

Naming rights for Edinburgh Arena now available

The company which is developing the new Edinburgh Arena at Edinburgh Park, AEG Global Partnerships, the award-winning sponsorships arm of the leading live sport and entertainment company [AEG Europe](#), is actively seeking a naming rights partner.

Councillors approved planning permission for the new venue, which will offer a fresh opportunity for brands to engage with live entertainment fans in the capital. The arena will form an important part of the evolving Edinburgh Park development, and is expected to create over 1000 jobs and add an estimated £520 million to Edinburgh's economy.

Paul Samuels, Executive Vice President, AEG Global Partnerships, said: "Edinburgh residents are one of the most active listeners of music per capita in the UK – even more so than London – and those entertainment fans have been missing an arena for too long. Our team is behind some of the most iconic partnerships in the world, including The O2 in London, and we're now looking for an ambitious business who can seize this rare, once-in-a-lifetime opportunity with both hands."

The name of any business which takes up the naming rights will be placed front and centre in the new building.

A naming rights partner usually benefits from an increase in recognition after the first twelve months making it an incredibly powerful addition to any big company's marketing programme.

In addition to exclusive IP and designation, the naming rights partner will have a rare opportunity to have the brand integrated into the fabric of the venue, both inside and out. Each partnership is different and AEG Global Partnerships will collaborate with the naming rights partner to tailor the right asset mix, with options including:

- Signature experiences – Exclusive lounges and upgrade rights
- Landmark ticketing – Exclusive pre-sale partner rights
- Social impact – Co-created programmes that make a difference to communities and causes
- Digital out-of-home (OOH) – Leading share of voice across the campus broadcast circuit
- Website and database – Branding across website and targeted promotion to databases
- Product integration – Unique integrations at relevant touchpoints
- Engaging experiential – Access to promotional slots in experiential areas across the site
- Impactful branding – Dynamic branding across high traffic static assets

Along with naming rights partners, AEG Global Partnerships is seeking category partners who will be able to elevate the experiences of those visiting the venue, leaving them with memories they never forget.

Nathan Kosky, Vice President, Global Partnerships, AEG Europe said: "Being part of an evening that fans have looked forward to for months, years, or even a lifetime can help build amazing relationships with both prospective and existing

customers, as well as ensuring your brand is a household name.”

Once an external contractor has been appointed and finance raised, construction is proposed to begin in 2025 and will continue over the course of two years, with the aim of delivering the first event in 2027.

