



GO SPORT: BATTLE OF THE BRANDS APPLICATION

DEADLINE 25th SEPTEMBER 2025

GO Sport is a globally recognised sports retailer offering a multi-brand selection of top global and local sporting goods across key fitness categories. With 12 stores in the GCC and a growing presence across the Middle East and emerging markets, GO Sport are on the hunt for the next upcoming sports & fitness brands to join them on their journey.

Criteria for entry:

- Be an exhibitor at Dubai Active/ Dubai Muscle Show
- Offer products as a Sports or Fitness brand, including Performance Activewear, Fitness Accessories, or Nutritional Products.

Enter to be in with a chance to win:

- 6-week Activation Space at a GO Sport store
- Activation Investment by GO Sport
- Opportunity to work side-by-side with the GO Sport Leadership Team to gain invaluable retail expertise and advice

Application Brief:

Please submit answers to the following in a PDF document attaching the relevant assets to info@dubaiactiveshow.com 25TH September using the subject line 'GO SPORT: BATTLE OF THE BRANDS APPLICATION'.

Your application will need to showcase these 6 areas:

1. Executive Summary

Provide a brief overview of your brand, including your mission, vision, and core values.

2. Brand Story and Identity

Share the history of your brand and its journey in the performance apparel industry. Include visual identity elements such as your logo, colour palette, and brand messaging that set you apart from competitors. Identify your target audience and your brand's market positioning.



3. Product Range and Innovation

Provide details about your sports and fitness products, highlighting key features, benefits, and unique selling points (USPs). Include any innovations or technologies incorporated in your products, such as advanced fabric technology, sustainable practices, or functional design elements, or unique approaches in nutrition and fitness accessories.

4. Reasons for Entering

Clearly state why you're entering Battle of the Brands and what working with GO Sport would mean to you.

5. Team Introduction

Introduce the key members of your team and their roles within your brand.

Finalist Selection:

The finalists will be selected on **October 6TH** with pitch preparation details for the main event, the Live Finals at Dubai Active Show.

If you're not currently exhibiting at Dubai Active and would like to enter *GO Sport: Battle of the Brands*, contact info@dubaiactiveshow.com today.