




Bloomfield

THE HOME

OF ISRAELI

FOOTBALL





Bloomfield Stadium is owned by the Tel Aviv-Yafo Municipality and managed by Sport Palaces - a city-owned corporation that oversees all major sports venues in the city.

Mayor of Tel Aviv-Yafo: Ron Huldai

Chairman of the City Council: Lior Shapira, Adv.

CEO of the Municipality: Menachem Leiba

Chairman, Sports Palaces: Ramzi Gabay

Board of Directors, Sport Palaces: Iris Avner; Liza Ben Hemo; Zvulun Elhanan; Roy Elkabets; Moshe Giltzer; Limor Hochfeld-Morad, Adv.; Sharon Kidon; Slomo Maslawi; Avi Peretz; Dr. Na'ama Samet Rubinstein; Lior Shapira, Adv.; Gal Sharabi Hershko Sharona; Wegman Ofir.

CEO, Sport Palaces: Maor Binyamini, Adv.

General Manager, Bloomfield Stadium: Ya'akov Chen (Elhayani)

Bloomfield Stadium is located at 5, HaTkuma Street, Jaffa, Tel Aviv

Email: office@sportp.co.il

 [sportpalaceTA](https://www.facebook.com/sportpalaceTA) |  [sportpalace](https://www.instagram.com/sportpalace)

Design: Studio Touch

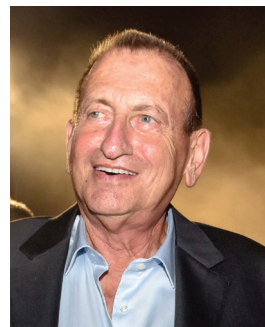
Historic Advisor: Rachel Bonfil - MUZA Museum

Photos: Zalmonela, Rimon 2, Oded Karni, Sefi Magrizo, Omri Silver

Produced by Sports Palaces - Tel Aviv-Yafo Municipality, November 2022

Shalom!

Bloomfield Stadium is a true Israeli icon. In fact, everything about it is unique. Its history and legacy are unique: the first games were played when the surrounding area was a swamp.



Its shape is unique: similar to a bowl, the stadium's design allows an intimate viewing experience to all viewers.

It is also unique in the transformation it underwent: from a modest field to Israel's most modern stadium when it was first built in the 1960s thanks to a donation of the Bloomfield brothers. And then, once again, when City Hall took over the management of the facility, made it the home of all local football teams, and designated an unprecedented sum of over 150 million dollars to convert it to Israel's leading stadium. By doing so, Bloomfield now enjoys the highest standards of service, safety and comfort - and almost 30 thousands seats.

But most importantly, Bloomfield is unique in the sentiments it provokes among all Israelis. In that sense, Bloomfield fits Tel Aviv perfectly. Like the city, it is surprising and exciting.

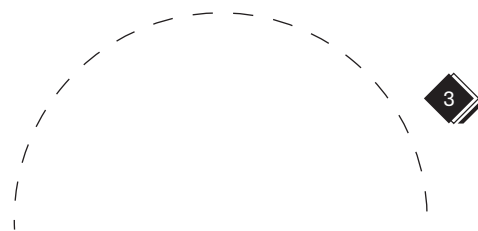
Bloomfield does not stand alone; it is a part of the municipal agenda to upgrade all community and public spaces of Jaffa. It is a walking distance from Jaffa's excellent academic college, the municipal music center, and Old Jaffa's tourism hotspots. It is a genuine urban stadium, playing a central role in the communal life of Jaffa. Home to numerous sports events for Arab and Jewish youth, a champion of affirmative action employment, and a model of innovation and environmental considerations, Bloomfield is a true embedment of the Tel Aviv-Yafo spirit.

In upcoming years, the Stadium will continue to develop: a new light rail stops at its doorstep, new attractions and retail space will be added, and innovative technologies will be tested on its ground.

I invite you to have fun with us at the Stadium. Even 100 years after the first ball was kicked on its grass, it remains energetic and dynamic. Just like our city.

Enjoy!

Ron Huldai,
Mayor of Tel Aviv-Yafo



BLOOMFIELD.

The mere sound of the name causes excitement to Israelis. Bloomfield is more than a stadium - it is the holy grail of Israeli football.



Bloomfield is where most national league games take place; it is the home field of Tel Aviv's three football clubs - Maccabi, HaPoel and Bnei Yehuda; it is also a popular venue for international matches and performances.

Bloomfield was built on the site of a local swamp, and later replaced by a real stadium following a donation by the Bloomfield brothers from Canada. Several years ago the Tel Aviv-Yafo Municipality decided on a complete renovation of the stadium, which included adding thousands of seats, installing hybrid grass, and aligning with various criteria to qualify for a UEFA-4 ranking. The renovation was carried out while strictly preserving the stadium's famous bowl-shaped arena, that allows for enhanced viewing from all sides and an intimate feeling. And equally important - despite all the changes, Bloomfield's unique feel as an urban stadium was kept.





BLOOMFIELD IN NUMBERS



3
Tel Avivian Teams

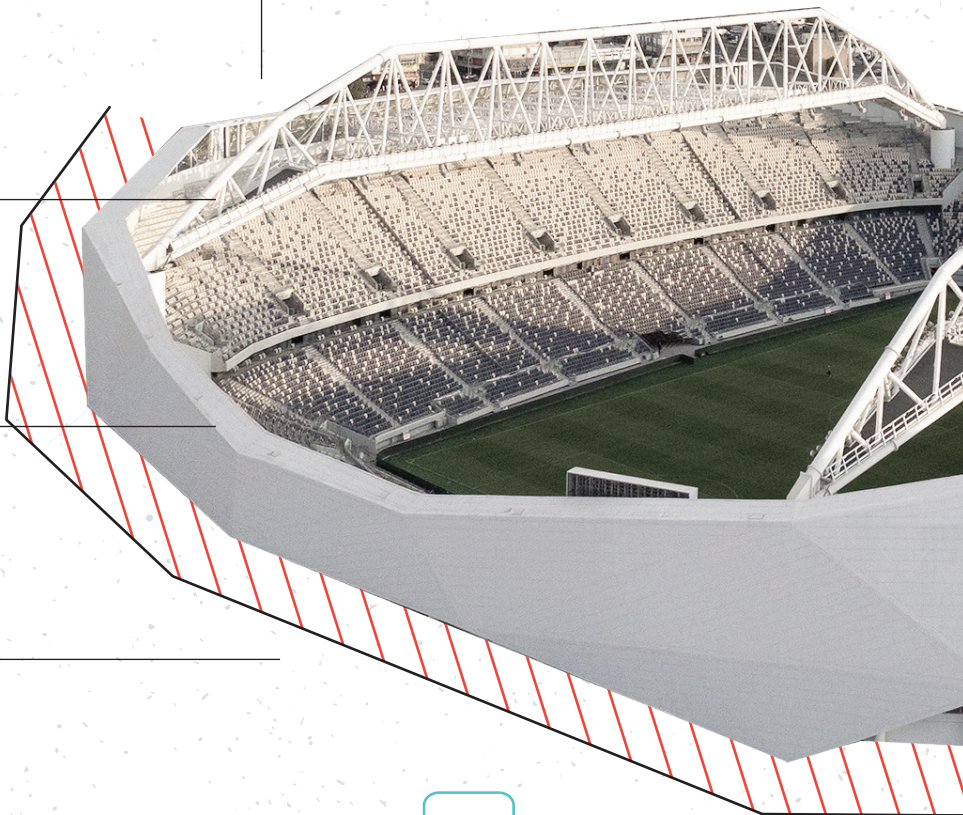
3
VIP Rooms
+ 1 Lecture Hall

4
UEFA – 4
Category



10
Private Sky
Boxes

39
Restrooms



38,000,000 NIS

Media Coverage Value
in Israeli Media (2022)

5,777

Articles in Israeli Media
(2022)

35,000
SQUARE KM BUILT AREA

29,408 ◀ **10**
Seats Gates

▼
111
Seats for
People With
Special Needs

! GOAL!



4
Dressing
Rooms

9
LED
Screens

21
Food
Stands

4
Commercial
Zones

85
Games a Year



1,500,000
Visitors Per Year

JAFFA - A MODEL FOR ARAB-JEWISH COEXISTENCE

Bloomfield is one of the most important public spaces in Jaffa – a mixed community of Arabs and Jews that live in a model of coexistence and tolerance. The stadium hosts and produces numerous projects of sports and leadership for youth of all religions, and vigorously promotes affirmative action in employment: 20% of the employees of the stadium are local Arab residents – a rate 4 times higher than their proportion in the general population.

The unparalleled public investment in Bloomfield is part of a holistic approach of the Municipality to improve the quality of life in Jaffa. Bloomfield is located in close proximity to some of the Municipality's most important projects in Jaffa: A college that is an example of academic excellence, and home to 4,000 students; a popular historic zone that underwent a complete makeover; the Peres Center of Peace and Innovation; the Municipal Music Center; the newly-upgraded Jerusalem Boulevard that includes a new light rail and bicycle paths; the Jaffa Slope – Israel's largest recycling project that converted a garbage disposal site into a beachfront park; and dozens of new education and community buildings.

One of Bloomfield's most memorable moments was the Peace Tour, led by the stars of the Barcelona Football Club. Young Arab and Jewish teenagers enjoyed a joint game with the famous players, in an event that was hosted by the late President and Nobel Peace Prize Laureate Shimon Peres.

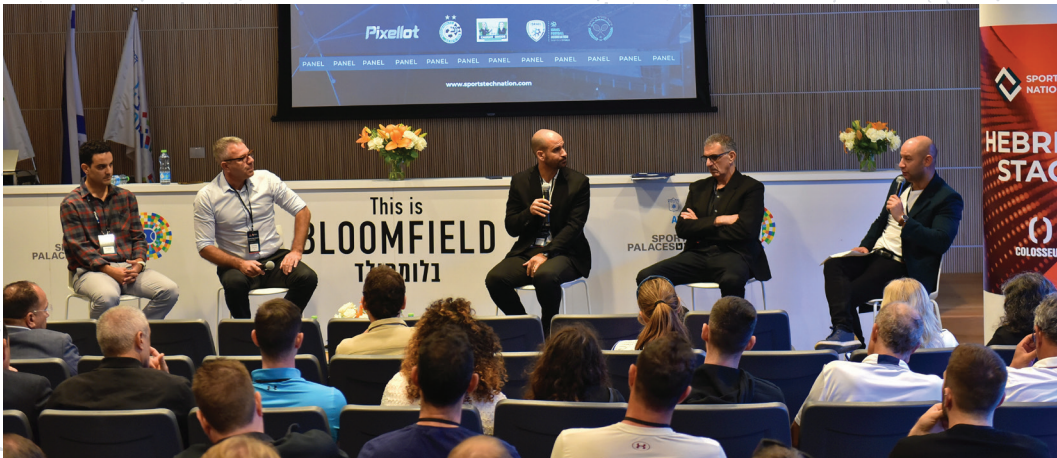


CENTRALITY AND ACCESSIBILITY

Bloomfield is one of the most accessible stadiums in Israel. The inauguration of the first line of Tel Aviv's new light rail system makes arriving at the stadium easier than ever. New bicycle lanes are another new addition, together with 20 bus lines, a train station close by, and Israel's main highway that connects the stadium with all main roads.

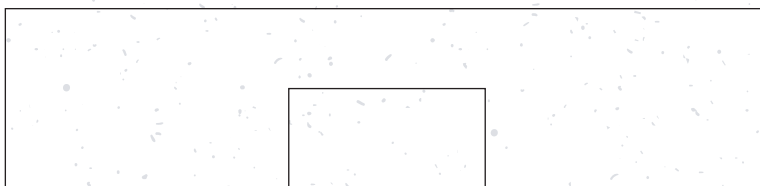
Bloomfield is completely accessible to people with special needs and disabilities. The stadium has designated parking spots, accessible seats and restrooms, and an accessibility officer present at all events.





A FANTASTIC VENUE FOR EVENTS

Bloomfield is a fantastic venue for private events, conferences and business meetings. The stadium's VIP event hall is 900 square meters large and can host up to 1000 participants. It features a state-of-the-art multimedia system and enjoys a panoramic view of the pitch. Adjacent is the press conferences room, which is perfect for lectures and can seat up to 80 people. In addition, Bloomfield has 10 private sky boxes, each with a capacity of 15 people and a private balcony that oversees the pitch.



SUSTAINABILITY AND INNOVATION

Bloomfield was designed to reduce its ecological footprint as much as possible. The stadium's large concourses are open to outdoor ventilation, significantly reducing the electricity consumption; solar panels on the stadium's roof are used for local intake; and the urban and outdoor planning support usage of public and shared transportation.

As a stadium located in Tel Aviv – The Startup City of the Startup Nation – Bloomfield promotes innovation. A new hub for sports-related technologies leverages the stadium as a beta site for innovation.



BECOMING BLOOMFIELD'S MAIN SPONSOR



In the past 2 decades partnering with large corporations as main sponsors has become a popular practice for Israeli stadiums. The pioneer and expert in this field is Sports Palaces - Tel Aviv's municipal corporation that specializes in managing and developing stadiums and sports arenas throughout the city.

The first main sponsor contract for an arena in Tel Aviv was signed with Nokia for the city's main basketball arena. In 2014, Israeli insurance company Menora Mivtachim won the main sponsor tender for the arena, and recently renewed the contract for an additional 8 years following the first successful term.

A second successful main sponsor partnership took place in 2015, when Tel Aviv's secondary basketball arena was renamed by car rental company Shlomo Sixt.

Examples of commercial sponsorship deals with stadiums



Arsenal Emirates



Spotify Camp Nou

BECOMING BLOMFIELD'S MAIN SPONSOR

VALUE PROPOSITION

The Sports Palaces Corporation is currently accepting offers from companies wishing to partner with Bloomfield Stadium as Main Sponsors. The chosen company will receive co-branding and co-naming rights of the stadium; a variety of benefits in events taking place in the stadium; and signage rights throughout the stadium.



Co-branding and co-naming rights

The stadium's official name will change to Bloomfield and the chosen brand, and the stadium's official logo will be Bloomfield's together that of the chosen brand; if requested, a new combined logo will be created for the duration of the contract; all PR operations will be done under the new name; the new name and logo (or combined existing logos) will appear on most existing signage within the stadium.

Benefits in the stadium

The company of the chosen brand will have access to a private, 15-seat VIP viewing booth at all games and events that take place in the stadium; will be allowed to host 2 events each year in the stadium; will be allocated several parking spaces in the stadium for all games and events; and will be allowed to produce promotional and branding initiatives in the stadium.

Signage rights in the stadium

Additional branding rights will be granted on the field* (above the main eastern gate; on the LED screens operated by the Sports Palace Corporation; and on the player's seats), in the concourses and public spaces, and in the commercial spaces and halls.

The full and detailed proposal can be found online at sportpalace.co.il.

* Except during games when a "Clean Stadium" is required.



ANNUAL ISRAELI MEDIA EXPOSURE

Bloomfield is not only Israel's most popular stadium – it also generates widespread media coverage. A report by the Yifat Media Research Group that examined Bloomfield's media outreach during the recent football season (July 2021 – June 2022) concluding the following:

**BLOOMFIELD
WAS MENTIONED
5,777**

times in various media outlets

Bloomfield's media exposure value

**38
MILLION ISRAELI
SHEKELS**

in Israeli media alone during the
2021 - 2022 season

77%

OF BLOOMFIELD'S EXPOSURE

was in online media



82%

of the articles focused on football games



11%

of the articles focused on concerts and cultural events

THE BEGINNING OF A NEW ERA

100 years after it hosted its first football game, Bloomfield is today Israel's most famous and popular stadium.

2022 marked a peak year in the stadium's history: international football tournaments, world-class artists and a new light rail stopping at its doorsteps. In upcoming years Bloomfield will see the opening of new attractions, restaurants and retail space. And most importantly - it will continue to thrive as a truly urban stadium, one that combines rich history, the values of Tel Aviv-Yafo, and an uncompromising will to improve, move forward and innovate.

We welcome you
to join
the excitement!



BLOOMFIELD

