

# Rotana Signs

*Kingdom Arena*

*Overview*

# The Kingdom's Largest Indoor Football Stadium

Kingdom Arena is designed to be easily configured to accommodate various events ranging from football, wrestling, boxing, music concerts, entertainment shows, celebrations and more.

Yet, it is now the proud **home stadium** for the most successful football club in Saudi Arabia and Asia with 70 championships, [Al-Hilal Football Club](#).

Today, advertisers are given one of the most authentic and incredible branding opportunities within any indoor setting, **Stadium Dominance**



## Al-Hilal

Football Club  
Home Stadium

## +25K

Spectator  
Capacity

## 20

Sky  
Boxes

# A Rich History & Promising Future



Al-Hilal Saudi Club, founded in Riyadh on 16 October 1957, [is the most successful club in Saudi Arabia and Asia with 70 championships](#). Domestically, Al-Hilal holds a record 19 Saudi League titles, a record 13 Crown Prince Cup titles, a record 6 Saudi Federation Cup titles, eleven King Cup titles, a record five Super Cup titles, as well as the Saudi Founder's Cup.

Internationally, Al-Hilal also holds the record for the [most continental trophies in Asia with eight trophies](#); including a record the AFC Champions League in 1991, 2000, 2019 and 2021, the Asian Cup Winners Cup in 1997 and 2002, and the Asian Super Cup in 1997, 2000. Al-Hilal was officially titled “Asia’s Club of the Century” by the International Federation of Football History & Statistics in 2009, and also awarded “Asia’s Club of the Decade” from 2001 to 2010 by the International Federation of Football History & Statistics in 2012.

Al-Hilal, nicknamed Asia’s Leader, is the Asian club with [the most number of FIFA Club World Cup qualifications](#) with five times in 2001, 2019, 2021, 2022, & 2025, and holds the most number of Club World Cup participation with three times in 2019, 2021, & 2022, and finished runner-up in the last edition. Moreover, Al-Hilal has won seven official titles in the regional level including 4 Arab titles, 2 Gulf titles, and Saudi-Egyptian Super Cup.





# Notable Achievements



## **34M+ SOCIAL MEDIA FOLLOWERS**

Leading Club On Social Media



## **STRONG SPORTING PERFORMANCE**

Top 3 in league for 15 consecutive years



## **34 CONSECUTIVE WINS IN ALL COMPETITION 23/24**

Guinness World Record



## **ASIA CLUB OF THE CENTURY**

International Federation of Football History & Statistics



## **ASIA CLUB OF THE CENTURY (2010-2019)**

Asian Football Confederation



## **FIFA World CLUB CUP**

2<sup>nd</sup> Place In the Club World Cup 2022-23

4<sup>th</sup> Place In The Club World Cup (2019-20 & 2021-22)

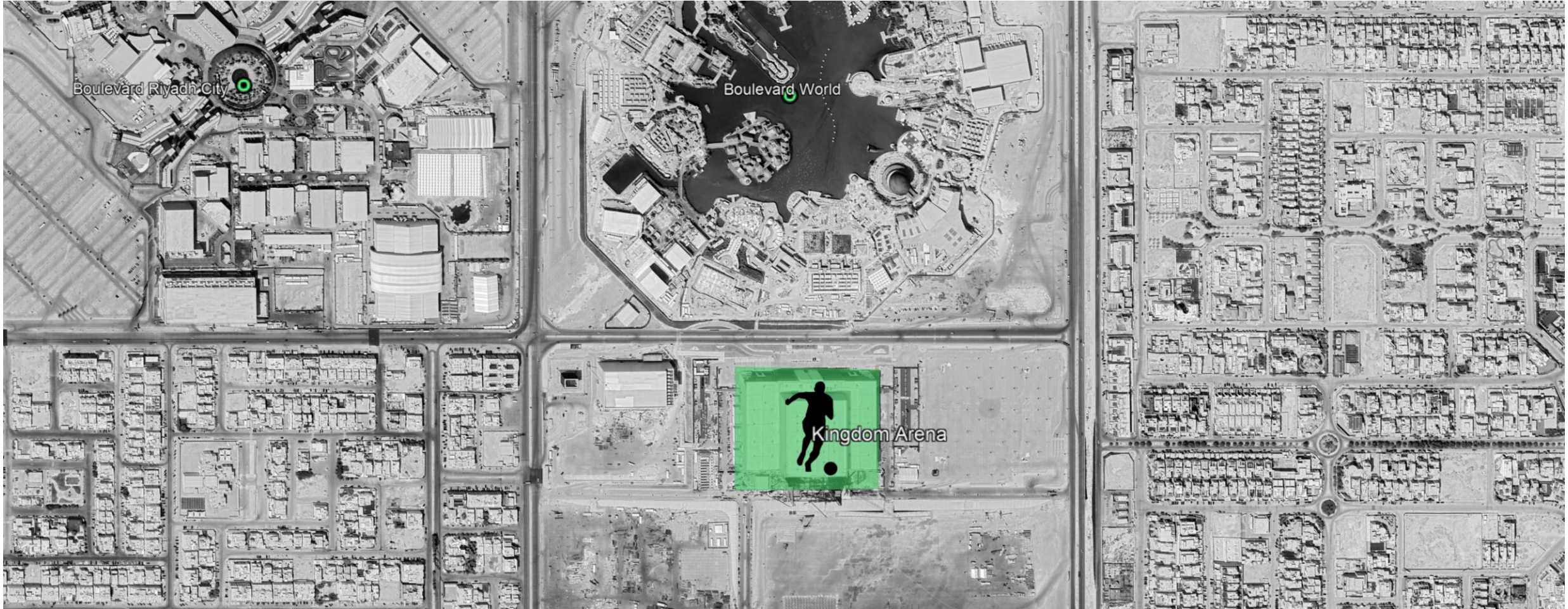


# Kingdom Arena Location

Souwaid Ibn Harithah, Hittin, Riyadh

Location Map:

[Click Here](#)





# Stadium Dominance

Left Goal Line



Right Goal Line





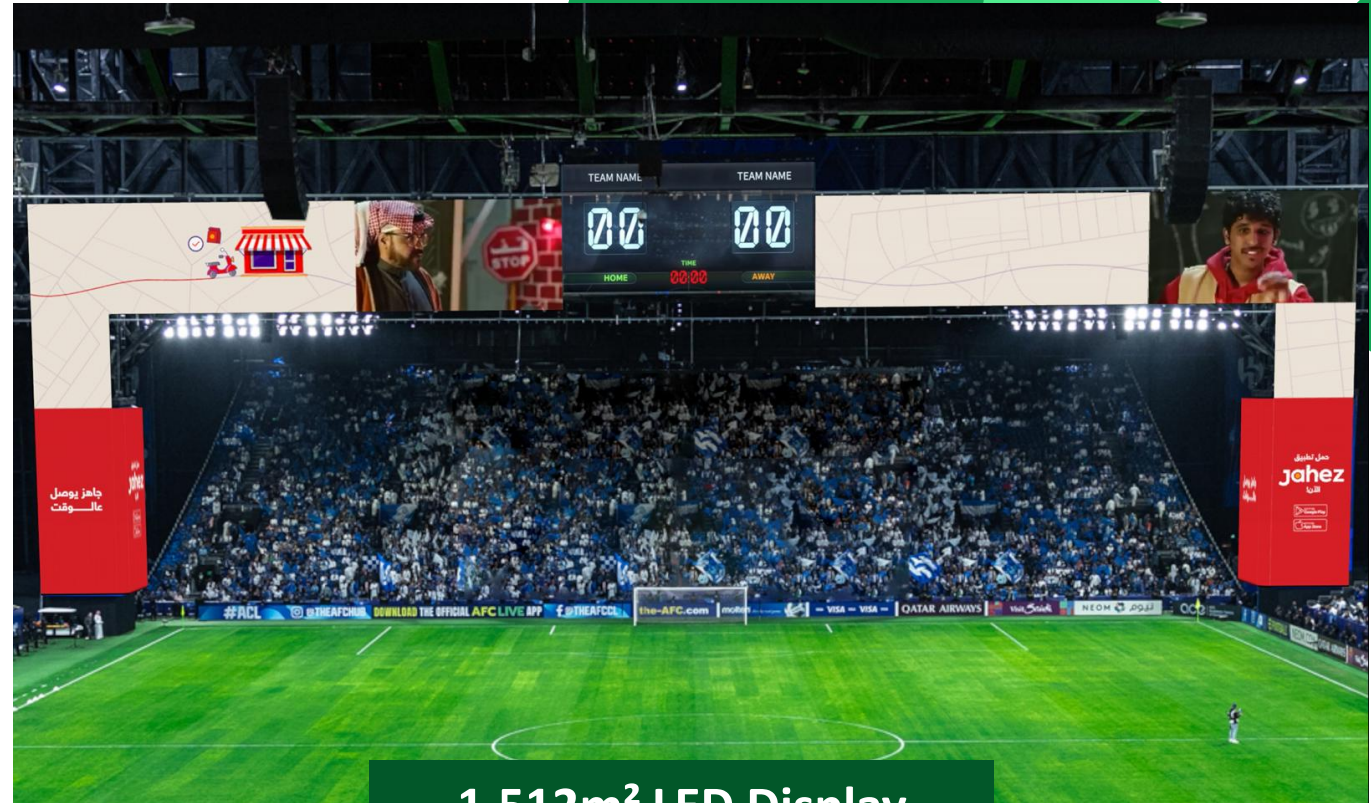
# Stadium Dominance

Experience the future of stadium advertising with Rotana Signs groundbreaking digital façade that redefines visual impact within a football stadium.

This cutting-edge display features four distinct facades, each strategically positioned in one of the stadium's corners. Rising above the crowd, they converge towards the central scoreboard helping create an immersive and captivating environment.

With 1,512m<sup>2</sup> of high-definition LED display space, brands have an unparalleled opportunity to connect with audiences during Al Hilal's home games.

For over 90 minutes, advertisers will dominate the visual interior, ensuring maximum exposure in one of the most concentrated and engaged sport settings available.



1,512m<sup>2</sup> LED Display

# Stadium Dominance

## General

**Visibility:** Skybox and General Spectators  
TV Audiences

**Quantity:** 4 Separate Facades

**Ad Duration:** 10 Seconds

## Façade

**Dimensions:** **34 meters x 27 meters (W x H)**

- Top Side (34m x 7m)
- Mid Pillar (4m x 10m)
- Base Pillars (10m x 10m) | 2 perpendicular faces

**Display Space** 378m<sup>2</sup> per façade

**Total Space** 1,512m<sup>2</sup> (4 facades)





# Match Schedule 25/26

\*Match schedule is subject to change without prior notice



Match Type	Kingdom Arena Home Game	Football Match			Date
KEY MATCHES	Game #4	Al Hilal	x	Al Shabab	Thu, 30-Oct-2025
	Game #8	Al Hilal	x	Al Nasr	Mon, 12-Jan-2026
	Game #10	Al Hilal	x	Al Ahli	Sun, 01-Feb-2026
	Game #12	Al Hilal	x	Al Ittihad	Fri, 19-Feb-2026
Match Type	Kingdom Arena Home Game	Football Match			Date
OTHER MATCHES	Game #1	Al Hilal	x	Al Riyadh	Fri, 29-Aug-2025
	Game #2	Al Hilal	x	Al Qadisiya	Sat, 13-Sept-2025
	Game #3	Al Hilal	x	Al Okhdud	Fri, 26-Sept-2025
	Game #5	Al Hilal	x	Al Fateh	Fri, 21-Nov-2025
	Game #6	Al Hilal	x	Al Khaleej	Thu, 25-Dec-2025
	Game #7	Al Hilal	x	Al Hazem	Fri, 08-Jan-2026
	Game #9	Al Hilal	x	Al Fayhaa	Tue, 20-Jan-2026
	Game #11	Al Hilal	x	Al Ittifaq	Sun, 01-Feb-2026
	Game #13	Al Hilal	x	Al Najmah	Wed, 04-Mar-2026
	Game #14	Al Hilal	x	Al Taawun	Fri, 03-Apr-2026
	Game #15	Al Hilal	x	Al Kholood	Thu, 23-Apr-2026
	Game #16	Al Hilal	x	Damac	Fri, 28-Apr-2026
	Game #17	Al Hilal	x	Neom	Wed, 03-May-2026









# Thank you

