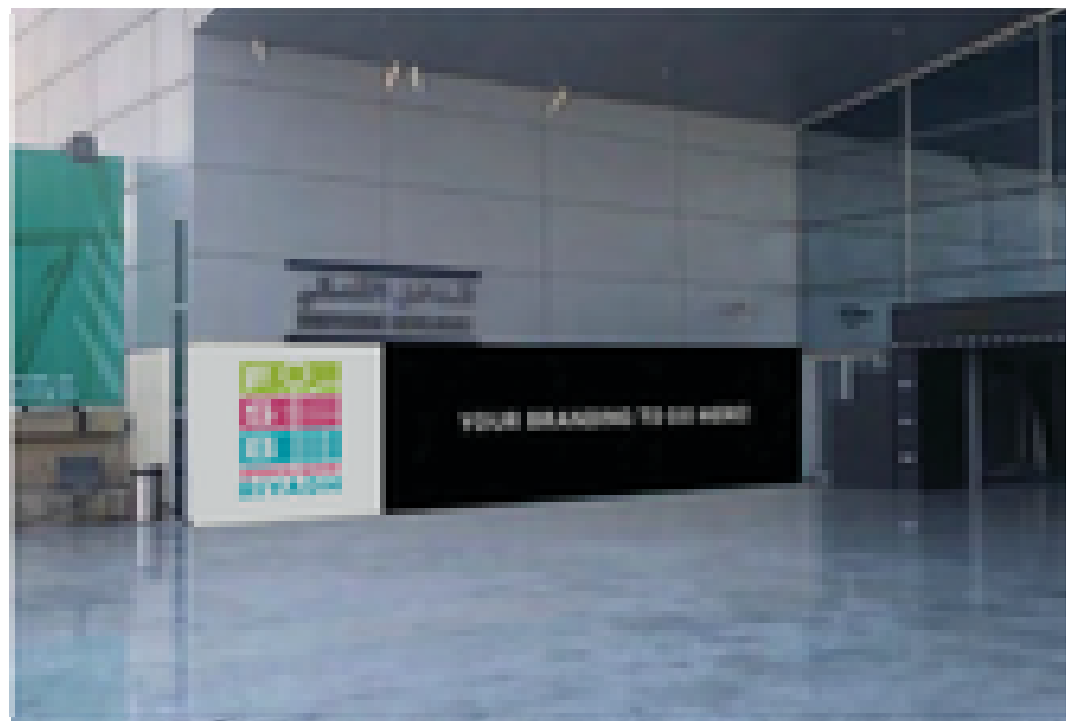
- Logo on the website homepage with reciprocal links to your company profile and website.
- 1x Banner placement anywhere within the pages of the official event website *325k unique visitors to our website.
- Priority listing on the online exhibitor list (included in special sponsors section on top).
- 1x Banner on the official exhibitor list hosted on the website.
- 1x Post announcing sponsorship on official event platforms (Facebook, Twitter, and LinkedIn).
- 1x Ad banner placement in an email to industry professionals in the FSB Sports Show Riyadh database (banner provided by sponsor).
- 1x Dedicated product post on all our socials with a one-line description with the company name and stand details during the event.

\$16,000

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Additional onsite branding packages



Entrance wall banner

Place your brand at one of the main entrances to the venue.

Size: 11mW x 2.5mH

\$19,000



Mega wall

This centrally located site outside the main entrance provides maximum exposure with 80% of the design featuring your branding.

Size:

Left side: 9.95mW x 3.75mH

Right side: 49.4mW x 3.75mH

\$19,000



Digital screens

Highlight your brand on multiple digital screens across the venue with an 8-second long video.

Locations:

- 1 large screen situated opposite Hall 3
- 1 large screen situated at the south exit.
- 1 small screen outside each hall.

Size:

Small screen outside each hall: 1.44mW x 0.81mH

Large screen at the south exit: 10.88mW x 2.56mH

\$12,000



Outdoor glass branding

Showcase your brand information to all visitors coming through the main concourse. Limited to only 4 glass panels on the Northern Entrance and for sponsors only.

Size: 3mW x 1.17mH

\$20,000

Additional onsite branding packages



Hall entrance branding

These exclusive sites are situated inside the exhibition halls at the entrance to each hall. This brand position targets visitors directly entering the halls.

Per wall
\$3,200



Hanging banners

Located within the halls, this eye-catching location ensures high exposure for your brand among the right audience.

Per unit
\$2,700



Cubic banners

Located inside the exhibition halls, the 5-sided cube is visible from any direction ensuring visitors are directed to your stand.

Size: 1.5mW x 1.5mH
\$3,300



Concourse glass branding

Located next to the main visitor entrance and at the entrance to the food court, the glass branding is sure to be noticed by all visitors.

8 glass sections per client
\$14,000



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Stand out with unmatched visibility and branding. Secure your sponsorship today.

GET IN TOUCH



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