



# VENUE PRESENTATION 2026

San Benedetto del Tronto (AP) – Marche, Italy

# About Us

The **SanPark Adriatic team** brings together seasoned professionals with over **15 years** of proven experience in managing large-scale live events (festivals, stadiums, arenas), covering every aspect end-to-end: technical production, safety, logistics, hospitality, IT/ticketing, and communication. Backed by **Sideralba Group S.p.A.** — an industrial leader with **30 + years of history**, 4 production sites, **600+** employees, and presence in **20+ countries** — we ensure operational stability and long-term structural investment.

We operate to international standards, hosting world-class artists and developing modular venues designed for scale, efficiency, and impact.

# General Objective & Strategic Vision

## General Objective

To establish SanPark Adriatic as a premier national and international venue for major events and concerts, capable of hosting the world's top musical artists.

## Iconic Positioning

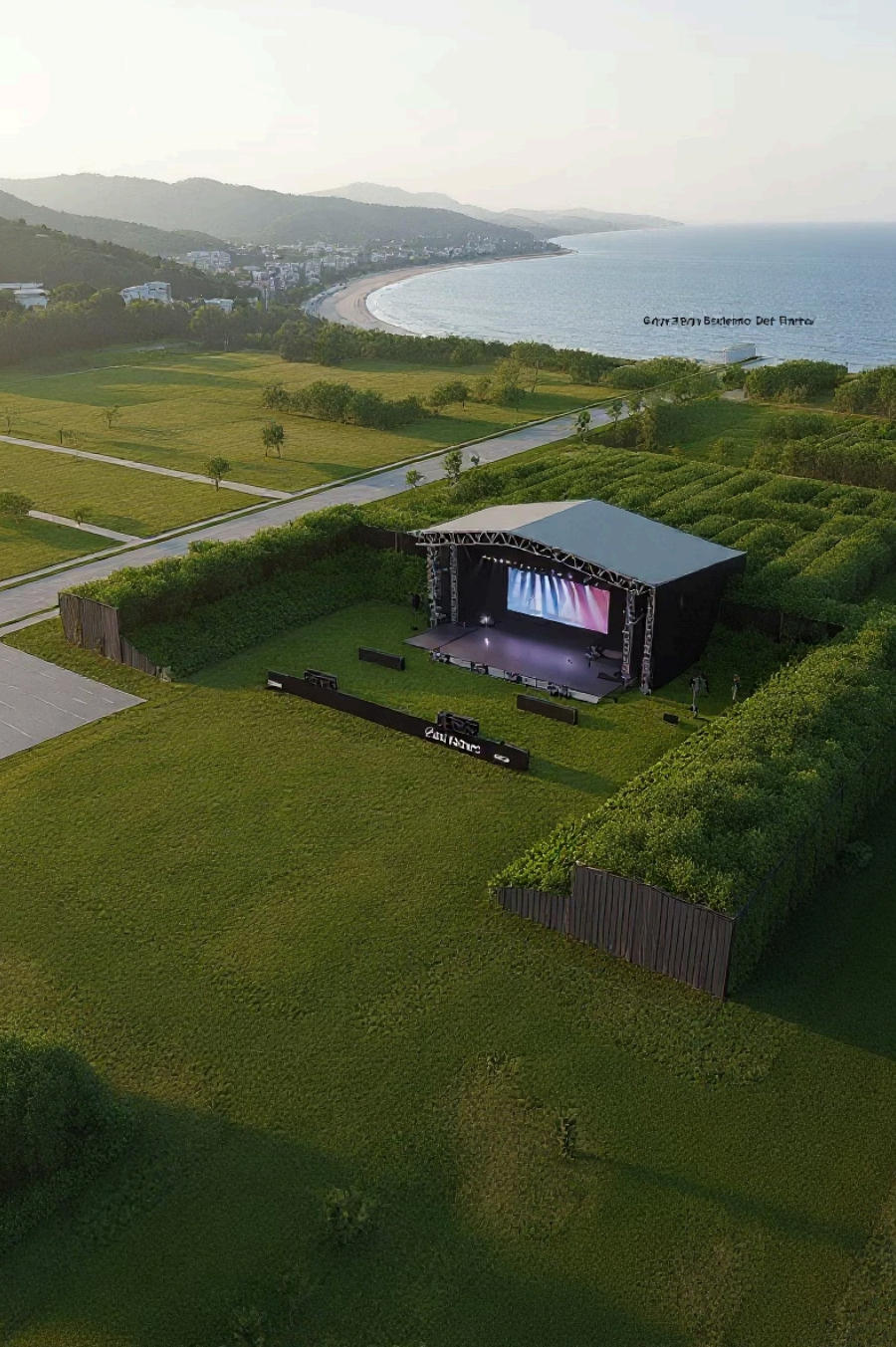
- Position SanPark on par with Europe's leading stadiums and arenas.
- Cultivate an international reputation strong enough to attract major global touring acts.

## Numerical target

- Target attendance per event: 30,000–90,000
- Event window: June–September
- Frequency: 2–4 major in-house productions annually, plus special events managed directly by promoters/management/productions
- Territorial KPIs: annual growth in visibility and tourism flow.

## Economic Impact

- Driving national and international tourism, generating direct benefits for local hotels, restaurants, transportation, and related services.
- Increased media visibility for the SanPark brand and the Region, serving as a powerful catalyst for the local economy.



# 1) Venue Overview

200K

Usable Area  
Total square meters

30K-90K

Capacity  
attendees

10K

Parking  
car/motorcycle/RV spaces

150

Local Crew  
staff + international integration

## **Territorial Uniqueness**

The only large-scale venue of its kind in the Central–Southern Adriatic region, with no comparable alternatives in the area.

## 2) Location & Accessibility

SanPark Adriatic boasts a strategic location in the heart of the Riviera delle Palme (Palm Riviera), in San Benedetto del Tronto (AP). This destination, renowned for seaside tourism and its vibrant atmosphere, provides the perfect setting for major events – combining strong tourist appeal with an excellent transportation network, ensuring easy accessibility for a wide national and international audience.

Accessibility is one of SanPark's key strengths: it is located close to major infrastructure hubs.

**By Car:** Directly connected to the A14 highway (Bologna–Taranto), with nearby exits providing easy access from both Northern and Southern Italy.

**By Train:** San Benedetto del Tronto train station lies on the main Adriatic line, offering frequent and direct connections to major Italian cities, including FrecciaRossa high-speed services.

**By Air:** The closest airports are Marche Airport (Ancona Falconara – approx. 90 km) and Abruzzo Airport (Pescara – approx. 80 km), both well connected by road and rail, with a wide range of domestic and international flights.

**Local Transport:** An efficient local transportation network (buses and taxis) ensures easy transfers to and from the venue and the main accommodation facilities in the area.

This combination of strategic location and efficient infrastructure makes SanPark Adriatic easily accessible, minimizing travel time and maximizing the overall experience for attendees – whether traveling from nearby regions or coming from farther afield.





An aerial photograph of a festival site with various areas and entrances labeled. The site is outlined in yellow. Key locations include:

- Parking, Luna Park, Campground**: Located at the top left.
- Parking entrance**: Located at the top right.
- IIS "Antonio Guastaferrro"**: Located at the top right, near the parking entrance.
- Ticket office**: Located near the top center.
- Main Entrance**: Located near the top center.
- Emergency exit**: Located on the left side.
- Main stage**: Located in the center.
- Main stage entrance**: Multiple locations along the top and center of the main stage area.
- Emergency Exit**: Located on the left side, near the main stage.
- Ticket office**: Located near the center.
- Main Stage Entrance**: Located on the right side.
- Area Vip**: Located near the bottom center.
- Production Vehicles Entrance**: Multiple locations, including one at the bottom left and one at the bottom right.
- Stage**: Located at the bottom center.
- Back Stage**: Located at the bottom center, near the stage.
- Palazzetto dello Sport "Bernardo Spica"**: Located on the right side.
- Luna Park San Benedetto Del Tronto**: Located on the right side.
- Parco Villa Brancadoro**: Located on the far left.
- Lungor Benedetto**: Located on the far right.



## 2) Seamless Connections & Hospitality



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### A14 Motorway

(San Benedetto/Ascoli exit) < 2 km.



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### SS16 Adriatica State Road

Adjacent to the venue, providing direct connections to Riviera delle Palme Stadium and the “B. Speca” Arena.



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### San Benedetto Railway Station (FS)

Located approximately 1 km away. Nearby Airports: Pescara (~80 km), Ancona (~90 km).



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### Coastal Proximity & Hospitality

Located just 200 meters away: hotels, B&Bs, restaurants, and campsites. The area boasts 668,331 annual overnight stays.

# 3) Operational Layout

## Entrances & Access

- East Gate – Ticketing & Security Checks
- North Gate – Direct from Parking Areas
- South Gate – Production Vehicles → Backstage & Truck Yard
- West Gates (2) – Emergency Vehicle Exits to Peripheral Roads

## Key Zones

- Main Stage (South) – 60×25 m
- Backstage – Modular Container System
- VIP Zone – Central Position
- Food & Beverage Line – Along Central Axis
- Merch & Cash Desks – West Side
- SME Area – North Side



## 4) Technical & Logistical Masterplan

### Main Stage

Stage 30 × 18–20 m, clear height 16 m, backstage depth 6–8 m, wings 6–8 m per side, 3 artist stairways + 2 crew stairways, 2–3 loading ramps.

### Containerized Backstage

Production offices, dressing rooms, lounge, HACCP-compliant catering, storage, workshop.

### Power Supply

2.5 MW installed, redundant generators, UPS, underground distribution.

### Entrances & Flows

Separate routes for public, VIP, and trucks; barriers, one-way pathways, digital signage; evacuation capacity of 40,000 pax in 8 minutes (scalable up to 90,000).

### Village

Modular containers for ticketing, merchandising, beverage, and food trucks.

### Facilities

≥400 toilets, SMEs, ambulances, security HQ (40+ CCTV), mobile teams.

### Truck Area

12–15 vehicles simultaneously, direct access to A14/SS16, up to 25 trucks per 24h.



## 5) Digital Experience & F&B



### **Qromo Skip-the-line**

-70/80% waiting times; +15/25% sales.



### **Integrated Cashless System**

Benefits include improved hygiene, traceability, and real-time data.

## 6) Development & Enhancement of the Area



### Aesthetics

Premium maintenance, visual details, spectacular design.



### Lighting

Architectural, premium wayfinding, green areas.



### Hospitality VIP

Lounge/skybox international standard.



### Green approach

Photovoltaic, separate waste collection, plastic-free, compostable tableware, LED, sustainable mobility.



### Modular Camping

Up to 5,000 people with showers/toilets, dedicated food service, security.



### Main Stage

Setup based on production requirements.





## 7) Experience Expansion: Attractions & Entertainment

To further enrich the offering and transform **SanPark** into a true **entertainment ecosystem**, experiences beyond music are planned:



### Temporary Amusement Park

Area featuring classic and modern attractions: Ferris wheel, rides, prize games, and arcade zones. Integration of music and entertainment for all ages.



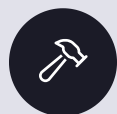
### Art Installations

Interactive exhibitions, luminous sculptures, and live murals by local and international artists. Creation of an immersive and memorable atmosphere.



### Relaxation & Wellness Zones

Spaces with hammocks, cushions, charging stations, and yoga/meditation activities. Moments of rejuvenation between shows.



### Creative Workshops

Workshops focusing on sustainability, local craftsmanship, and innovative technologies. Active public involvement and enhancement of the territory.

# 8) Strategic Study – Market & Competitors

## Marche Region Market

- Concert market ~€25–30 million/year
- Expanded catchment area: **5–6 million inhabitants** within 90–120 min
- **Gap:** no stable venue 30–40k capacity → **SanPark fills the void**

## Adriatic Competitors

- Bologna (Unipol Arena, 20k indoor)
- Rimini/Riccione (temporary arenas 10–15k)
- Ancona (Stadio del Conero, 20–25k, sporting constraints)
- Pescara (Stadio Adriatico, 20–25k)
- Bari (San Nicola, 50–60k, logistically demanding)
- Gallipoli (Parco Gondar, 10–15k)
- Rome/Naples (70k+, but distant and expensive)

## SanPark Differentiators

- 30–90k scalable capacity.
- Venue designed **for concerts** (not an adapted stadium).
- Containerized logistics → flexibility and VIP experience.
- Strategic accessibility (A14 motorway, SS16 highway, FS railway, 2 airports ~1h away).
- Sea tourism + concerts offered as a package.

## 9) Key Takeaways



### Area

200,000 m².



### Capacity

35–90k pax.



### Accessibility

A14, SS16, FS (State Railways), nearby airports.



### Infrastructure

30m stage (modular based on production needs), 2.5 MW power, containerized backstage, modular village.



### Services

Certified safety compliance, First Aid Post (PMI), HQ security, rapid evacuation routes.



### Business Model

In-house production + full-rent venue available to promoters.



### Uniqueness

First open-air hub in the Center-South-East (Italy) meeting European standards.



### Extra Features

Amusement park, installations, relaxation areas, workshops.



# Conclusion

SanPark Adriatic is ready to become the **new live music hub on the Adriatic coast**: 200,000 m<sup>2</sup>, up to 90,000 spectators, rider-ready technical setup, and an experiential ecosystem that integrates music, attractions, and tourism.

