

MEDIA KIT



August 5-25, 2026

4:00 p.m. to 10:00 p.m.



MEDIA OVERVIEW

The International Falcon Breeders Auction is a premier global event that showcases Saudi Arabia's growing leadership in the world of falcons and falconry. It demonstrates how one of the Kingdom's oldest traditions is evolving into a dynamic sector with cultural, economic, and educational value.

More than an auction, it is a trusted marketplace where leading breeders, falconers, investors, collectors, and enthusiasts from Saudi Arabia and around the world come together. The event provides a professional platform for buying and selling falcons, encouraging transparency, informed decision-making, and fair competition across the market.

Organized by the National Center for Falcons, the auction supports the Kingdom's ambition to become a leading global hub for falcons and falconry. By bringing together world-class breeding programs, promoting best practices, and celebrating Saudi Arabia's rich falconry heritage, it helps preserve a centuries-old tradition while driving its continued growth and international reach.



AUCTION OVERVIEW

The International Falcon Breeders Auction is a premier global marketplace that brings together the world's leading falcon breeders and connects them with buyers, falconers, collectors, and enthusiasts in a trusted, professionally managed setting.

The auction offers access to an exceptional selection of premium bloodlines while providing breeders with an international platform to showcase their finest birds. It also reinforces Saudi Arabia's standing as a global destination for falcons and falconry. Falcons are showcased in dedicated breeder pavilions before taking center stage in a live auction, where buyers can bid with confidence in a transparent and professionally managed environment.

Extensive media coverage and live broadcasts bring the event to audiences across Saudi Arabia and around the world, expanding its global reach while promoting market growth and reinforcing confidence in the auction process.



AUCTION HIGHLIGHTS

2025

total sales

13M

participating
countries

23

participating
breeders

67

International
Farms

48

falcons
sold

1,103

visitors

20K+

These results reinforce the auction's reputation as a trusted international platform for leading falcon breeders and reflect growing confidence among breeders, falconers, and investors in Saudi Arabia's well-regulated and professionally managed falcon market.

WHY THE AUCTION MATTERS TO MEDIA

The auction's impact extends well beyond the marketplace, creating value across four key dimensions:



Market governance

The auction provides a clear, professionally managed environment where breeders and falconers participate through trusted sales and bidding processes.



Cultural

Falconry is a living part of Saudi national identity. The auction brings this heritage closer to younger generations and a wider public.



International

Participation and interest from outside Saudi Arabia reinforce the Kingdom's regional and global presence in the falcon sector.



Economic

The auction reflects growth in the falcon-breeding market and creates opportunities for breeders, investors, and others engaged in this specialized sector.



AUCTION OBJECTIVES

Establish the auction as an annual international meeting point for falconers and breeders from around the world.

Support leading falcon breeders in Saudi Arabia and internationally.

Build confidence in the falcon-breeding market through a professionally managed, trusted sales environment.

Highlight Saudi Arabia's position as a global destination for falcons and falconers.

Sustain the heritage of falconry and present it in a contemporary, professionally organized format.

Expand the auction's media, knowledge, and economic reach in Saudi Arabia and internationally.



KEY MEDIA MESSAGES

The International Falcon Breeders Auction is more than a seasonal event: it is a professionally managed marketplace that builds confidence and brings together leading breeders and falconers.

Saudi Arabia is playing an increasingly important role in the global falcon sector through specialized initiatives that bring together heritage, innovation, and economic opportunity.

The auction attracts leading breeders from around the world, offering falconers, collectors, and enthusiasts access to an exceptional range of premium bloodlines.

More than a marketplace, the event showcases the continued growth of Saudi Arabia's falcon sector while providing the media with compelling stories, industry insights, and unique behind-the-scenes access.

The participation of breeders and falconers from around the world reflects the auction's growing international reputation and the confidence it has earned across the global falconry community.





MAIN ACTIVITIES

International and Saudi breeder pavilions



Live international auction

Falcon equipment and supplies pavilions



Future Falconer Pavilion

Interactive demonstrations



Dedicated networking spaces for breeders, falconers, collectors, and enthusiasts

Media coverage and live broadcasts of key activities





MEDIA COORDINATION

For media coordination and inquiries, please contact:

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FOR MORE INFORMATION

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Virtual Media Center &
Media Registration



A detailed photograph of a falcon, likely a Common Kestrel, perched on a person's gloved hand. The falcon has brown and white plumage with a distinctive blue and yellow patch on its neck. The background is a warm, out-of-focus orange and yellow, suggesting a sunset or sunrise. The text "WE LOOK FORWARD TO WELCOMING YOU" is overlaid in white, bold, sans-serif capital letters.

**WE LOOK FORWARD
TO WELCOMING YOU**