“The winning state of mind is engrained at the core of everything we do at Sportscode.”

Sports is life, it is passion, it is deep rooted in the makeup of humankind, it is a way to express oneself, to encourage a spirit of fairness and push one’s capabilities to new heights. We are born into sports, we are Sportscode.

Sportscode was founded in 2010 by leading professionals in the world of sports as well as private investors with an interest in the field. The mission of Sportscode is to support the development of sports in the Middle East and Africa through the provision of such services as first class athlete management, sports photography, digital media services and performance analysis solutions.

To that end and when necessary Sportscode can bring in partner companies to provide the required technology & skills in order to succeed in the region.

Sportscode is therefore continuously striving to grow itself and the field whether through knowledge acquired from its partners as well as transferring such skills to the community.
BRANDING

Sportscode considers each brand to be unique to the person and/or to the company. Brands are customized and created to match the personality or background of the athlete(s). We work closely as a team to develop everything from your company name and strapline, to unique logo and corporate identity. Our experience covers the creation of logos and icons to visually communicate and ensure your creative branding translates well across international markets. We’ll help bring your brand to life through well thought and researched work that’s always fresh and on-brief.

VIDEO PRODUCTION

Making a movie that is both engaging and inspiring is as much about passion as it is about skill. We use Sportscode’s own specialized sport videographers. Our expertise starts right at the beginning from sourcing locations up to post-production, we consistently endeavor to produce the highest quality content.

SOCIAL MEDIA MANAGEMENT

Sportscode creates and manages top-performing social media accounts (such as LinkedIn, Twitter, Facebook and Instagram) for athlete(s) and sport businesses. We use relevant social media marketing strategies to help businesses grow and meet requested objectives.
We are a full-service sports management, production and sponsorship agency. We provide services for clients throughout the Middle East. Our mission statement reflects our care, passion and professionalism for our industry.

We are an extremely organized, approachable, and honest professional sports management and sponsorship firm that delivers the highest standards of customer service in our industry.

Our communication is superior as we continuously cater to our client’s needs as a caring parent, concerned with how his child will be approached and perceived.

We believe through sports and event marketing we can help promote healthy lives, balanced and active communities, and strong businesses. We strive to deliver high quality events for our participants and a high quality business return for our clients.
The key to Sportscode’s main activity is our experience in successfully managing athletes from a range of diverse sports activities. We started by managing the sporting interests of Prince Abdulaziz bin Turki AlFaisal (ATF) who became a Red Bull Athlete in 2010. From 2012 onwards the company has expanded to take on all of our regions’ Red Bull athletes. We continue to grow this central part of our business, working throughout the Middle East and Africa.
Sportscode exists in an age where success is directly aligned with the ability to communicate with those people who want to be connected with sports.

It is clear to Sportscode that the future development of sport in our region is totally dependent on how well we deliver the passion we feel for all sports to our community.

We firmly believe that the future drivers of this passion will be the young people of our region.

Whether they are the athlete talent, the promoters, the referees or the fans; it is the young we have to engage to make things move forward.

Our websites reach out to individual communities.

Through sports-961.com we reach Lebanon, and the Kingdom of Saudi Arabia through sports966.com in which ideas are shared locally and beyond, throughout the Middle East and Africa.

The adoption of dial codes for each country clearly defines the communities we aim to serve.
Sportscode Images is a full service sports Photography Company specialized in sporting events and offering high quality action photography. We also provide team & individual photography services for your sports team. Sportscode Images is becoming one of the leading sports photography companies in the Region!
AUTOMATED TIMING SYSTEM

We enhance sports experience with the latest developments in technology for measuring, publishing and analyzing competitors’ results over social media & other channels. We are the official partner of MYLAPS, the leading pioneer in sports timing with over 30 years of experience.

Where time determines the result, MYLAPS Sports Timing captures the performance. The Timing systems identify the competitors, count their laps and measure their start, intermediate and finish times. The software calculates rankings and ultimately confirms the winner.

Each Sport Is Unique, and to cater to that uniqueness specialized products are developed to be adaptable to each sport, since each has its own unique requirements.

- Professional car and bike series for example, insist on extremely high accuracy.
- Marathons need to handle a high density of competitors.
- Model car-racing demands very small and light transponders.
- Personal Transponders enhances semi-pro to pro athletes’ training & performance analysis.
Thousands of sports events and clubs, and millions of participants worldwide rely on MYLAPS technology. Here are just a few of the professional sports events using MYLAPS:

- 24 Hours of Le Mans
- Formula 1
- CIK-FIA Karting World Championship
- EFRA (European Federation of Radio Operated Model Automobiles)
- FIA World Touring Car Championship
- FIM MX1/MX2 Motocross World Championship
- Giro d’Italia
- IFMAR (Int. Federation of Model Auto Racing)
- Indianapolis Motor Speedway
- IndyCar
- Ironman Triathlon World Championship
- MotoGP
- NASCAR
- Olympic Games (various disciplines)
- Sepang International Circuit
- Super GT Japan
- TT Isle of Man
- USA Cycling
- World Enduro Championship
- WSBK World Superbikes
- Berlin marathon
- Boston Marathon
- Hong Kong marathon

As well as countless amateur events worldwide.
Your vision and the search for success are guaranteed through our solutions. You choose us because you want to win. We provide cutting edge solutions to analyze your players’ performance. We are the official distributors of Nacsport for the Middle East and North Africa region. We have a strategic partnership with STATS to cover the Saudi market and some of the Middle East countries. We deliver the best analysis solutions available. “Our mission is the revolution of Sports in the Middle East”
Since 2008, Nacsport has been developing and marketing video analysis software for all kinds of athletes and coaches, from top level organisations to inexperienced analysts, with more than 4,000 licenses sold throughout the world.

Nacsport’s suite of products has been developed with the aim to offer solutions in the field of sports performance analysis for all performance levels and budgets.