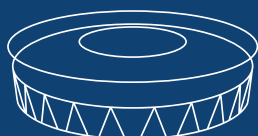


LONDON STADIUM

SPECIAL EVENTS



LONDON
STADIUM

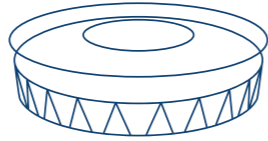


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LONDON STADIUM



SPECIAL EVENTS SUMMARY

London Stadium is one of the world’s most versatile venues. In addition to it’s main bowl, its location on an island creates a natural external event space wrapping 360 degrees around the stadium.

Internally there are uniquely engineered spaces including a deck under the North Scoreboard. This diversity presents event set ups for sport, entertainment, hospitality, mass participation and more.

As every event is unique in its design and operation, costs for dry venue hire or event packages are available on request.

FACILITIES PROVIDED*

Toilets, power, bowl and external digital screens, IPTV, catering, crew parking.

SERVICES PROVIDED*

Cleaning, security, stewards, health and safety consultation, event supervision.

	ISLAND	DECK	WEST STAND
Maximum (subject to configuration and licensing)	5500	1000	5361
Seated	Subject to requirements	456	5361
2m Distance Seated	5500	128	1068 (Groups of 6)



*At extra cost to venue hire fees

STADIUM ISLAND

The world-famous London Stadium sits on a manmade island within the Queen Elizabeth Olympic Park. The canal running around the island creates a natural blockade which is crossed using five bridges. Once on the island, 20,000 m2 of event space is perfect for music and food festival set ups with multiple stages and retail outlets, or mass participation sports events combining brand and experiential activation.

- 20,000 m2 event space
- Wide areas for stage set up
- 5500 max capacity (under current planning consent)
- Europe's widest external screen
- 10:30pm curfew
- 75 dB(A) 15 mins Leq measured 1m from the façade of sensitive receptors

ISLAND	
Maximum (subject to configuration and licensing)	5500
Seated	Subject to requirements
2m Distance Seated	5500



STADIUM ISLAND

POTENTIAL EVENT TYPES

- Music and food festivals
- Spectator race events
- Mass participation cycles and runs
- Brand activation showcases

CASE STUDY: WING FEST 2019

Wing Fest, which is held every summer, uses the space shown adjacent to create a fantastic atmosphere to enjoy great food and music. The event sells out year on year.

- 2 day event (Sat/Sun)
- 8 day tenancy
- Access to WHU store kept open
- 12-10:30pm event time



NORTH SCOREBOARD DECK

A new and truly unique event space has recently arrived at London Stadium. The North Scoreboard Deck is a versatile space inside the main bowl, positioned directly below the scoreboard creating multiple wow factors at once. Delegates can take in the pitch and impressive surroundings of the former Olympic Stadium while watching a sports screening or a performance on a stage within the space.

- 850 m2 event space
- Superfast Wi-Fi and 5G connectivity
- 1000 max capacity
- 125 amp power equipped
- 500kg per sqm weight allowance
- Catering options to suit all events including buffet, table service or street food stalls

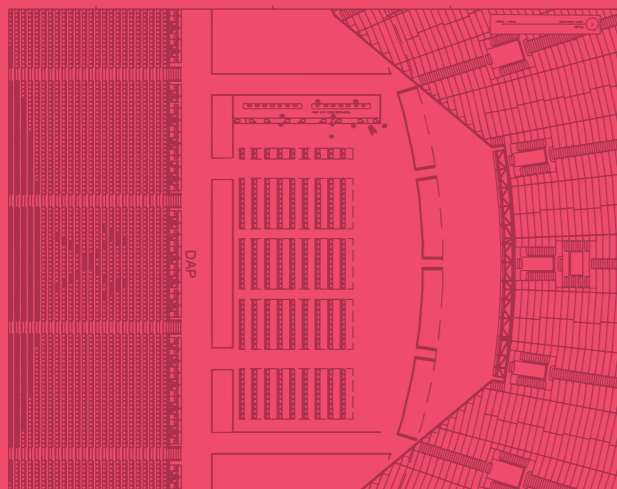
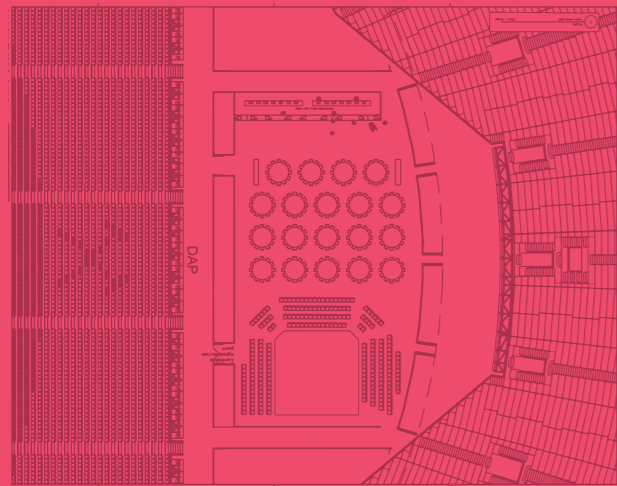
SET UP	CAPACITY
Standing	1000
Standing with 2m Social Distancing	500
Theatre	378
Theatre with 2m Social Distancing	128
Stage with Theatre & Caberet	456



NORTH SCOREBOARD DECK

POTENTIAL EVENT TYPES

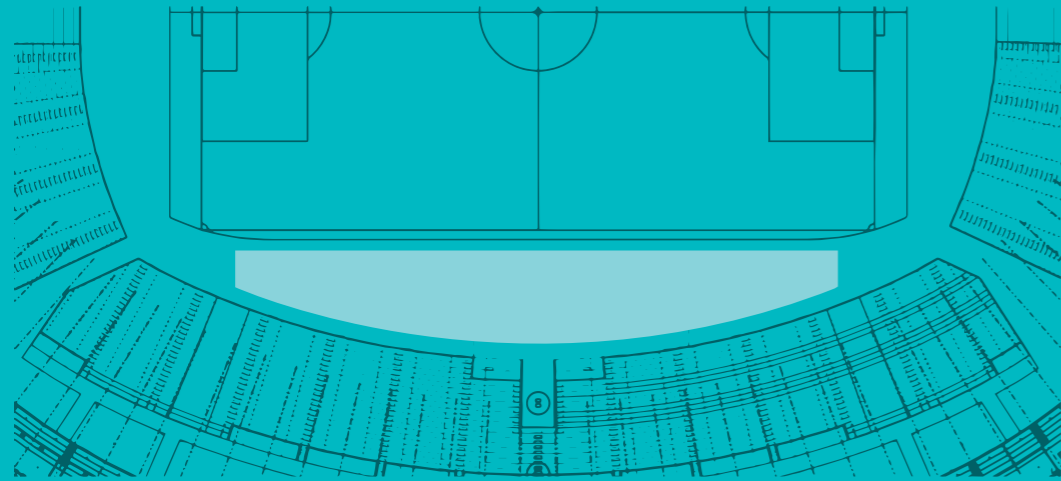
- Major sporting event screenings
- Music, dance, comedy and entertainment
- Corporate ice rink
- Spectator sports such as ten pin bowling, table tennis, or darts
- Fashion shows and brand activations
- Networking and banqueting events
- Conference and exhibitions



THE WEST STAND

The running track surrounding the pitch at London Stadium creates a wide space to install a stage as a focal point for spectator entertainment. Using the West Stand for seating creates an intimate experience whilst still providing the bowl wow factor. These seats, which include the players dugout, back onto a large hospitality lounge for convenient access to food and beverage services.

- Maximum capacity 5361
- 2m socially distanced groups of 6 capacity of 1068
- 10:30pm curfew
- Large pitch side space for a stage
- 125 amp power equipped
- Superfast Wi-Fi and 5G connectivity



PITCH DAYS

The dream of playing on a Premier League pitch becomes a reality at London Stadium. Life lasting memories are there to be made playing against friends or colleagues on the immaculately kept pitch used by the world's best. The full experience of home and away dressing room use and post match VIP hospitality creates a truly special day.

- Use of the Premier League home and away changing rooms
- Tunnel walk experience
- Spectator seating and hospitality
- Exclusive use of all in-bowl digital screens to create a unique brand experience
- External screen use for welcome messaging
- In-bowl PA system for crowd noise and music

POTENTIAL EVENT TYPES

- 90 minute football match
- All day 6 a-side football tournament
- 80 minute rugby match
- Sports days
- Football match then NSB Deck screening with hospitality
- Football golf



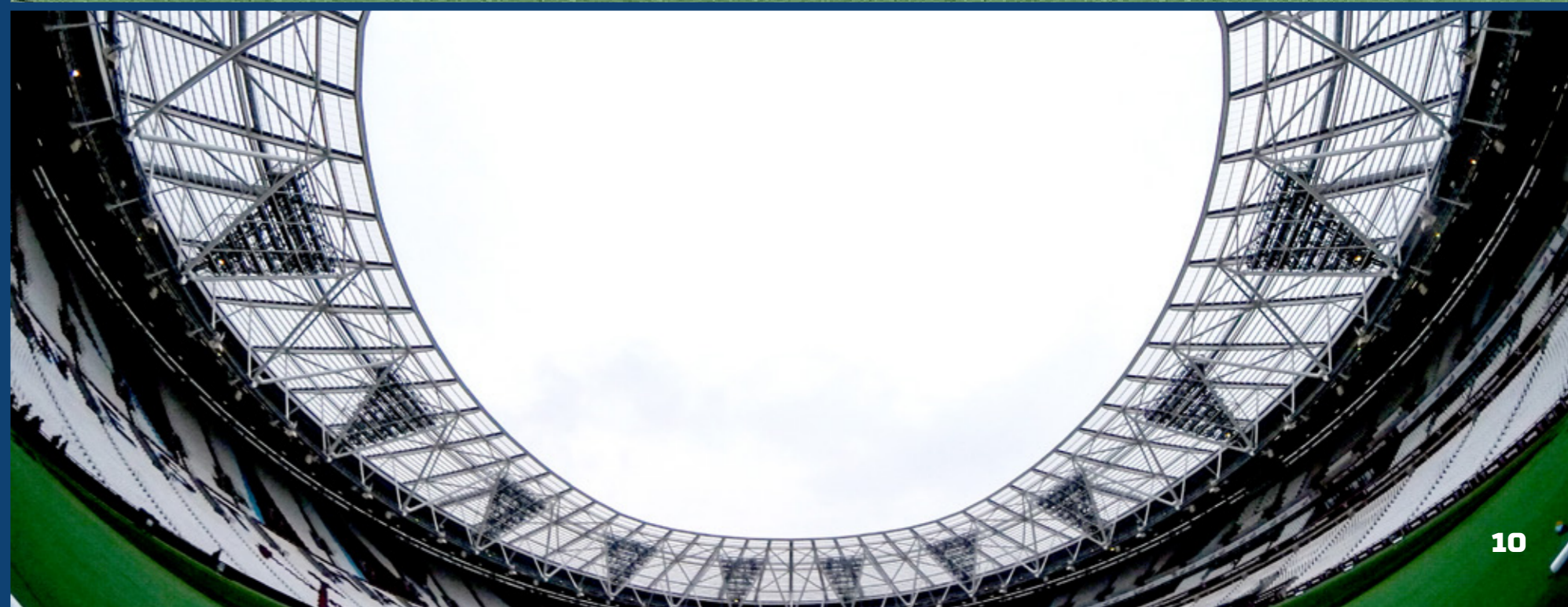
ALTERNATIVE PITCH DAYS

The bowl and pitch at the former Olympic Stadium create an iconic setting for multi-purpose events outside of football and athletics. Branded experiences, summer screenings on the pitch, or mass attended community events are all possible.

- Use the pitch for unique experiences outside of football
- Huge area available to transform for customised event set ups
- In-bowl PA system for music and tannoy
- Exclusive use of all in-bowl digital screens to create unique brand experiences

POTENTIAL EVENT TYPES

- Community engagement sports and education events
- Conference and exhibitions
- Large scale dining experiences
- Deck chair screening and picnics
- Laser tag
- Company teambuilding events
- Mass participation obstacle challenges
- Exercise and fitness events



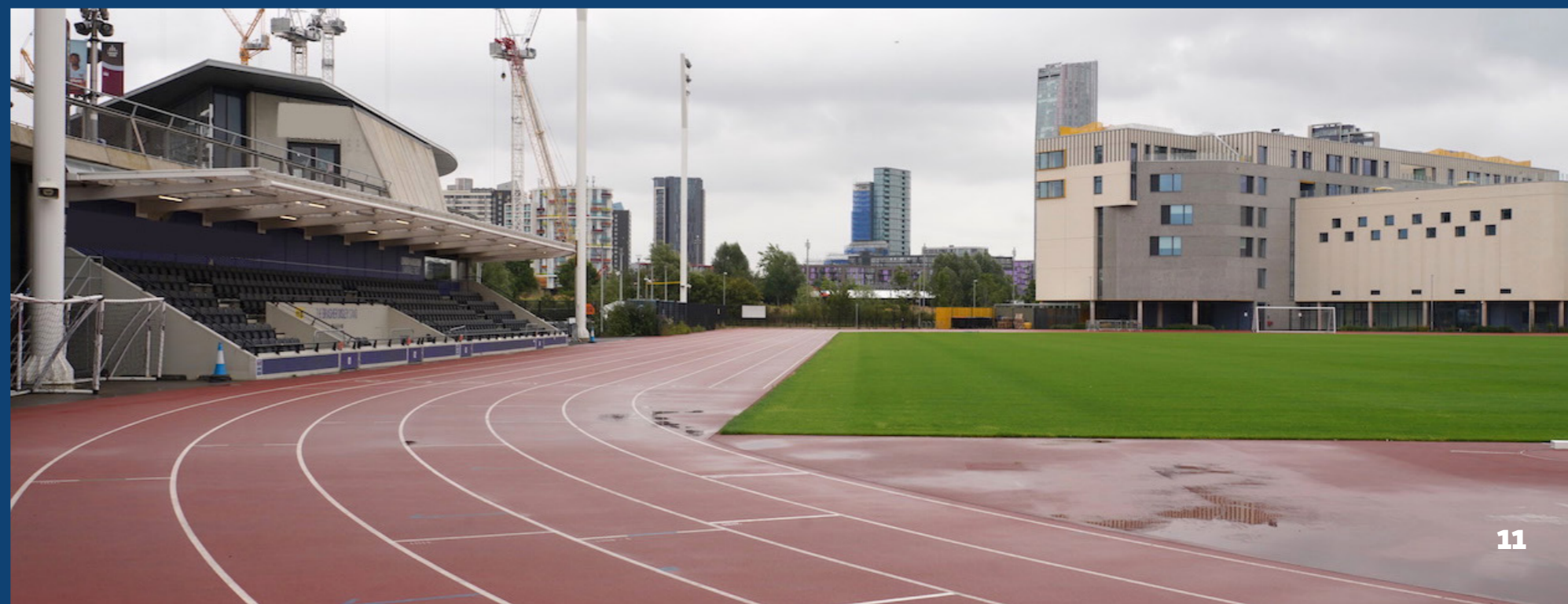
LONDON MARATHON COMMUNITY TRACK

The London Marathon Community Track is an exquisite facility adding another unique space to the London Stadium offering. The pitch is maintained by the same world leading grounds team as the main pitch, and a full set of track and field equipment is available for athletics sports days. With its own Centre facility for changing and catering, the site is perfect for community, corporate or brand focused sports events.

- Use of up to two changing rooms
- Inhouse equipment for football, athletics and track and field
- Spectator stand seating for 300 plus 12 accessible seats
- Club room for catering or meetings
- Maintained by Premier League grounds team

POTENTIAL EVENT TYPES


90 minute football match, all day 5 a-side football tournament, 80 minute rugby match, sports days, football match then NSB Deck screening and hospitality.



HOSPITALITY LOUNGES

Prior to the Stadium's reopening, a £16.2m investment was made to create state of the art corporate facilities, comprising 8 lounges and 16 private boxes which host a total of 3600 guests per event. Here guests enjoy fine food and drinks on demand and the best seats in the house. Outside of event days these spaces are perfect for high quality conferences, banquets and meetings with spectacular pitch facing views.

CAPACITY CHART

LONDON STADIUM	THE BOLEYN	THE FORGE	THE ARNOLD HILLS	THE ROYAL EAST	BM6	THE LONDONER LOUNGES	LONDON BLUE	BOXES	THE GREAT BRITON
									
THEATRE	●	220 <i>(When at max, offer Blue for catering)</i>	90	●	●	●	●	●	260
BOARD ROOM	●	●	20	●	16	●	●	10	●
U-SHAPE	●	●	40	●	●	●	●	●	●
CABERET	●	156 <i>(Without booths)</i> 200 <i>(Closed Caberet)</i>	54 <i>(Open)</i> 76 <i>(Closed)</i>	●	24	●	●	●	200 <i>(Open)</i> 280 <i>(Closed)</i>
DRINKS RECEPTION	1,000	400	343	331	40	180	180	15 <i>(Informal boxes - 8 & 10)</i>	460
BUFFET RECEPTION	550 1,000 <i>(when using kiosks)</i>	270	200	230	30	180	180	10	350
SIT DOWN DINNER	●	250	80 <i>(North end)</i> 148 <i>(Both ends)</i>	84 <i>(South end)</i>	35	●	●	10	300



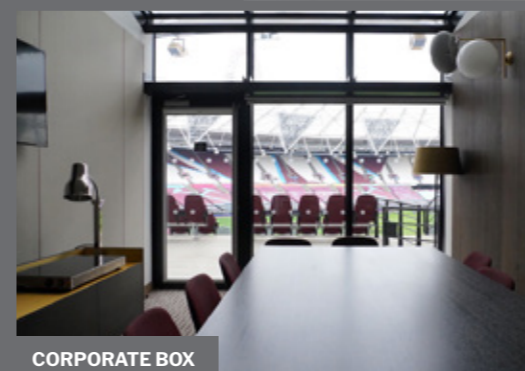
THE ARNOLD HILLS



THE BOLEYN



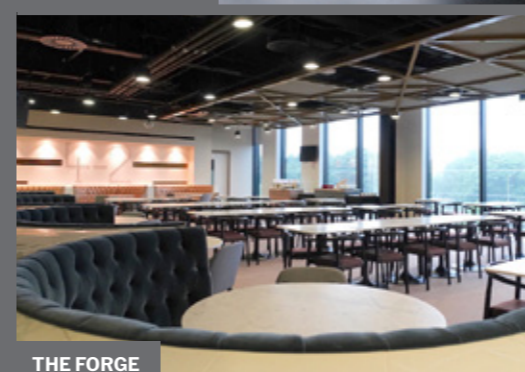
BM6



CORPORATE BOX



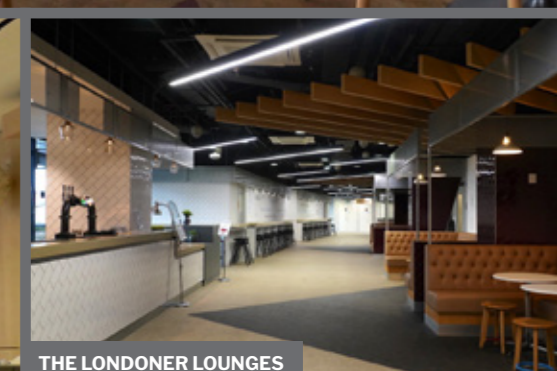
THE GREAT BRITON



THE FORGE



THE ROYAL EAST



THE LONDONER LOUNGES



THE ACADEMY

CONTACT THE TEAM FOR MORE INFORMATION NOW:

 events@londonstadium185.com

 020 8522 6067



LONDON
STADIUM

