

2025

ANNUAL
REPORT



SPORTS FOR ALL
الرياضة للجميع

الاتحاد السعودي للرياضة للجميع
SAUDI SPORTS FOR ALL FEDERATION

Disclaimer: This document provides a general overview of the Saudi Sports for All Federation's current initiatives, aspirations and areas of focus related to its community engagement efforts. It is not intended to signal affiliation with, endorsement of, or alignment with any third-party agendas or directions. While it reflects our ongoing efforts toward continuous improvement, it does not constitute a guarantee, promise, or legal obligation to undertake specific actions or achieve particular outcomes.

HOW WOULD YOU DESCRIBE THE FEDERATION'S GROWTH IN 2025?

We are proud to report that the Nation has made significant leaps in mass participation in 2025. Bringing a corporate profit-driven mindset to Sports for All has allowed our team to see results as tangible gains in the health and quality of life metrics of the Kingdom.

HRH PRINCE KHALED BIN ALWALEED BIN TALAL AL SAUD

PRESIDENT

A year that tested our ability to expand the definition of Sports for All by capitalizing on existing resources, reflecting on community perspectives, and scaling participation, with inclusive initiatives such as “Still Young” for people above the age of 50, to tournaments for individuals with intellectual disabilities.

SHAIMA SALEH ALHUSSEINI

MANAGING DIRECTOR



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INTRODUCTION

PILLARS AND KEY INDICATORS



In 2025, the Saudi Sports for All Federation continued to drive mass participation in physical activity, sport, and movement across the Kingdom of Saudi Arabia, making its offerings, activations, and collaborations more accessible, engaging, and connected. Reflected through a multi-city series of activations in Riyadh, Jeddah, Al Khobar, Yanbu, Hail, Sakakah, Abha, Tabuk, and many more, creating celebratory moments nationwide.

Several trends defined the year, starting off with how volunteering ratios increased, building a stronger sense of commitment to embodying a healthier and more active lifestyle. Participation became more family driven, with parents actively joining and instilling rewarding behaviors at home, a critical adaptation to turning physical activity into a shared, repeatable habit at an earlier age. Beyond the activity itself, our community of participants formed new friendships, coordinated attendance, planned their schedules around recurring events, particularly within our flagship events, including marathons, walking activities, and running races.



The World Health Organization (WHO) provides global guidelines that establish recommended levels of physical activity to support overall health and wellbeing, an international reference point for understanding how regular movement contributes to physical and mental health across different segments and age groups. For adults, the recommendation includes 150 min/week of moderate physical activity, for children and youth, the recommendation is at least 60 min/day of physical activity.

Enabling participation through collective engagement and positioning physical activity as both a personal practice and a recurring, community-based experience is one of the Federation's key ambitions.

Nielsen

Measuring physical activity participation levels nationally lies at the core of the Saudi Sports for All Federation's roles and responsibilities. As we track patterns and generate insights to guide interventions and resource allocation.

Survey results and annual statistical reviews indicate that participation in physical activity became an integrated element of KSA's community.

The General Authority for Statistics (GASTAT) officially reported Saudi Arabia's national physical activity participation levels for 2025 as follows:



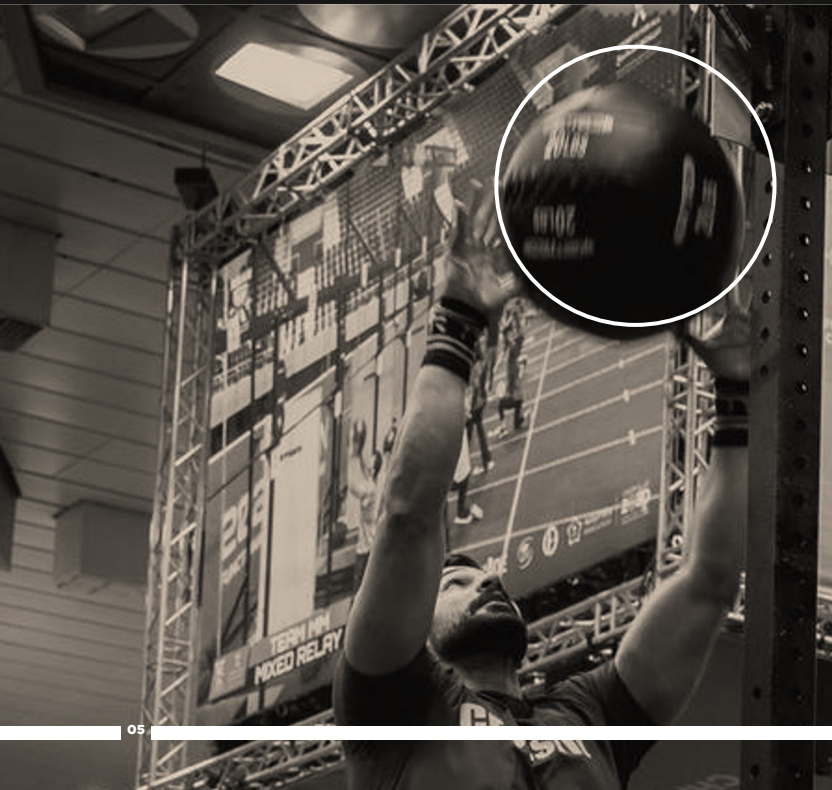
~59.1%

Adults (≥18) physical activity levels in KSA
 by GASTAT



~19%

Youth (U18) physical activity levels in KSA
 by GASTAT



From a strategic standpoint, our community-based activations in Saudi Arabia have progressed cumulatively. Our five key pillars serve as a strategic foundation embedded across initiatives, projects, programs, campaigns, representations, interventions, and collaborations.



STRATEGIC PILLAR #01

ACCELERATE PHYSICAL & MENTAL WELLBEING

Expand our focus on **physical activity**, by including **mental wellbeing**

STRATEGIC PILLAR #02

PIONEER IN COMMUNITY SPORTS

Enable **community sports groups'** growth and capacity to become a **delivery arm**

STRATEGIC PILLAR #03

GLOBAL REPUTATION & RECOGNITION

Intensify our global footprint through leading state-of-the-art **national achievements**

STRATEGIC PILLAR #04

OPERATIONAL STABILITY

Elevate functional **efficacy** levels and operative aspects of community sports offerings

STRATEGIC PILLAR #05

SUSTAINABILITY & INCLUSION

Incorporate **environmental** and **inclusivity** parameters across programs and activations

2 ACTIVATION

IMPACT AND KEY EVENTS





MOVE WITH US 'SERIES'

We've launched several MWU versions during 2025, engaging 20K+ participants across Riyadh, Jeddah, Al Khobar, Yanbu, Hail, Sakakah, Abha, Tabuk, Jazan, Arar, Al Baha, AIUqair, and Dammam.

An activation that celebrates city characteristics, themes, and culture, an accessible way for community members and families to participate in physical activity, walking or running.

Spectators at each MWU edition enjoyed interactive and non-race activities, entertainment booths, and social spaces designed for all ages and segments.

MWU continues year on year to play a key role within the Federation's multi-city reach and participation model, enabling the activation of spaces and people, 2 objectives defined in the global action plan on physical activity 2018-2030.

More than 439K+ participants took part in the Federation's programs and activations across the Kingdom, reflecting the growing scale of participation in physical activity and the increasing presence of movement within communities nationwide. Running races, events, and digital campaigns, participation continued to reach wider audiences through experiences designed to be accessible, engaging, and part of daily routines.



ARABIAN WARRIOR

Arabian Warrior is one of the Federation's obstacle-based races, which took place in AIUla, an event that tackled the immersive experience element by utilizing the desert landscape. Several side activations, including camping experiences, were embedded throughout this year's edition.

ACTIVE 'SERIES'

AIUqair was one of the main cities within Active 'Series', targeting youth aged 6-18 through a structured program designed to introduce a wide range of sports within an engaging and supportive environment, including coaching sessions, interactive activities, and tournaments in football, volleyball, and basketball, engaging 10K+ overall.



MOVE YOUR WORLD

#MoveYourSummer was the dominant awareness campaign during 2025, to encourage physical activity mass participation during the summer season, when participation patterns and behaviors typically decrease due to changes in routine and weather conditions, the theme was utilized in the Federation's social media and public platforms.

During Ramadan, Move Your World was presented in an engaging narrative titled #ABlessedStart, aligned with cultural cues, health prioritization, and community connection, with a strong emphasis on family and friend-centered activations.



**RUN
 RUN
 RUN**



DAMMAM DOME

As a Federation, we continued to operate and manage community-based facilities, the Dammam Dome represents the first multi-purpose arena launched in 2022, an indoor space supporting participation across a wide range of activities such as Women's championship, Ramadan and interschool tournaments. The layout accommodates 7-a-side football, 5-a-side football, padel, futsal, handball, volleyball, basketball, badminton, tennis, and dodgeball within a single venue, engaging 115K+ participants in 2025, through direct court bookings.

Designed to support year-round participation in physical activity, the inflatable domes and associated sporting programs welcome participants as young as 6 years old, while extending the experience to their families through a dedicated fan zone offering exclusive promotions, membership benefits, and community-focused engagement opportunities.

A notable collaboration in 2025, the Federation's activation with Special Olympics for the first time, introducing a tennis program for Special Olympics players as well as football, basketball, and volleyball tournaments accommodating participants with developmental disorders and intellectual disabilities.



STILL YOUNG

The age group of 50+ years old is considered a target age segment within the Federation's mandate and strategy. In 2025, we have elevated our existing older adults' program through an enhanced rollout titled "Still Young".

A segment that is often underrepresented in physical activity participation and sporting events, as a federation, we developed a structured and accessible set of training and coaching sessions designed around mobility, balance, flexibility, and light strength requirements.

Taking place at King Salman Social Center in Riyadh, Saudia Club in Jeddah and SFA Dome in Dammam, participants were encouraged to embrace active lifestyles in a supportive and socially engaging environment, positioning physical activity as a lifelong practice embedded within daily routines regardless of age, ability or preference, through a series of continuous engagements, recreational activities, and organized challenges.

Participants described the program as an instrumental element that made them feel "more active," "more confident," and "more connected" through regular and frequent participation, in a dedicated and safe space to move, socialize, and remain engaged within an approachable and encouraging community.

every step counts

SPORTS FOR ALL APP

Expanding community reach across all regions of the Kingdom has remained a central principle in program design and initiative prioritization at the federation since 2020. Through the "SPORTS FOR ALL APP," frequent, innovative, and inclusive virtual challenges are deployed year-round, aligned with national occasions, global days, organizational milestones, and individual participation journeys.

Monitoring participation behavior and extracting insightful data is a key factor in understanding our community, taking into consideration frequency of participation, duration, activity type, completion rates, and recurring patterns. These datasets are analyzed continuously to amend challenge design, refine user journeys, personalize engagement formats, and enhance overall activation satisfaction rates.

User identification and categorization are essential to define participation, progression, or recognition interventions within the app, for instance, we tend to launch dedicated multi-discipline initiatives for registered and active Community Sports Groups (CSGs) where members and group leaders compete, build calendars, design exclusive activations, or participate in pilot initiatives with the Federation directly.

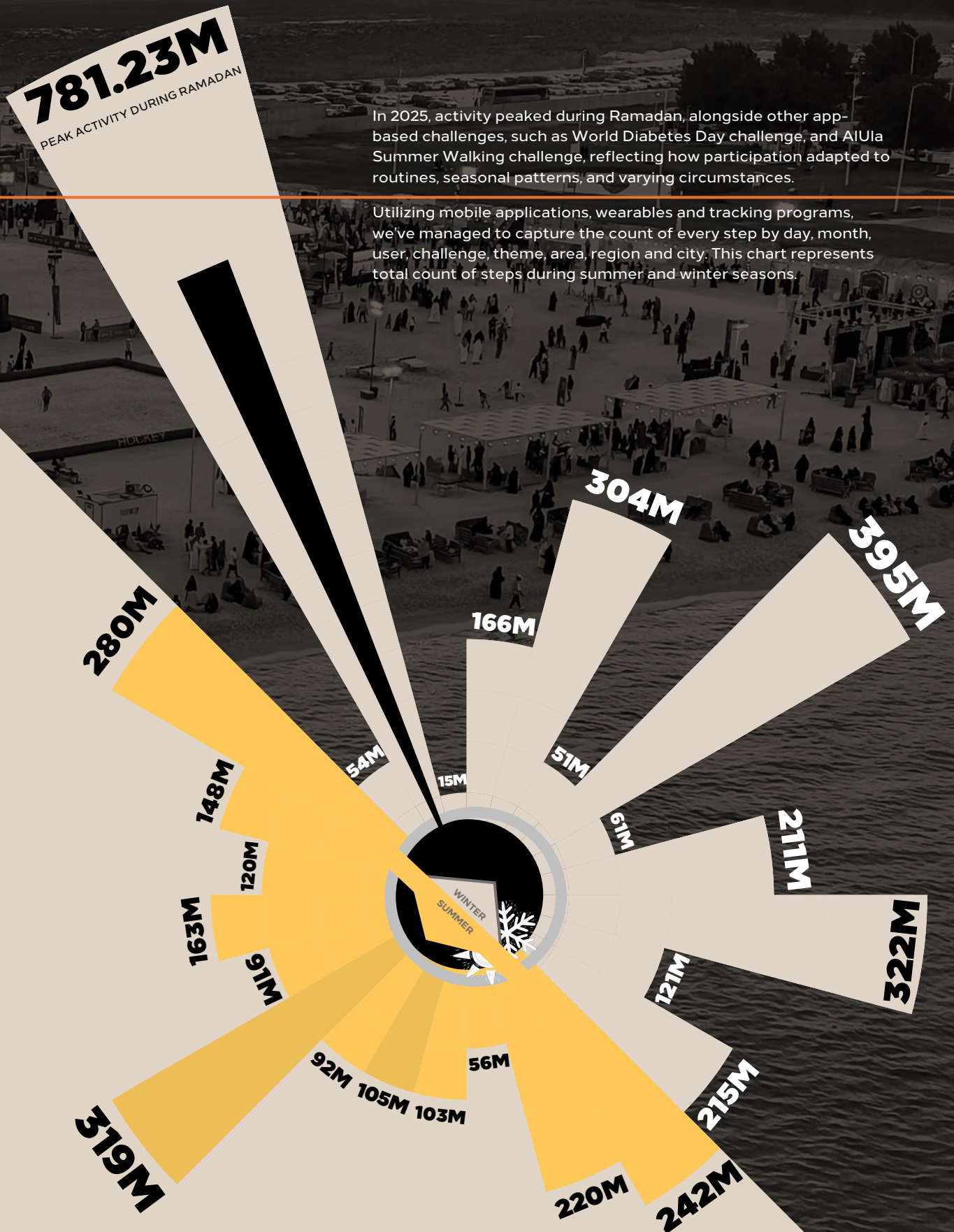
Driven by the increasing integration of wearable technology, reliance on mobile applications, and corporate wellness platforms, the concept of a virtual "Steps" challenge is highly effective. Corporates, organizations and entities tend to leverage step-based competitions to encourage staff members to move through leaderboards, team-based formats, and most importantly milestone rewards. Given that improving daily activity levels can support preventative health measures, increase productivity rates, strengthen team building and elevate workplace culture at scale.

Encouraging participation across remote areas, spaces, workplaces, and during travel was maintained throughout the year through consistent virtual competitions and step challenges, where individuals can register and compete by tracking daily step targets, such as 8K or 10K per day.



In 2025, activity peaked during Ramadan, alongside other app-based challenges, such as World Diabetes Day challenge, and AIUla Summer Walking challenge, reflecting how participation adapted to routines, seasonal patterns, and varying circumstances.

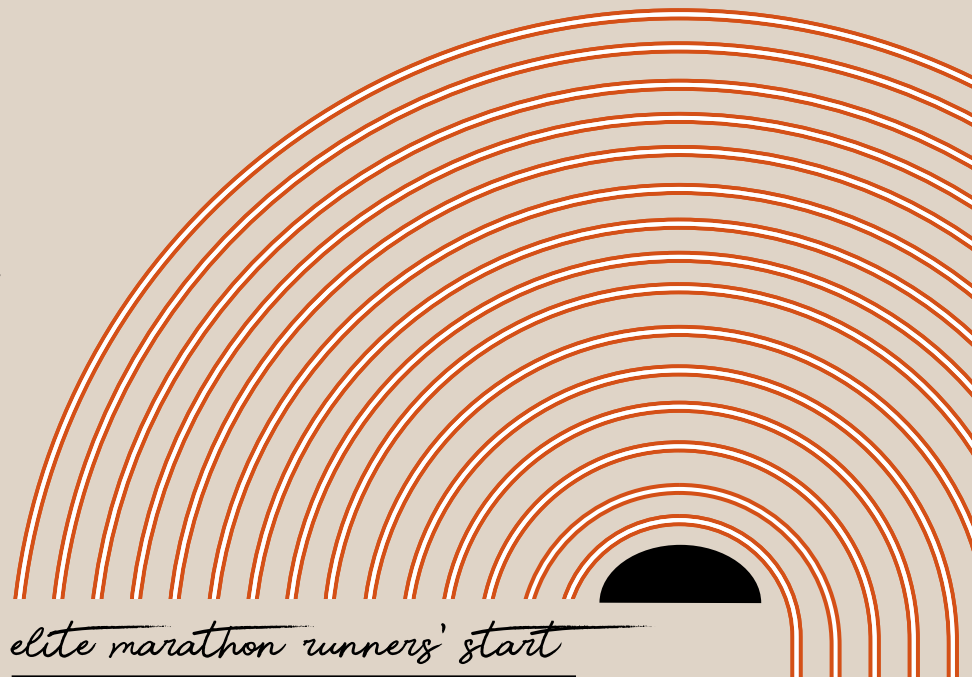
Utilizing mobile applications, wearables and tracking programs, we've managed to capture the count of every step by day, month, user, challenge, theme, area, region and city. This chart represents total count of steps during summer and winter seasons.



RIYADH MARATHON

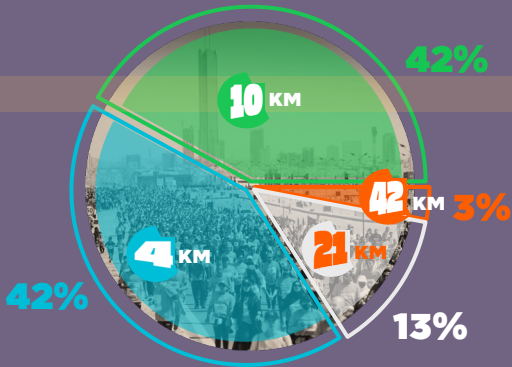
Riyadh's multi-track walking and running marathon continued to strengthen its position as one of the Kingdom's leading mass participation community engagement and sporting events, bringing together 40K+ participants across 4 race categories designed to accommodate different ages, abilities, and fitness levels.

Reflecting the Federation's broader commitment to creating inclusive participation experiences that encourage movement through accessible and community-centered formats every year.



elite marathon runners' start

PARTICIPATION SPLIT



The participation split across race categories reflected the marathon's broad accessibility across different experiences and fitness levels. The 10KM and 4KM races each accounted for ~42% of total participation, highlighting strong engagement in more approachable and community-focused formats, while the half marathon represented ~13% of participants.

Volunteers played an important role across the Federation's programs and activations, particularly during the Riyadh Marathon 2025, where they supported participant registration, race pack distribution, hydration stations, route guidance, crowd coordination, and race operations throughout the marathon experience, in different points and positions on the running tracks, or off-course, addressing overall participation safety, coordination, flow from start to finish.

Their role extended to becoming part of the marathon's atmosphere, sense of encouragement and exciting energy. In this particular version, we welcomed members from school scouts and student groups in collaboration with multiple universities and colleges in Saudi Arabia.



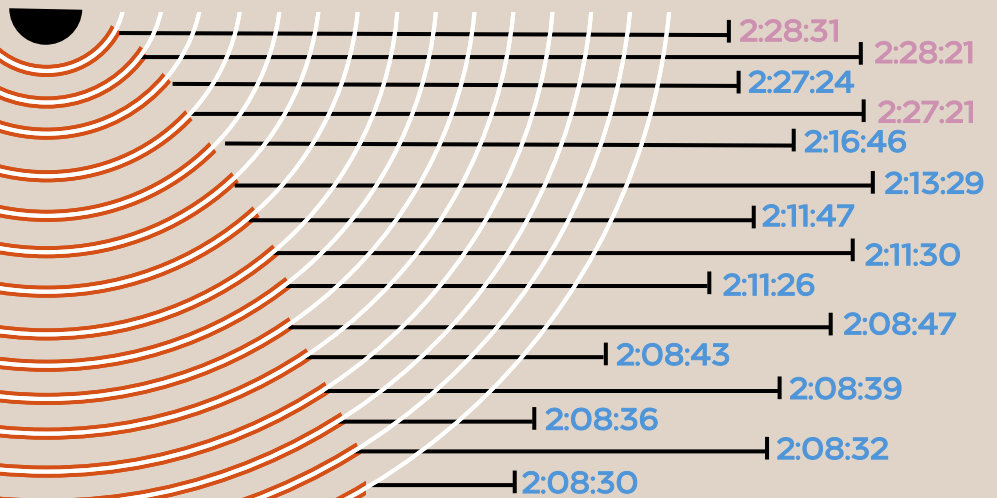
VOLUNTEERING



RACE MEDAL

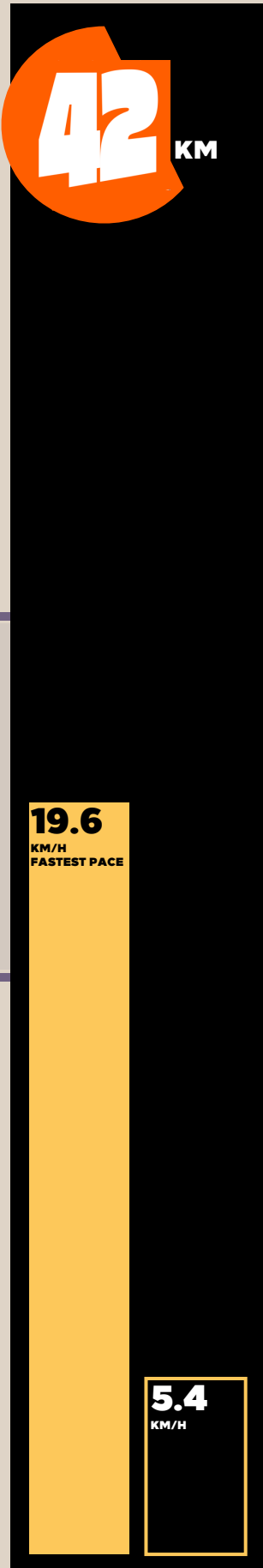


On race day, pace variation across participants reflected the inclusivity of the marathon environment, bringing together elite and first-time runners, within the same shared experience, participants received official race certificates alongside digitally connected finisher medals after crossing the finish line including their individual race results, in terms of duration, name, and distance, turning each finish into a personal win, milestone and a celebration.



FASTEST 42 KM FINISHERS





pace per track

This year's edition engaged a broad network of sponsors and collaborators



42KM

The full marathon represented the race's highest endurance challenge, reflecting the growing presence of long-distance running within the Kingdom.

21KM

The half marathon balanced endurance with challenge, serving as a key progression point for participants building strength for 42KM steadily over time.

10KM

This race created an accessible and competitive format that continues to be the highest growth in terms of runners since the 1st edition of Riyadh Marathon.

4KM

The race encouraged broad participation through a shorter and more approachable distance designed for families, first-time participants, and casual runners.

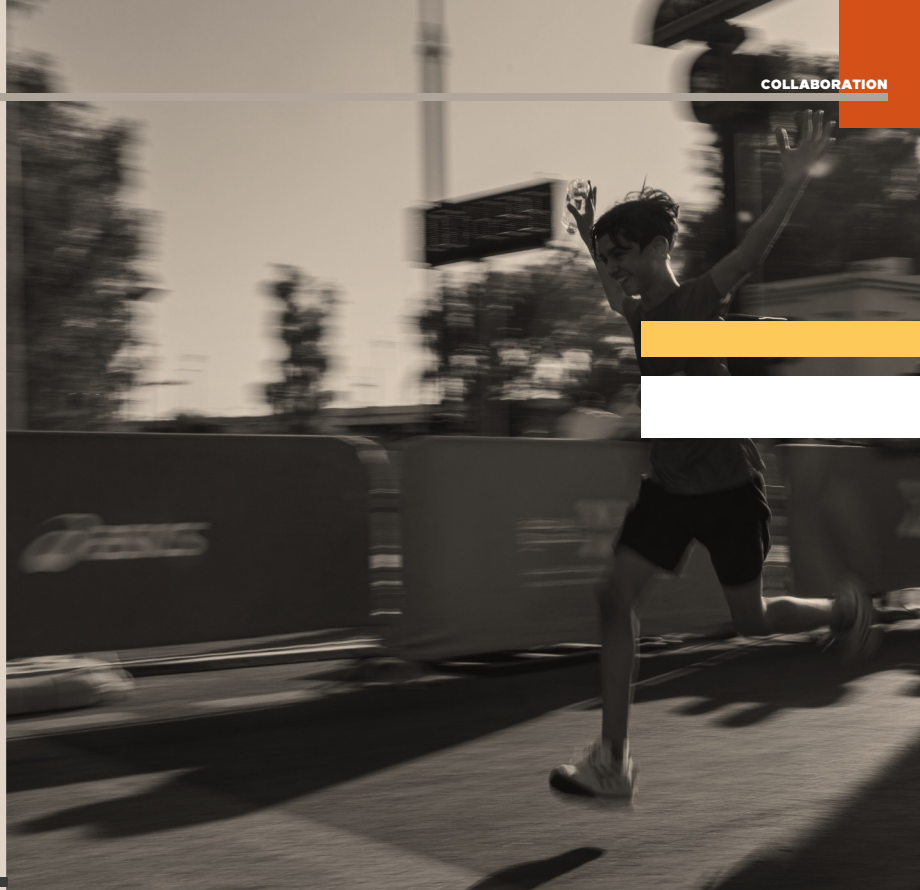
3 COLLABORATION

PARTNERS AND KEY CELEBRATIONS





The ecosystem of partnerships we've built as a Federation plays a key role in enabling how programs are designed, developed and delivered. In 2025, agreements, collaborations, and associations across public and private sectors elevated our organizational capabilities, providing access to infrastructure, locations, technical expertise, digital platforms, policy drafts and operational support, contributing directly and indirectly to how mass participation in physical activity nationwide evolves, introducing new engagement themes, participation models, insight utilization and experience journeys.



As a Federation, we've always expanded the definition of physical activity engagement formats and set-ups, in 2025, Ferdinand Omanyala, a Kenyan sprinter competing in the 60 meters, 100 meters and 200 meters, participated in a unique community engagement initiative, sharing global and international expertise associated with walking, sprinting and running with KSA's leading Community Sports Groups (CSGs), such as WeRun, R7 Run Club, RUR – Riyadh Runners and South Riyadh Walkers.

Designing walking and running races for our community has been a shared goal with our partners and collaborators, launching events and activations that brought people together through tailored experiences, such as 10KSA, TOGETHER FOR HEALTH, connecting physical activity, movement and health.



We launched "Taqdeer" Walk Race for retirees, in collaboration with General Organization for Social Insurance (GOSI), a motivating sporting and social experience that encourages the adoption of a healthy and sustainable lifestyle, a celebratory event to strengthen social bonds, and introduce participants to the benefits of the "Taqdeer" Program in Jeddah and Al Khobar.



In collaboration with the Saudi Olympic Academy, we've cohosted a coaching workshop at SFA Dome in Dammam, designed for Community Sports Groups (CSGs), addressing how the Olympic system supports community sports, applying effective coaching methodologies and the basics of motor testing and athlete-centered communication.



Specialized workshops took place at Al-Ittihad Club in Jeddah, in collaboration with Al-Ittihad Club, to equip Community Sports Groups (CSG) leaders with practical knowledge across key sports disciplines, including sports training science, led by NCSF-certified trainers, injury prevention and the role of sports medicine, led by physical therapists, welcoming 28 CSGs.

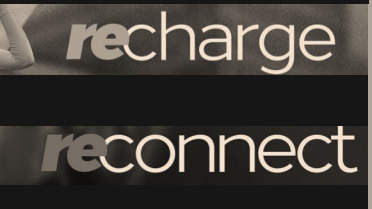
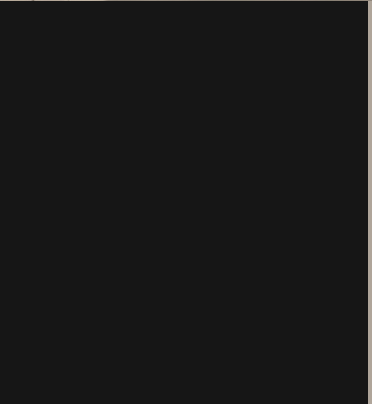


Delivered through expert-led sessions, the workshops presented key leadership tools and techniques, directly contributing to the 'PIONEER IN COMMUNITY SPORTS' strategic pillar, supporting CSG members to expand and extend the reach of physical activity culture and activities, a targeted method to increase participation nationwide.



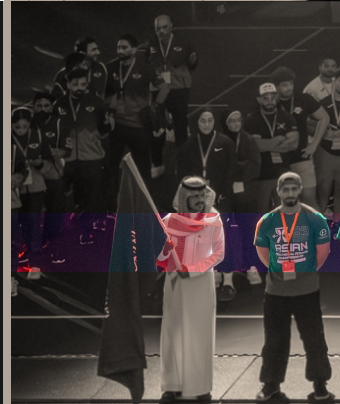
The Ahsa Run 2025, organized by Almoosa Health, took place earlier this year, it brought together 12K+ participants through a race experience set within the landscape of Al Ahsa, highlighting the connection between physical activity, movement, mental wellbeing, and healthier lifestyles.





SFA EXPO

2025's version offered a vibrant blend of sports, educational, and entertainment activities, bringing together global, regional and national exhibitors to engage, promote, and scale their businesses, which took place for the first time in JAX District, the creative hub in Al Diriyah Al Jadidah, Riyadh.



The SFA Expo introduced a new way for communities to engage ahead of the Riyadh Marathon, from 5-7 February 2025, through six interactive themes: **replay, reconnect, regain, reset, reclaim and recharge.** Together, the zones explored different aspects of movement, wellbeing, participation, and community engagement, extending the marathon experience beyond the race itself.

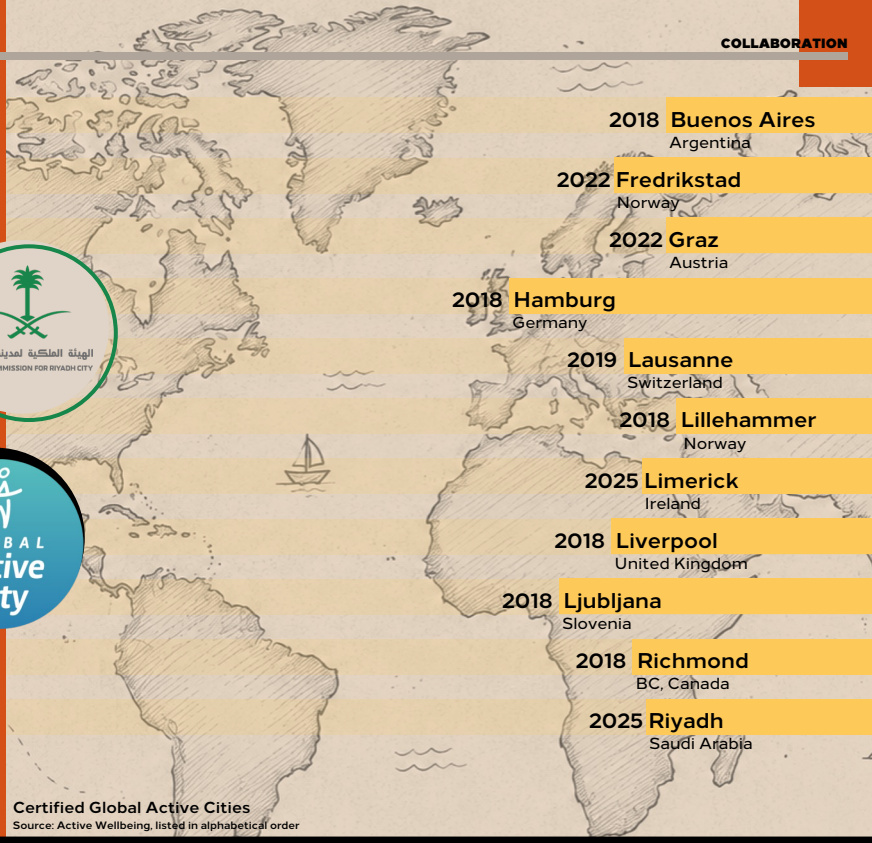


In 2025, Riyadh has become the first city in the Middle East to receive the prestigious Global Active City (GAC) certification. Awarded to the capital in December 2025, this designation recognizes Riyadh's commitment to promoting healthy lifestyles, improving infrastructure for physical activity, and elevating overall community well-being in line with Saudi Vision 2030.

A renowned achievement led by the Royal Commission for Riyadh City, supported by several entities including the Saudi Sports for All Federation, primarily by reporting on physical activity data points, plans, indicators and statistics.



Certified Global Active Cities
Source: Active Wellbeing, listed in alphabetical order



The ASICS Innovation Pitch introduced a new dimension of how technology and innovation can contribute to sport. In collaboration with ASICS under the theme “Sports x Digital,” we’ve invited startups to develop solutions that address different aspects of the participation experience in physical activity, as in athletic assessments, injury recovery, fan experiences and sports management.



Hosting iF3 Asian Championships in Riyadh, in collaboration with the International Functional Fitness Federation, with several countries debuting on the international stage for the first time. A challenging and exciting event to test key functional fitness elements, including physical endurance, overall strength, and agility, with 70+ athletes and 10+ countries.



SPORTS FOR ALL

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#HealthyActiveCommunity