



Riyadh Season extends partnership with UFC

May 7, 2024 (New York/Saudi Arabia): HE Turki Alalshikh, Chairman of the Board of Directors of the General Entertainment Authority (GEA), has announced that Riyadh Season has extended their partnership with UFC.

The agreement will see another UFC event brought to the Kingdom during Riyadh Season 2024-2025. In addition to the UFC event, Riyadh will also host a Power Slap event, the world's premier slap fighting organisation led by Dana White, for the first time.

In addition to these two events to be held in the Kingdom, Riyadh Season will also serve as sponsor for UFC 306 on Saturday, September 14, the first UFC event to be held at The Sphere in Las Vegas.

HE Turki Alalshikh said: "This agreement is a continuation of Riyadh Season's aims to host and partner with prominent and international events of mass interest. It also enhances our

efforts for Riyadh Season to produce diverse content in order to engage and attract an even wider audience with different interests from around the world. UFC is the most prominent Mixed Martial Arts organisation in the world and their platform of global fans is unrivalled.”

UFC’s first event to take place in the Kingdom of Saudi Arabia will be on Saturday, June 22, at the Kingdom Arena in Riyadh. The main event will see the highly anticipated battle between middleweight contenders No.3 ranked Robert Whittaker and undefeated No.11 Khamzat Chimaev.

##End##