



What's next for football's most breakout project?

The most ambitious domestic
sports project in MENA history.



GSIQ

A major player in the making?

2024/25 season could be pivotal in shaping the SPL's long-term trajectory.

Two seasons post-CR7 and significant investment drive, it's positioning itself as a major player on the global stage.

GSIQ

UPCOMING MILESTONES

2027

AFC Asian Cup



SAUDI ARABIA
2027

2034

FIFA World Cup



BIDDING NATION SAUDI ARABIA

A close-up photograph of a soccer player's hands, wearing a red jersey with white stripes on the sleeves, holding a soccer ball. The background is a solid red color.

GSIQ

Transforming Saudi football

**Significant transformations,
driven by strategic investments
and bold initiatives.**

GSIQ

4

2023

Public Investment Fund (PIF) acquires majority stakes in **four SPL clubs**.

6

2024

Saudi authorities have also been encouraging private investment into **6 more clubs** for local and international investors.

8

FUTURE

A further **8 teams** planned to be privatised at a later stage.

GSIQ

2034 FIFA World Cup



Set to be hosted in Saudi Arabia, as it was the only nation to submit a bid in time for FIFA's deadline.

BIDDING NATION
SAUDI ARABIA



Plans for **11 NEW stadiums**



World-class broadcasting will boost fan engagement



As IMG extends its partnership with SPL and SAFF to 2029, global media reach for Saudi football is set to expand significantly.





FULL COVERAGE

The deal covers Roshn Saudi League, Saudi Super Cup, and King Cup matches.

FAN APPEAL

Advanced technology and dynamic storytelling aim to enhance the global viewing experience and deepen fan engagement.

GSIQ

Expanding sponsorship horizons

The rising tide in Saudi football offers a fertile ground for brand partnerships.

TITLE SPONSORSHIP DEALS



روشن
ROSHN

YEARS

SAR



يلو
YELO



YEARS

3

RENEWAL
August 2024

5 478M

STARTED
August 2022

GSIQ

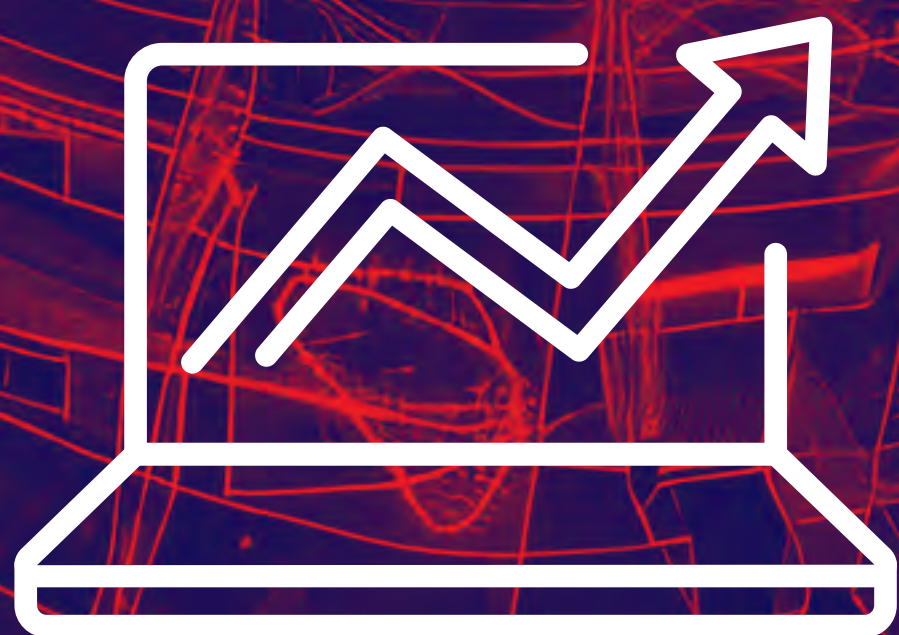
COMMERCIAL GAME CHANGER

Promotion from FDL to SPL unlocks significant commercial gains, as seen with Aramco-owned Al Qadsiah.

 The club's new recruits have a combined **37 million followers**, driven by stars such as Aubameyang and Nacho.



Increased exposure and marketability lead to higher sponsorship and advertising value.



GSIQ INTEL

Advertising rates increase **5x+** for promoted teams.

GSIQ

UNLOCKING OPPORTUNITIES IN FDL

Despite SPL's commercial strength, the FDL offers underexploited opportunities that could appeal to the right brand.

SIQ+



2/3

1/3



**Of total brand exposure
attributed to club partners***

**GSIQ analysis of final round matches in the 23/24 Roshn Saudi League and Yelo League.*

GSIQ

POTENTIAL BENEFITS



**Lower
entry point**



**Longer
term ROI**



**Rising tide of
Saudi Football**



**Community
development**



Storytelling



**Promotion
Golden Ticket**



MENA

YOUR PARTNER IN MENA

If you're interested in getting in-depth, client-led audience intelligence from our dedicated team in the MENA region, get in touch.

