FOR THE CHAMPIONS OF YESTERDAY, TODAY AND TOMORROW!
Zayed Sports City was built to fulfil the vision of the late Sheikh Zayed bin Sultan Al Nahyan, the UAE’s founding father and first president. It was inaugurated in January 1980 as a venue that reflected the country’s passion for sport, as well as to provide a platform to develop the country’s promising sporting talent. Zayed Sports City was a state-of-the-art facility when it was first opened, and after three decades of continuous development and growth, it remains the premier entertainment and sporting destination in the UAE.

Today, this iconic landmark remains a vibrant sports and entertainment hub. With a mission to make sports accessible to everyone, the complex provides sports at a grassroots level, promotes healthy lifestyles and is committed to enhancing the well-being of the people in the UAE.

Whether actively participating, supporting family and friends or attending a sport, everyone who visits the site will enjoy themselves. Zayed Sports City is the home of the country’s greatest sporting achievements and the most spectacular entertainment events: past, present and future.

Now known for more than just sports, the complex hosts a vast range of events and activities, including international sporting and entertainment events, corporate days and corporate parties. Whether you are an individual looking to improve your fitness, a family planning to spend active time together, a corporation wanting to enhance leadership and team dynamics among staff or an international events organisation looking for an appropriate venue, Zayed Sports City has facilities, services and staff to ensure every visitor has a fantastic experience.
In recent years, Zayed Sports City has experienced an awakening that has reinvigorated the country’s passion for sports and seen an iconic venue come alive again. Wholly owned by Mubadala and under the management of Abu Dhabi Entertainment Company, the sporting complex has added a significant number of activities and programmes, refreshed its brand, embedded a customer-centric culture, developed commercial rights and hosted many world-class events.

The accomplishments of the organisation have been witnessed by millions around the world and continue to receive international recognition. Growing from a core of seven sporting activities to over 20 and more than 100 events, Zayed Sports City now welcome more than 750,000 visitors every year, which has more than tripled since Abu Dhabi Entertainment Company took over the management of the site. The organisation’s focus on delivering the best possible customer service, coupled with a progressive management style, places Zayed Sports City in a unique position to further develop the sports and entertainment industry within the UAE.

**OUR PROFILE**

Mubadala was established in 2002 and is owned by the Government of Abu Dhabi. Mubadala’s strategy is built on the creation of partnerships and on long-term investments that deliver strong financial returns and tangible social benefits for the Emirate of Abu Dhabi.

Mubadala brings together and manages a multi-billion dollar portfolio of local, regional and international investments and partners with leading global organisations to operate quality sport and entertainment events and programmes. The diversity of the team has been a vital factor in attracting revenue in the face of challenging market conditions. Abu Dhabi Entertainment Company has established the foundations that will continue to build on Sheikh Zayed’s legacy.

**ABU DHABI ENTERTAINMENT COMPANY**

Abu Dhabi Entertainment Company manages the operations of Zayed Sports City, a role which includes overseeing and planning of capital investments and development of assets and new services.

The organisation has a passionate and customer-driven team, all of whom take great pride in delivering the highest quality sport and entertainment events and programmes. The diversity of the team has been a vital factor in attracting revenue. By combining best practices with industry expertise, Abu Dhabi Entertainment Company has established the foundations that will continue to build on Sheikh Zayed’s legacy.

**MUBADALA DEVELOPMENT COMPANY**

Mubadala was established in 2002 and is owned by the Government of Abu Dhabi. Mubadala’s strategy is built on the creation of partnerships and on long-term investments that deliver strong financial returns and tangible social benefits for the Emirate of Abu Dhabi.

Mubadala brings together and manages a multi-billion dollar portfolio of local, regional and international investments and partners with leading global organisations to operate businesses across a wide range of industry sectors. These include aerospace, energy, healthcare, information communications and technology, infrastructure, real estate and hospitality, and services sectors.

The world-class facilities at Zayed Sports City are an example of physical and social infrastructure Mubadala is developing to help underpin a healthy, well-organized and rapidly evolving society.
It's no secret that a healthy workforce is a productive workforce. Corporate wellness programmes show a solid return on investment and the flexible programmes offered at Zayed Sports City guarantee an option that will enhance your organisation’s wellbeing strategy.

**Brand association with sports is the most popular sector of commercial rights for a simple reason – because it works.**

As the home of the best sports and entertainment events in the UAE, your brand will get the exposure that it requires. With traditional or customised packages, you can unlock a better lifestyle for your employees and realise the benefits for your business.

**Embracing the ideal of ‘Sport for All’, Zayed Sports City provides a wide variety of programmes and activities at all price points, making an active lifestyle accessible for guests of all ages and abilities.** It is this commitment to the future of the UAE and its residents that makes Zayed Sports City the ideal partner to help your organisation meet its business and lifestyle objectives.

**CORPORATE EVENTS AND FUNCTIONS**

From corporate presentations to fun, healthy family outings, the indoor and outdoor spaces at Zayed Sports City are tailor made for hosting events of all types. Zayed Sports City the perfect setting for your organisation’s next gathering.

**CORPORATE OPPORTUNITIES**

Whether targeting a specific group or appealing to the wider market, the commercial rights options available will help your organisation meet its objectives.

**COMMERCIAL RIGHTS**

**CORPORATE MEMBERSHIP**

It’s no secret that a healthy workforce is a productive workforce. Corporate wellness programmes show a solid return on investment and the flexible programmes offered at Zayed Sports City guarantee an option that will enhance your organisation’s wellbeing strategy.
Zayed Sports City Stadium is an iconic Abu Dhabi landmark. As the largest multi-purpose stadium in the Gulf, it has developed a great history and heritage, and has cemented its place in the country’s history by being featured on the AED 200 banknote.

The stadium has recently been renovated, with many of the facilities and amenities upgraded to ensure that it complies with international standards and can be used for a wide range of events. Adjacent to the stadium is the UAE’s biggest grass sports area, where over 84,000 sqm of multi-use fields are utilised for football, rugby, baseball and field hockey, as well as community festivals and events.

Sporting and entertainment achievements of Zayed Sports City Stadium include:
- Abu Dhabi Corporate Games
- UAE’s 40th National Day Official Ceremony
- FIFA Club World Cup
- Asian Games
- George Michael with Alicia Keys Concert
- UAE President’s Cup Final
- FIFA Football World Youth Championships
- Asian Football Cup

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INTERNATIONAL TENNIS CENTRE

The International Tennis Centre has been the home of exciting sporting and entertainment events since it opened in 2005. With nine tennis courts, four beach tennis and volleyball courts, three basketball courts, two padel tennis courts, five professional training paddles, 250 accommodation apartments and a 5,500 seat stadium bowl, this venue is a hub of activity at Zayed Sports City.

Sporting and entertainment achievements of the International Tennis Centre include:

- Mubadala World Tennis Championships
- WWE RAW World Tour
- Harlem Globetrotters
- Abu Dhabi Fighting Championship
- Jiu Jitsu World Championship
- Inter-Gulf Netball Championship
ZAYED SPORTS CITY
ICE RINK

The heat of the desert is no match for Zayed Sports City Ice Rink. As Abu Dhabi’s only Olympic-size skating surface it hosts the most thrilling ice hockey matches and figure skating championships in the UAE. The facility has seating capacity for over 1,200 spectators to watch all the action on the ice.

Sporting and entertainment achievements of Zayed Sports City Ice Rink include:

• Desert Open Figure Skating Championship
• Ice Hockey Men’s World Division II Qualification Rounds
• IIHF Asian Development Camp
• Magic on Ice
• ADFST Annual Ice Show

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Bearing the name of UAE president Sheikh Khalifa bin Zayed Al Nahyan, Khalifa International Bowling Centre lives up to high expectations. A newly built billiards room and refurbished table tennis room complement the 40 lanes, restaurants and pro shops, making it the biggest and best bowling and table sports venue in the MENA region.

Sporting and entertainment achievements of Khalifa International Bowling Centre include:

• World Tenpin Bowling Championship
• Asian Tenpin Bowling Championship
• GCC Bowling Championship
• Ramadan Bowling Tournament
With a well-earned reputation for being the best place for sports in the UAE, Zayed Sports City offers the best training and coaching opportunities in the region. Some of the top names in sport call Zayed Sports City their home year-round, while others relocate to train in the outdoor facilities during the winter months, when the temperatures are right. For teams vying for a bid to the 2022 FIFA World Cup in neighbouring Qatar, training in the extreme summer heat and humidity at world-class facilities is becoming a valuable commodity. Bring your own coach or hire one of the qualified staff members within the complex and you are sure to achieve the results you require.

Zayed Sports City venues are home to a number of elite training and coaching organisations including:

- UAE National Bowling Team
- UAE Ice Hockey Federation
- UAE Boxing Federation
- UAE Football Association
- Abu Dhabi Harlequins Rugby
- PSS-Emirates Tennis
- Haddins Fitness

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Customer service is a key component of the operations at Zayed Sports City. Operating under the motto ‘Ahlan wa Sahlan’, the literal translation is ‘You have found hospitable people’. By adhering to this philosophy, taking a proactive approach to policies, programmes and procedures, as well as making sure each guest and member of staff can make their thoughts known, Zayed Sports City further cements its position as the best sporting facility in Abu Dhabi.

There are 10 principles that each staff member endeavours to use in their daily working activities:

- Customer First
- Golden Rule
- Listen
- Think Yes
- Do It Now
- Be Professional
- Everybody Sells
- 24 Hour Rule
- Positive Attitude
- Enthusiasm
To maintain its position as a leading internationally-renowned sports and entertainment destination, Zayed Sports City supports a full range of related amenities and services. The complex houses pro shops; changing and locker facilities; restaurants; media rooms and conference spaces with IT, audiovisual, electrical and technical services; as well as a Majlis in each venue. The organisation has a comprehensive network of partners with the ability to provide a vast range of services required for large and complex events.

Conveniently located between the two major roads entering the city, Zayed Sports City ensures that traffic flow and parking are trouble-free with its multiple entrances and exits and large parking capacity.
One of the cornerstones of the organisation’s strategy is the growth of sports at a grassroots level, ensuring it is accessible to the entire community. ‘Sport for All’ means that regardless of gender, age, nationality, ability and socioeconomic status, people can come together and enjoy their chosen activity. Supporting this community involvement initiative, Zayed Sports City operates a number of open days, provides a range of sports equipment, offers free facility use for special needs groups and gets involved with a number of charity endeavours.
ABU DHABI

The capital of the United Arab Emirates, Abu Dhabi is characterised by a distinctive blend of traditional Arabic culture and modern amenities. It is an enchanting metropolis where old-world style markets and mosques sit alongside glamorous five star hotels and glittering skyscrapers.

Abu Dhabi is a great place for travellers and local residents alike to relax on the beautiful beaches, admire the eclectic style of architecture through the city or enjoy an exhilarating day of sport. While Arabic is the official language, English is widely spoken and is the primary language used in business.