



# COCA-COLA ARENA

PRESS KIT OCTOBER 2025

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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 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. Dubai Basketball's EuroLeague debut has brought Europe's top clubs to our home court, with game nights now among the most exciting in the city, while major global acts 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

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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

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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.

## FOOD AND BEVERAGE

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Coca-Cola Arena's in-house Food & Beverage brand, Tempo, is designed with guests in mind.

Created to turn up the taste, the menu brings together bold flavors, quick service, and seasonal variety, available through online pre-order when purchasing tickets or at 10 Tempo concessions conveniently located throughout the Arena.

Adding to the experience, the Plaza and concourse also host food trucks and pop-ups from local and regional businesses, giving guests even more flavors to discover on every visit.

## COCA-COLA ARENA BOWL

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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

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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.

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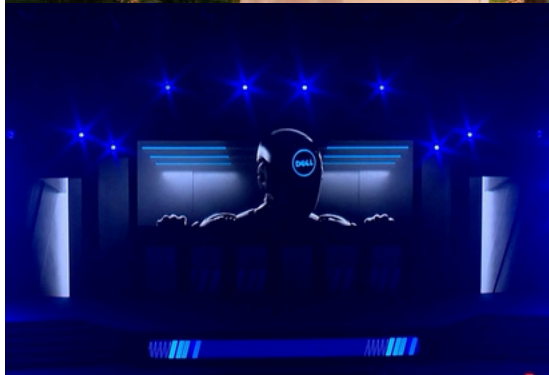
Elevate is the first premium hospitality brand in the MENA region, introduced by Coca-Cola Arena to enhance the live event experience for every guest.

Elevate offers a range of exclusive experiences, from Private Hospitality Suites with customizable spaces and premium F&B options to the Premier Club. The Live Lounge brings an upbeat atmosphere with live entertainment, delicious bites, and refreshing drinks, while the Entourage Club on Level 1 offers table service in a lively, social setting.

Also on Level 1, REPLAY offers a fun and casual space for guests to relax, play games, and enjoy tasty snacks. For guests seeking the best views, the Elevate Deck offers unbeatable vantage points from its elevated platforms, ensuring 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.

The Arena has welcomed over 100 distinguished corporate events for brands such as Binance, Huawei, Dell, Damac, Azizi, Binghatti, and The Game Changers 2.0. It has also hosted high-profile gatherings including Arab Hope Makers, the Global Freight Summit, the world premiere of Bad Boys: Ride Or Die with Hollywood stars Will Smith and Martin Lawrence, and the groundbreaking Indian Premier League (IPL) Auction.

Events have featured a range of global luminaries, from international superstars like Jennifer Lopez, Shah Rukh Khan, Jason Derulo, Pharrell Williams, Tony Robbins, and Terry Crews, to regional icons including Tamer Hosny, Nora Fatehi, Sunidhi Chauhan, and Rohit Sharma, as well as innovators and thought leaders such as Sir Tim Berners-Lee, Steve Wozniak, Bear Grylls, and Jay Shetty.

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

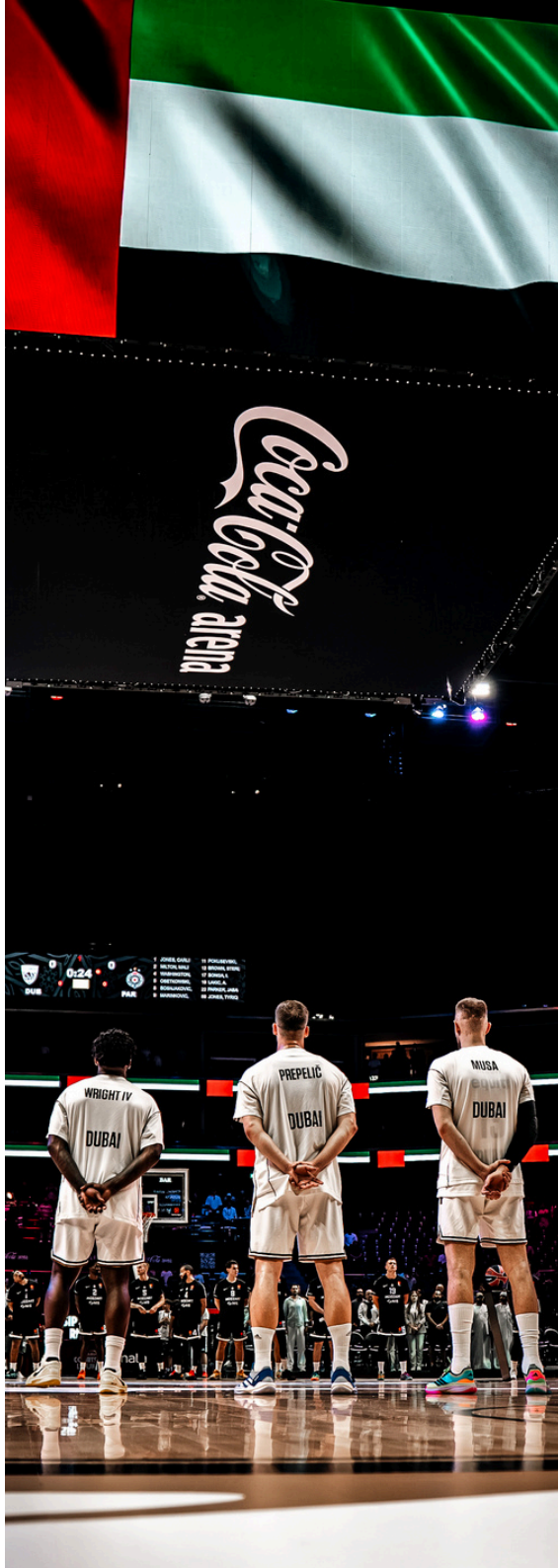
Coca-Cola Arena is proud to be the official home of Dubai Basketball, the city's first professional basketball franchise and a defining force in the region's sporting landscape.

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.





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# WEBSITE AND SOCIAL MEDIA

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



## SOCIAL MEDIA PLATFORMS



@CocaColaArena



Coca-Cola Arena



Coca-Cola Arena



Coca-Cola Arena



@CocaColaArena\_ae



@CocaColaArena1

## WEBSITE ADDRESS

[www.coca-cola-arena.com](http://www.coca-cola-arena.com)





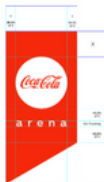
# BRAND GUIDELINES



30° Grid



Portrait Brandmark



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





# DUBAI'S HOME OF LIVE ENTERTAINMENT



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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

MIAMI BAND

RUSSELL PETERS

DIONELA

TAMER HOSNY

MACY GRAY

BINI

ANGHAM

JIM JEFFERIES

TJ MONTERDE

BASSEM YOUSSEF

PFL

KEVIN HART

KOSTCON

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