

universe

Sponsorship & Partnerships

A Cultural Platform

Universe is a contemporary cultural platform where art, music and technology shape shared experiences.

Designed to host cultural events, concerts and brand activations, Universe operates as an evolving ecosystem rather than a single-purpose venue.



One Platform. Multiple Worlds

S-2000

01

Large-scale concerts and
high-production events

S-1000

02

Intimate, high-impact cultural
experiences, Modular Food Park

K-5

03

Seasonal events, festivals and brand
activations

One Year. Rapid Development.

Momentum built through programming, production and infrastructure.

Universe is a young platform with an ambitious trajectory.

In just one year, we have expanded capabilities, upgraded infrastructure, and accelerated programming across multiple formats, while actively renovating the up to 1200-capacity venue and the 5000-capacity open-air space to unlock new scale and new use cases.

In doing so, Universe has successfully filled a key gap between large arenas and small clubs, enabling ambitious mid-to-large productions that previously had no suitable home in Greece.

Supported by DBI, a leading design and production team, Universe is positioned as one of the most technologically advanced and design-forward privately owned cultural spaces in Greece.

- Expanded a multi-space ecosystem: main indoor + curated room + open-air
- Upgraded production readiness (audio, lighting, staging flexibility) via modular approach
- Increased operational maturity through continuous programming.

Sustainability by Design

Upcycling containers and adapting an industrial shell into a multi-venue platform.

Our approach to sustainability is practical and visible.

We upcycle shipping containers to reduce material demand and transport-related emissions, while also using them as a deliberate aesthetic and architectural choice.

This modular container structure wraps and interlocks with the existing building, a former car service factory transformed into a contemporary cultural multi-venue.

Sustainability pillars

Upcycling

01

Reusing containers as modular infrastructure, bars, back-of-house and activation zones

Adaptive Reuse

02

Transforming an existing industrial building instead of building from scratch.

Design Language

03

Industrial clarity, minimal forms, and purposeful materiality that brands can inhabit.

Why Brands Belong At Universe

- Continuous visibility across multiple events and formats
- Association with culture
- High-quality audiences that value experience and identity
- A platform designed for meaningful, integrated brand presence

Audience snapshot

Core Audience

- Ages: ALL (varies by event)
- Urban, culture-driven, experience-first, innovation driven
- High social sharing behavior (Instagram, TikTok, YouTube)

Mindset

- Culture, Music and Nightlife as identity
- Aesthetic awareness (design, fashion, tech)
- Responds to brands that feel authentic, not intrusive



Always On. Always Relevant

- Cultural programming (art, film, pop-ups)
- Live concerts & touring acts
- Corporate events and private hires
- Brand activations and launches

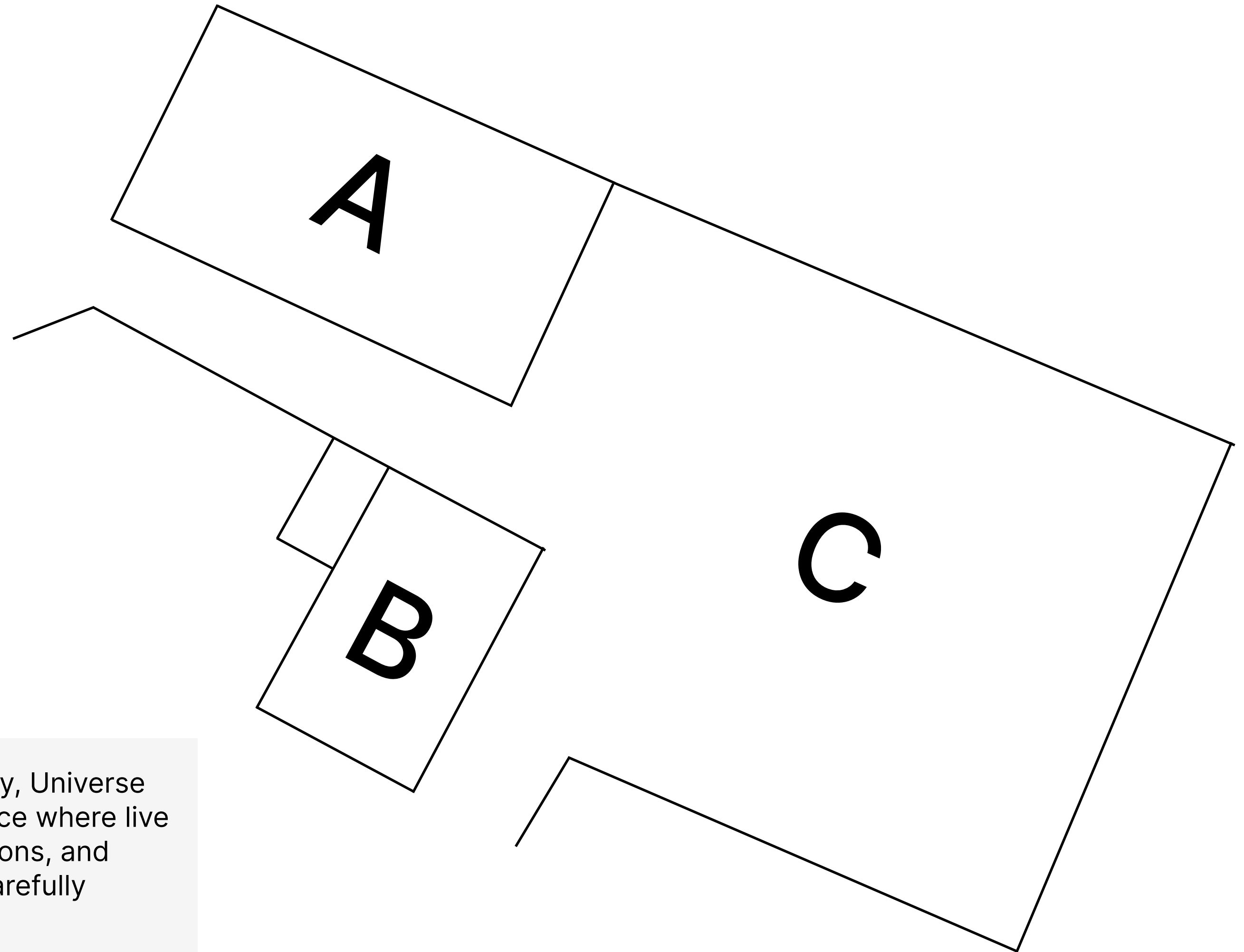
Result: sponsors gain year-round visibility across multiple formats and audiences throughout the year.

The Spaces

Designed for scale, intimacy
and open-air energy.
Three environments, one
unified identity

- A. S-2000 [Indoor]
- B. S-1000 [Indoor]
- C. K-5 [Outdoor]

Rooted in music, architecture, and technology, Universe operates as a flexible cultural platform. A place where live performances, corporate gatherings, exhibitions, and audiovisual productions coexist under one carefully designed system.

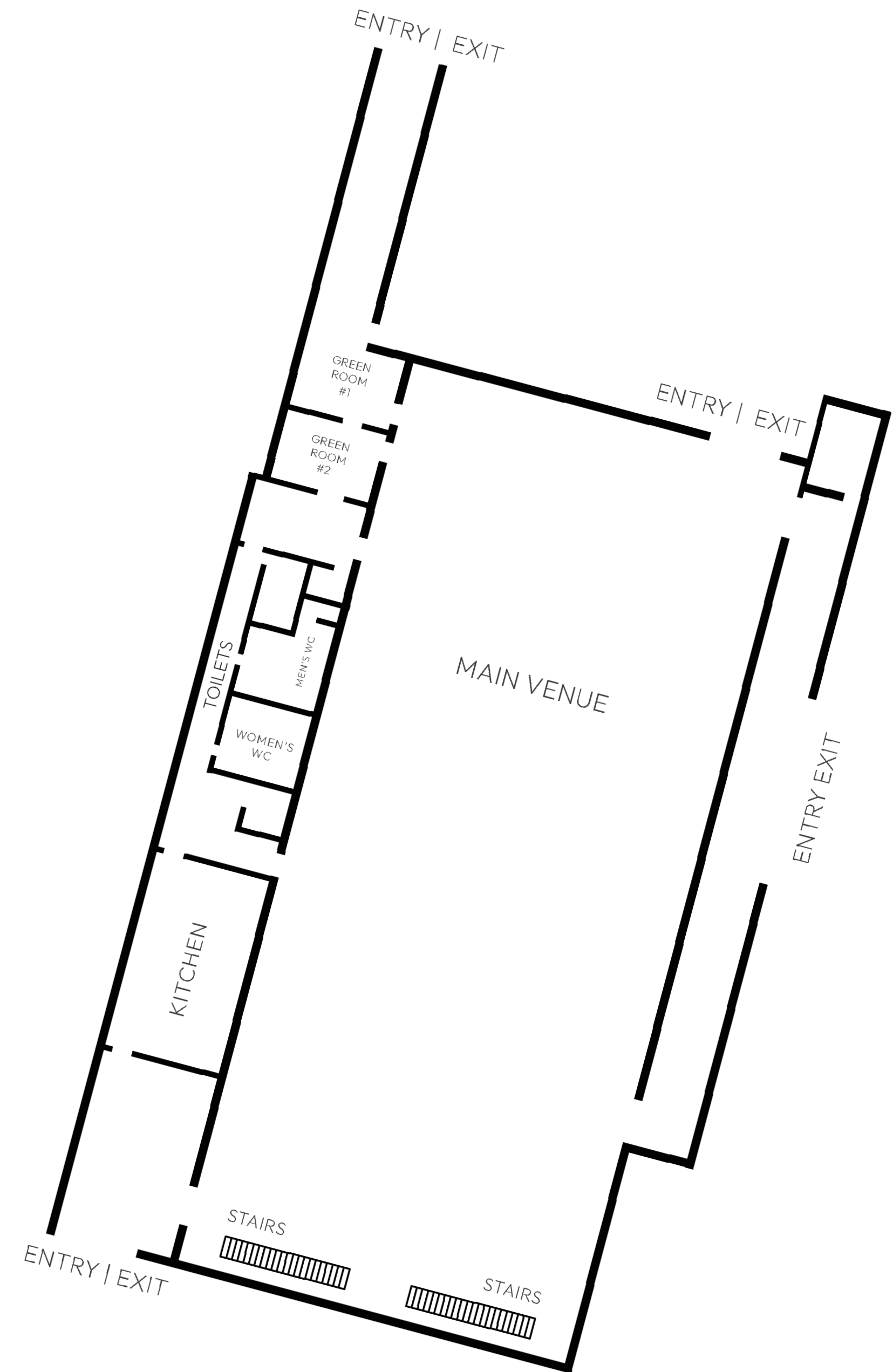


S-2000

A large-scale indoor venue designed for concerts, cultural & corporate events, as well as immersive live productions.

- High-capacity layout
- Fully modular stage and audience configurations
- Optimized acoustics for live and amplified sound
- Designed for lighting-heavy and visual-driven shows
- Modular configurations for cultural & corporate events

Capacity = up to 2500
Space: 1000m²

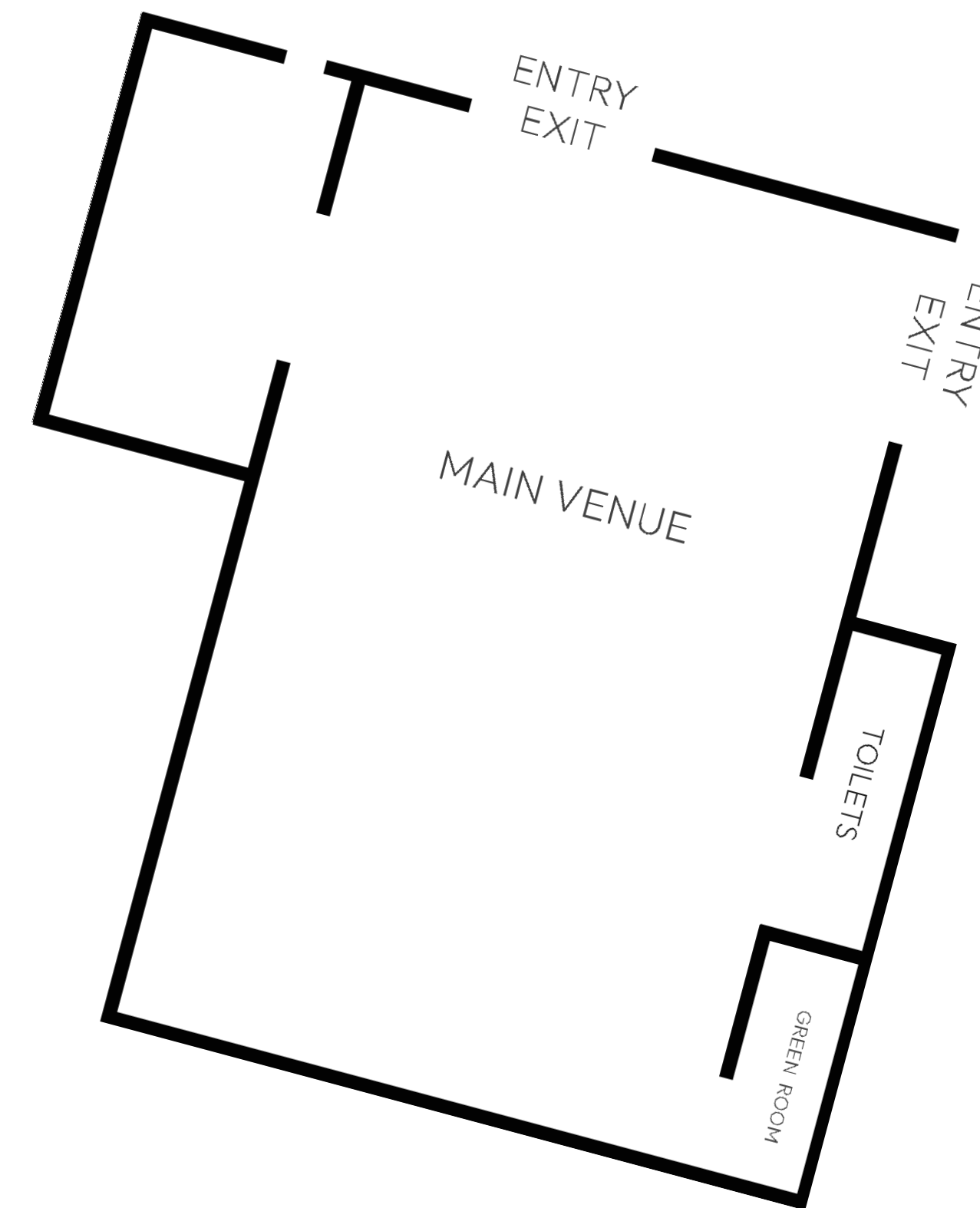


S-1000

A more intimate indoor environment for medium to small concerts, live events, exhibitions, screenings, rehearsals, talks, and private events.

- Mid-capacity layout
- Fully modular stage and audience configurations
- Optimized acoustics for live and amplified sound
- Designed for lighting-heavy and visual-driven shows
- Modular configurations for cultural & corporate events

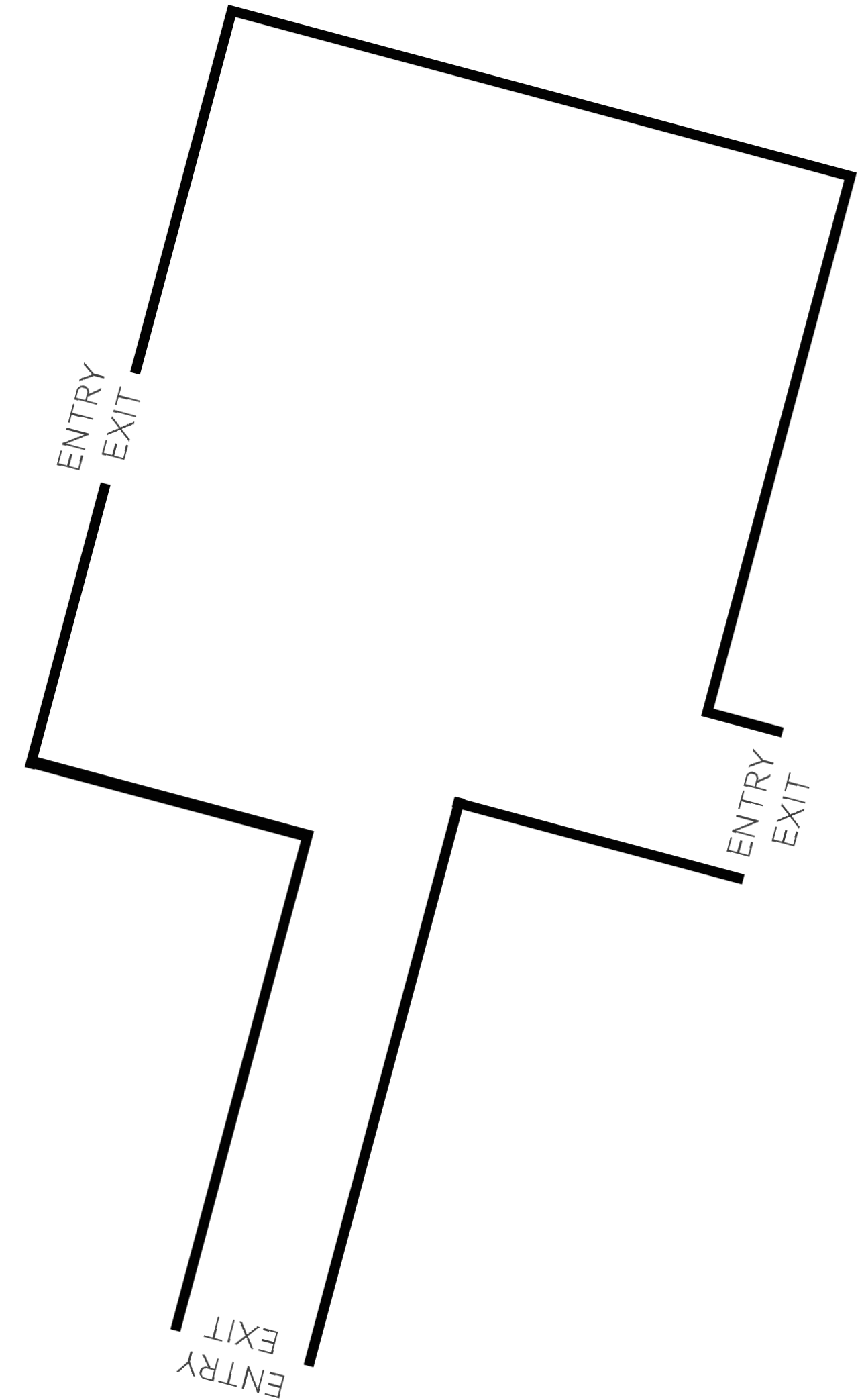
Capacity = up to 1200
Space: 350m²



K-5

An expansive open or semi-open environment for large gatherings, festivals, and hybrid events.

Capacity = up to 5000
Space: 3000m²

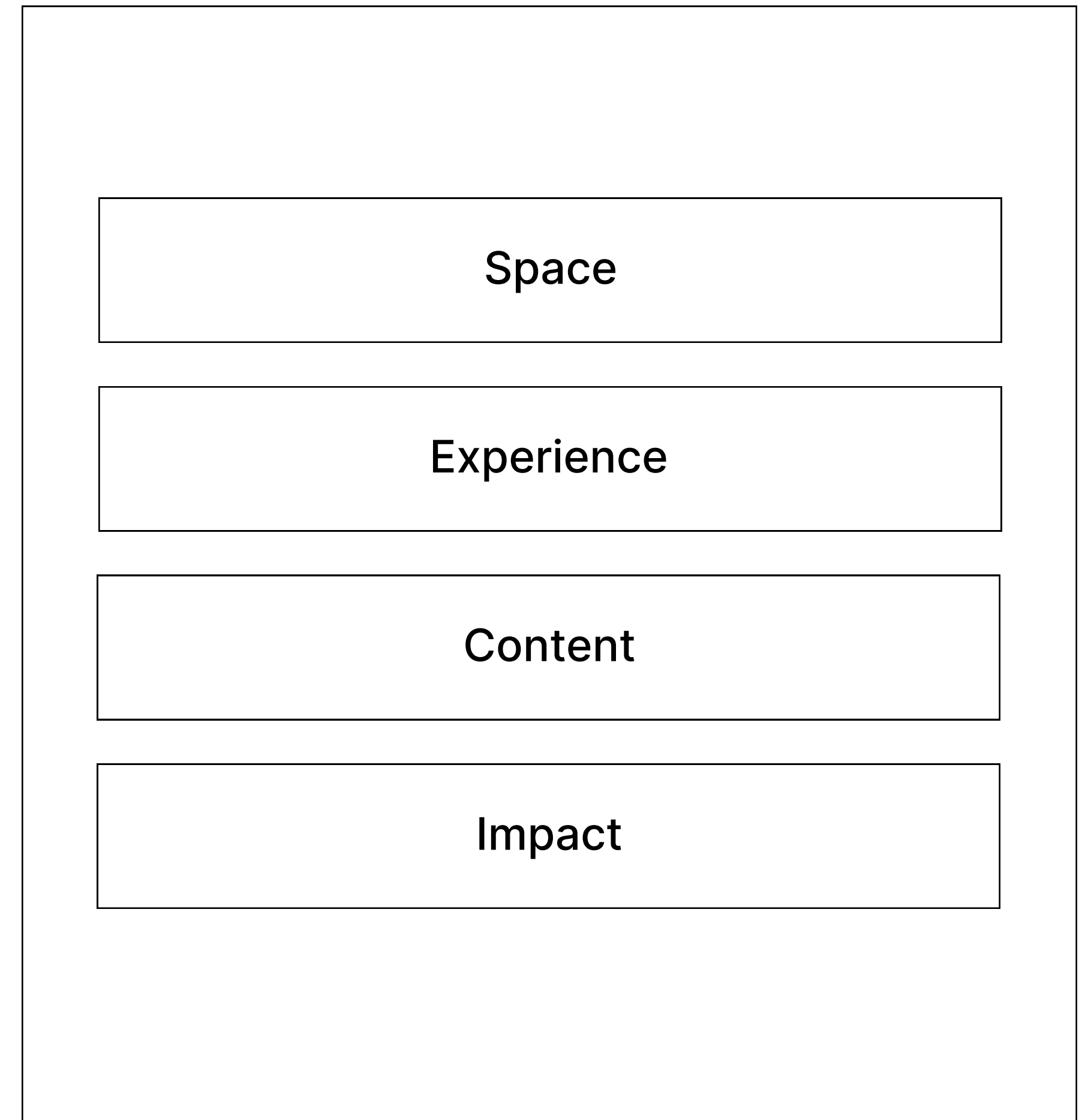


Sponsorship as Territory

At Universe, sponsorship is not an overlay. It's a design presence inside the architecture of the experience.

Partners can own:

- Spaces and naming rights
- Bars and hospitality moments
- Visual, tech and content ecosystems
- On-site activations with measurable engagement
- VIP access



THE LOFT

Perched above the venue, the Premium Restaurant Loft is a secluded, design-led destination reserved for a select audience. Conceived as a private dining experience rather than a typical hospitality area, the Loft combines contemporary Nordic aesthetics with bespoke furnishings, curated lighting, and uninterrupted views over the venue.

Operating as an invitation-only restaurant during events, it offers brands a refined environment for high-level hosting, private entertainment, and tailored activations. The Loft attracts decision-makers, creatives, and VIP guests, positioning sponsoring partners within a context of exclusivity, taste, and cultural relevance—where premium experiences translate into premium brand association.



VIP AREAS

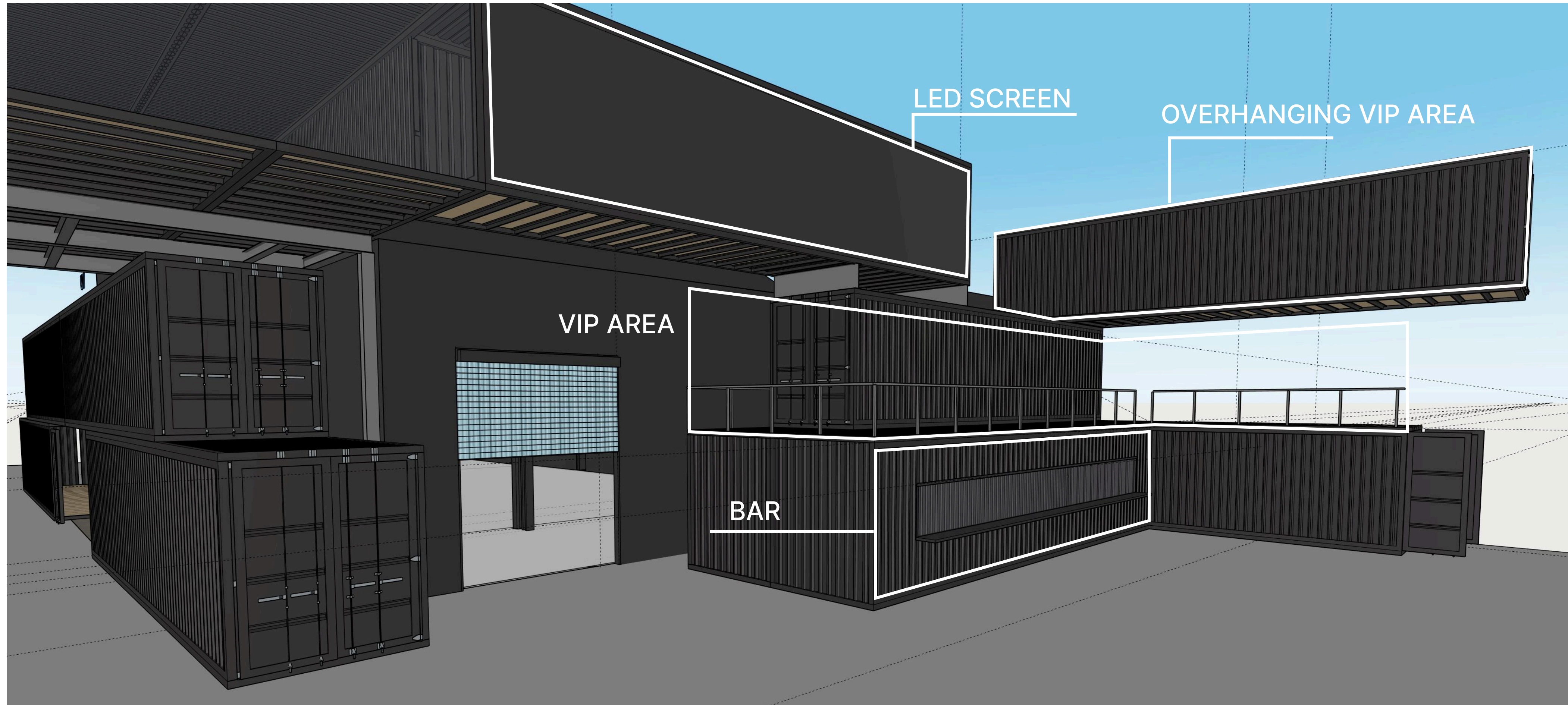


The venue's two VIP areas are designed to offer distinct yet complementary experiences, seamlessly integrated into the architecture of the space.

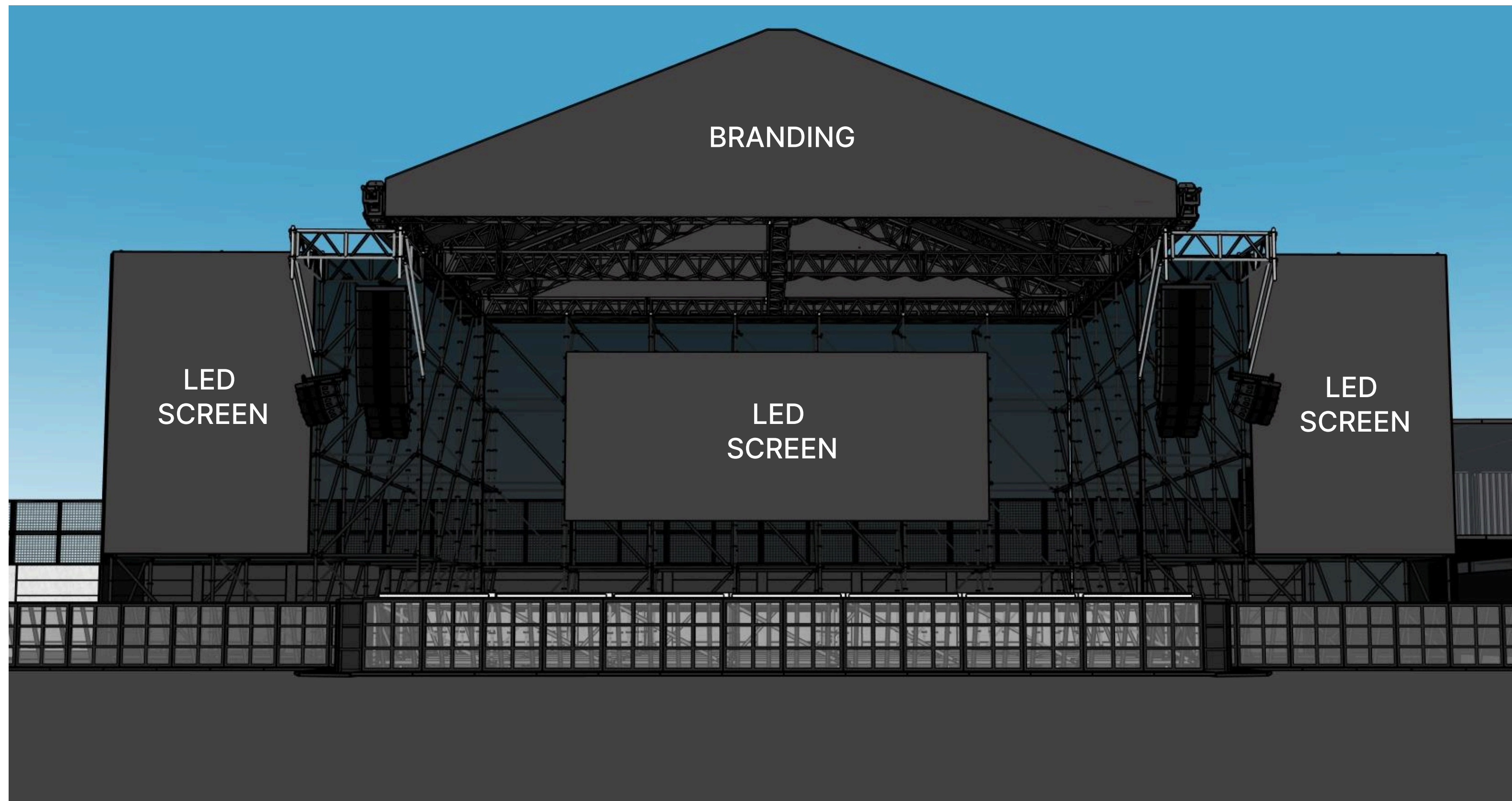
The overhanging VIP café provides an elevated vantage point above the crowd, combining relaxed lounge seating with direct sightlines to the stage. It functions as a social viewing platform, ideal for guests who want to experience the energy of the event from a more curated, design-forward setting.

At ground level, the VIP bars place guests at the heart of the action. With immediate access to the crowd and stage, these areas emphasize flow, visibility, and high-volume service, making them ideal for brand interaction, experiential activations, and high-impact presence during peak moments of the event.

BRANDED AREAS



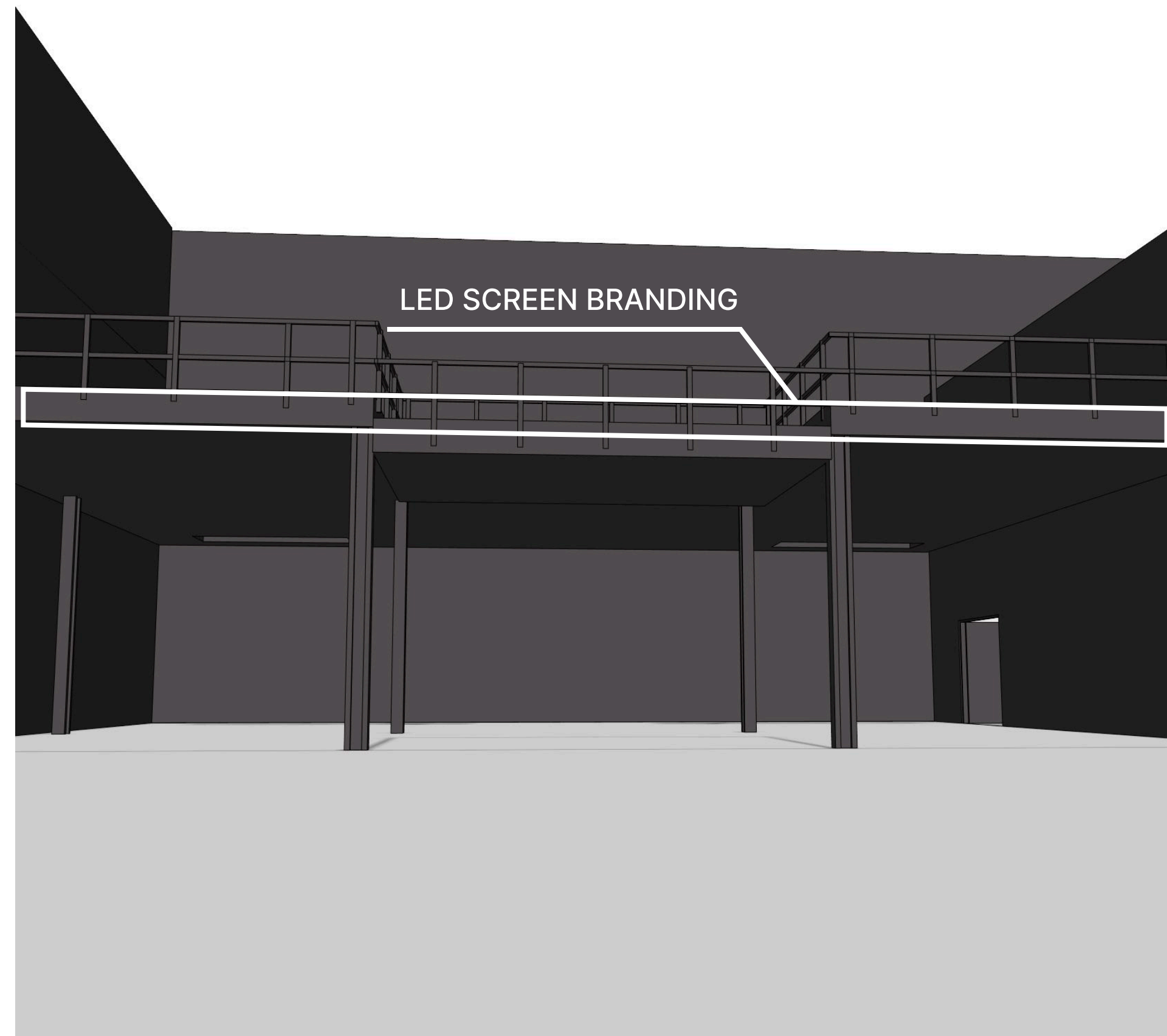
THE STAGE K-5



The main stage is conceived as a high-impact architectural centerpiece, engineered to support large-scale live and electronic productions. Its elevated structure, extensive truss system, and wide performance platform allow for advanced lighting rigs, immersive visual installations, and powerful sound deployment.

A full-width LED screen anchors the back of the stage, enabling cinematic visuals that evolve with each performance and amplify the connection between artists and audience. Designed for flexibility and scale, the stage can seamlessly adapt from live bands to high-energy electronic acts, positioning it as a focal point where technology, performance, and atmosphere converge.

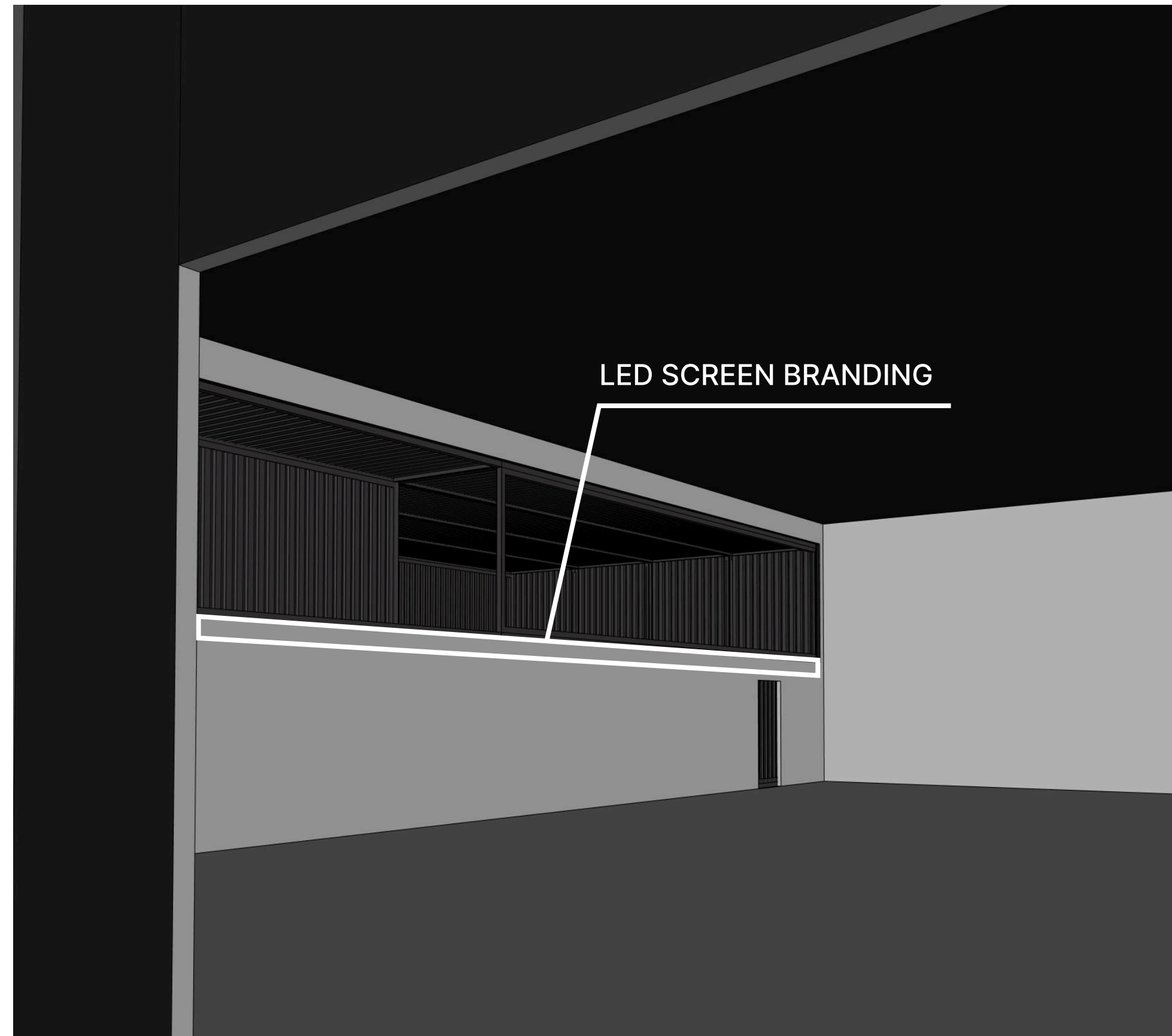
S-2000 BRANDING



The S-2000 LED Screen Branding occupies a commanding, elevated position within the venue's largest indoor space, spanning the full width of the balcony façade. This high-impact, horizontal LED surface is visible from virtually every point on the floor, making it one of the most powerful branding assets in the venue.

Integrated directly into the architecture, the LED screen allows for unobstructed sightlines and offers maximum exposure in a space designed for peak moments and headline performances.

S-1000 BRANDING



The S-1000 intimate space branding strip offers a refined, high-impact branding opportunity within one of the venue's most immersive environments. The long, narrow LED screen runs seamlessly along the space, creating continuous visual presence without disrupting the architectural flow.

Ideal for subtle motion graphics, ambient loops, or minimal brand storytelling, this format allows sponsors to integrate naturally into the experience, maintaining exclusivity while ensuring constant, elegant visibility throughout the event.

ENTRANCE BRANDING



The entrance branding zone serves as the venue's first and most impactful point of contact with the audience. Positioned along the main arrival axis, the integrated LED surface transforms the entrance into a dynamic visual gateway, delivering high visibility and immediate brand recognition before guests enter the event space.

This placement ensures prolonged exposure during arrival, ticket checks, and peak flow moments, making it an ideal platform for animated visuals, campaign messaging, or event-specific takeovers that set the tone and atmosphere from the very first step inside the venue.

Anchor Partnerships

Naming rights and long-term alignment.

Bars. Lounges. Moments.

S-2000
powered by [Brand]

01

Large -scale concerts and
high-production events

High visibility, seasonal scale,
festival energy.

S-1000
powered by [Brand]

02

Intimate, high-impact cultural
experiences with premium positioning

K-5
powered by [Brand]

03

Large -scale concerts and high-
production events

Seasonal events, festivals and brand
activations

Visual & Technology Partners

Universe is built on production quality.

Partners can co-own the tools that shape perception: light, sound, image and connectivity.

Audio Partner

01

On-site visibility + credibility through performance quality.

Lighting Partner

02

Signature lighting moments and branded visual cues.

Connectivity / Telecom Partner

03

Venue connectivity narrative, content distribution, VIP benefits.

Content & Capture Partner

04

Recap films, social-first assets, co-branded storytelling.

Brand Fit

Categories that naturally align with Universe:

Sustainability

Energy, Reusable systems, recycling

06

Technology & Telecom

Connectivity, devices, platforms

02

Mobility

Automotive, ride-hailing, micromobility

03

Lifestyle

Fashion, grooming, design-led brands, vaping

04

Ticketing

Fintech, cards, digital wallets

05

Value Logic

Universe partners benefit from continuous exposure across a calendar of events.

We structure impact through:

- On-site visibility designed into architecture and flow
- Always-on content capture and distribution
- VIP hospitality and community access
- Clear category exclusivity where relevant

200 Events / year

Annual reach
300,000

How We Work With Partners

Every partnership is tailored.

Our team develops a positioning plan that aligns brand identity with the venue's aesthetics and operations.

1. Alignment

Category fit, objectives, exclusivity

01

2. Spatial Design

Placements mapped in 3D

02

3. Activation

On-site experience and staff flow

03

4. Content & Reporting

Assets, KPIs, post-event recap

04

Let's Build This Together

Universe Multivenue | Sponsorship & Partnerships

Next: category confirmation • package selection • 3D placement preview per partner.



S-2000





S-1000



K-5

TRINITY WINES

OMNE BONUM TRIUM

INTERSTELLAR
WINES



universe

Sponsorship & Partnerships

