



## ***Anfiteatro Imperial, the new identity of Parque Viva music venue***

- *The amphitheater at Parque Viva is being renamed Anfiteatro Imperial. The change is part of a strategic alliance focused on promoting live music and entertainment.*
- *It will include a comprehensive update of the brand visuals, aligned with Imperial's identity and cultural values.*

**February 2026.** Parque Viva's main concert and show venue is entering a new phase. Starting **February 2026**, the space will be called ***Anfiteatro Imperial***.

The name change is the result of a new sponsorship that consolidates the brand's relationship with live music and entertainment in Costa Rica.

This is a comprehensive renovation of all the amphitheater's brand visuals. The change aligns Imperial's tone and values with the physical space, a brand with a historical trajectory linked to supporting cultural and musical expressions in the country.

Located within Parque Viva, *Anfiteatro Imperial* is established as one of the most important venues for large-scale concerts and shows in Costa Rica, hosting national and international artists over the years and contributing to the country's positioning within the region's live entertainment circuits.

*“Anfiteatro Imperial represents a natural evolution of our relationship with live music. For Imperial, this space is a cultural platform that connects people through memorable experiences, strengthens the music scene, and contributes to the development of entertainment in the country,”* said Fabián Loría, Imperial brand manager.

The alliance reinforces the amphitheater's role as a meeting point for music and entertainment and expands opportunities for Costa Rican artists to share the stage with international performers, access high-level technical spaces, and connect with new audiences.

Throughout its history, Imperial has supported multiple musical initiatives, festivals, and creative platforms that have contributed to raising the profile of local talent and strengthening the live entertainment industry. This new sponsorship adds to that journey, consolidating a long-term vision focused on cultural development and the creation of valuable experiences for adult audiences.



The artistic programming and operating guidelines for the venue will continue to be developed under current regulations and focused on responsible enjoyment of the shows.

This strategic partnership marks the beginning of a new phase in promoting music and live entertainment in the country.

**About Imperial**

Imperial was founded in 1924 and has five product lines to suit all consumers' tastes and lifestyles: *Imperial*, *Imperial Silver*, *Imperial Light*, *Imperial Cero*, *Imperial Ultra*, and *Imperial Micheladas*. Imperial is a leading brand in Costa Rica and the region, recognized and preferred for offering unique events and experiences, as well as for its diversity of flavors and sustainability initiatives.