

Red Bull and Blink Experience redefine the face of sports

Red Bull and Blink Experience redefined sports with Air Race, Car Park Drift, and Padel Dash—delivering thrilling, high-impact events across Saudi.

DUBAI, UNITED ARAB EMIRATES, June 25, 2025 /EINPresswire.com/ -- Red Bull and [Blink Experience](#) redefine the face of sports

Red Bull is all about challenging the limits and breaking boundaries. Be it through the iconic 12 Seasons of the iconic Air Race, thrilling Car Park Drift at Riyadh, or the game-changing Padel

Dash tournament, Red Bull proved itself to be an indomitable force in immersive sports. Behind it were the masterminds of Blink Experience, the event management agency, who executed every detail to perfection and curated three landmark sports tournaments that offered the best of speed, skill, and breathtaking spectacle.

12 Seasons of the Red Bull Air Race

The prestige of The [Red Bull Air Race World Championship](#) is unmatched in the world of aviation sports. With a legacy spanning 12 seasons from 2003 to 2019, the event brings together the world's most skilled aerobatic pilots who transform the skies into thrilling race tracks. Millions of fans across continents grace the event to witness the high-stakes aerial spectacle.

After enthralling sports lovers in Budapest and New York, hosting the standout activation in Abu Dhabi demanded true expertise. That's when the Blink Experience team stepped in. Managing an event encompassing the sky, water, and land seemed like a logistical puzzle. With valuable insights from their years of experience, the team navigated through governmental approvals and pulled off a cost-efficient production. Keeping the audience-first approach in mind, they set up close viewing platforms and state-of-the-art AV setups along the corniche. The bespoke hospitality and premium facilities made it a flawless experience for all the attendees.



Red Bull Car Park Drift Riyadh

[Red Bull Car Park Drift](#)

Excitement knew no bounds as Riyadh had the honour of hosting the Red Bull Car Park Drift for the first time in November 2024. The tournament gave exposure to 22 top drifters of the area who showed audacious stunts and left the 3000 spectators in awe. Like unstoppable champions, the competitors rose above the designed obstacles and stood out with their technical skill, vehicle aesthetics, style, and fortitude, immersing the audience in heart-pounding action.

The Blink Experience team took charge of the entire production like master coordinators and turned it into a milestone event. "From designing the track layout, activation area, the garage zones to premium hospitality spaces for 200 VIPs, our team has focused on creating an unforgettable experience. Red Bull Car Park Drift is happening in Riyadh for the first time, and we are here to make it memorable," said Afeef Saadeh, Project Lead. The bold vision of Red Bull met the world-class execution of the Blink Experience and led to the roaring success of the event.

Red Bull Padel Dash Tournament

Red Bull is known for defying the conventional norms. This was reflected at the padel drama tournament that marked a bold leap in the world of sports. The Blink Experience team had to curate a tournament covering three cities - Jeddah, Dammam, and Riyadh. Eight teams would play on 4 courts simultaneously and the matches would be seven minutes long. But the most unexpected twist was the introduction of the Special Win concept: the first team to score 10 points had to hit the central red buzzer. This would put all the other ongoing matches to an immediate halt. Team YO3 made Saudi Arabia extremely proud by winning the national tournament, making their way to the world finals in Madrid.

The Blink experience team went above and beyond to organize the high-octane tournament showing operational excellence. Considering the top-notch branding approach, they generated a wave of excitement among the fans and the local athletes alike. Introducing the pioneering format and executing the rapid scheduling across three cities were some of the common challenges, but the team truly outdid themselves.

A United Vision That Defies Limits

The spectacular synergy of Red Bull and Blink Experience showcases that when innovation meets unstoppable passion, nothing is impossible. Every event curated by Blink Experience showcases their unique mission—BE Trustworthy, BE Innovative, BE Passionate, BE Surprising. As the partnership evolves with time, the world continues to witness events that stay etched in the minds as experiences that transcend the ordinary.

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