

Wembley Stadium is one of the most recognisable names in sport. The new Wembley Stadium is an international icon, instantly known as the home of English football and the venue for some of the world's biggest concerts and events. Wembley Stadium is also a conference facility and tourism destination.

MANAGEMENT & SERVICE

Delaware North is the sole manager of all hospitality and food service in Wembley Stadium. We are providing the catering and hospitality services in all premium, club and general areas. In addition, we are responsible for providing the marketing and sales of catering, conference and hospitality services for non-event day activities.

We are the initial contractors for the new stadium and were involved in the design review, mobilisation and implementation of all hospitality and food service facilities.

THE VENUE

STADIUM INFORMATION

Public Seating	90,000
General Admission Seating	71,200
Corporate Suites	162
Restaurants Capacity	8,500
Kitchens	98
Permanent Food Outlets	37
Permanent Beverage Outlet	37

ANTICIPATED ANNUAL ATTENDANCE

Football & Rugby	1,500,000
Concerts & Events	500,000
Non-Event Day	100,000



WEMBLEY STADIUM

VENUE HIGHLIGHTS

FA CUP FINAL 2007

The Official opening occurred at the first FA Cup Final in the new Wembley Stadium held on 19 May 2007 between Chelsea and Manchester United.

Attendance	89,826
Staff Onsite	3,000
Kitchens Operated	98
Food Outlets Operated	37
Beverage Outlets Operated	37
Corporate Suites Serviced	162 – 2,123 guests
Function Room Patronage	6,500

LIVE EARTH

Live Earth, held on 7 July 2007, was the largest global entertainment event in history, bringing together a global audience to combat the climate crisis.

Attendance	50,000
TV, Radio, Internet & Live Audience Estimate	2 billion people

The Live Earth event provided the biggest day in revenue terms at Wembley Stadium, with sales of more than £1.5 million and more than 30,000 individual items sold.

As one of the contractors involved in staging the event, Delaware North was required to comply with the extraordinary environmental standards set by Live Earth so that they could reach their stated targets. Key Live Earth strategies included:

- Use biodegradable plastics/recyclables at concessions; tailor menus to reduce packaging.
- Set up extensive recycling/composting to divert waste from landfills.
- Produce merchandise locally, as feasible, using organic or bamboo fibres with agro-inks.
- Run generators and other equipment on neat or blended biodiesel, and contribute used cooking oil to biodiesel production.
- Produce signs from agro-materials; use bio-based inks and VOC-free paints; donate signs/banners for reuse.



WEMBLEY STADIUM

A MONTH IN THE LIFE ...

Between 10 May 2008 and 7 June 2008, Wembley Stadium played host to ten events and 590,000 visitors.

FA Vase	10 May
FA Trophy	11 May
FA Cup Final	17 May
Football League Conference Playoff Final	18 May
Championship Playoff final	24 May
Football League Division 1 Playoff Finals	25 May
Division 2 Playoff Finals	26 May
England v USA Football International	28 May
Foo Fighters Concert	6 June
Foo Fighters Concert	7 June

Total turnover: £5.2 million

Corporate Hospitality: 27,446 guests

Corporate Suites: 6,140 guests

In addition, Wembley Stadium also hosted nine meetings, banquets and conferences with turnover of £600,000 during this period.

GOOGLE – DEVELOPER DAY

Wembley Stadium was chosen as the preferred venue in September 2008 to launch a new Google product, following a successful Vertical Marketing event held in July. Using several of the main rooms throughout the Stadium, Google successfully delivered their launch, along with a reception for their delegates.

Organisers	Bespoke Venues
Attendance	600
Staff On-site	80



WEMBLEY STADIUM

CONFERENCES & BANQUETS

The facilities at the Stadium are awe-inspiring. Customers are able to choose from boxes which overlook the pitch and hold 8 people, to the spectacular Corinthian Bobby Moore Room, Wembley's grandest space which can hold 3,250 guests for a cocktail reception.

BOBBY MOORE ROOM

The Bobby Moore Room is a magnificent theatrical space and hosts the spectacular, big gala events at Wembley Stadium. With a banquet capacity of 1,800, it features a fabulous mezzanine floor which is accessed by 2 sweeping staircases. With back lit bars and modern lighting, it is the only room in the Stadium which offers views over both North London and the Wembley Stadium pitch.

THE GREAT HALL

The Great Hall is the ideal location for an exhibition or conference gala dinner. Elevated 26 metres above ground level, this is the highest room in the Stadium and has a banquet capacity of 1,100 and features stunning panoramic views over Olympic Way through the high glass wall.

THE PITCHVIEW ROOMS

The Pitchview Rooms are the perfect venues for Board Meetings, AGM and formal business gatherings. The rooms have dedicated reception areas and cloak rooms and are serviced by two bars. They have direct access to dedicated seating right outside and offer great views of the famous Wembley Stadium pitch.

THE WEMBLEY SUITE

Imagine being able to invite your guests to a reception in the Wembley Suite at Wembley Stadium. The suite is over the players' tunnel and the seats outside form the backdrop to the famous scenes of presentations of trophies at various major English sporting events, most notably the FA Cup. Guests can be met outside in the pre-function room before they make their way to your reception through the Wembley Suite entrance.

THE ATRIUM

The Atrium is one of the most flexible rooms at Wembley Stadium, capable of being set up as a theatre style room or classic class room, and in many other configurations, making it an ideal conference room. It has views over the Olympic Way entrance to Wembley Stadium.

THE VENUE/ARC

The Venue and ARC are restaurants that sweep around the Eastern and Western sides of the stadium. The curved rooms provide sweeping views over North London and offer the perfect setting for cocktail and dining events.

Capacities	Bobby Moore Room	The Great Hall	The Pitchviews (2)	The Wembley Suite	The Atrium	The Venue/Arc	Eight Seater Box (52)	Twelve Seater Box (76)	Twenty Seater Box (33)
Theatre Style Meeting	1,050 (lower)	1,800	100	300	700	600	8	12	20
Banquet	1,800	1,090	150	400	600	600	8	12	20
Cocktails	3,250	2,000	250	500	1,300	800	8	12	20