

**ANFIELD.  
WHERE GREAT  
EVENTS HAPPEN.**



“ Anfield is one of the truly iconic venues in world sport, and it has been incredible to see our stadium transformed to become a phenomenal stage for some of the world’s biggest performers, who know just as much as our football team, how to deliver an unforgettable night.

As a world-class, award-winning venue with state-of-the-art facilities and a dedicated support team, Anfield is the perfect place for your next event.

”



**Billy Hogan**  
Chief Executive Officer,  
Liverpool Football Club

# Make your venue a game-changer.

Anfield, home of Liverpool Football Club, is a venue with a history and tradition of delivering world-class events, and has one of the largest all-seater single stands in Europe. Visible from several points in the city, it adds another impressive landmark to the world-renowned Liverpool skyline.

It's not just on the pitch that the development enhances the Club's status as a world-class institution; this new era for the Football Club provides an opportunity for guests to experience events at Anfield like never before.

A portfolio of beautifully appointed suites, offering a stylish and comfortable setting for any occasion have been added to the Clubs already existing range of rooms on offer in the Sir Kenny Dalglish Stand.

A selection of the Main Stand rooms offer a glazed front with outstanding views of the famous Anfield Stadium, creating a memorable backdrop and a talking point for your conference guests and delegates. The lounges are able to host up to 500 guests for a corporate dinner or 700 guests in a theatre style setting and have been designed to offer a versatile space that can adapt to numerous conference, meeting or corporate dinner configurations.

# Sustainability.

Sustainability. It's a word we hear mentioned a lot. Most people think it's just about the environment... and while that's definitely a big part of it, it's actually about our society as a whole and how we can all act in ways that will protect the future.

The Red Way is how we're making a positive difference to sustainability by focusing on our people, our communities and our planet and using our voice for good to help the next generations of Reds.

Sustainability isn't just about the big things, it's about making the little changes and adjustments to our daily lives, that over time, will have the greatest impact.

A sustainable future is our greatest goal.

This is the Liverpool Way of doing things. This is **The Red Way**.

To find out more about the Club's sustainability goals [click here](#).







# LFC offers the full package.

- Opportunity for tailor-made packages to suit the needs of your group
- Exclusive private hire
- A range of fully accessible lounges to choose from
- Facilities to accommodate up to 2,000 people
- Up to 1,350 free car parking spaces, on a first-come first-served basis, including disabled parking bays
- Free WiFi
- Lift access to all floors in both the Main Stand and Sir Kenny Dalglish Stand
- Dedicated Events Team
- Opportunities to have LFC Silverware at your event
- The opportunity to book an LFC Legend for your event

# That extra special touch.

Here at Anfield our Team has extensive knowledge in hosting all kinds of events. From meetings, conferences and exhibitions to fundraising dinners and formal awards evenings, we can offer you a first-class service.

We partner this knowledge with exquisite dishes cooked by our in house chefs, using locally sourced produce to ensure that all of your catering needs are met.

As well as the benefit of our experience, holding your event at Anfield you'll also receive all of the below (within your agreed rates):

- Room hire
- 3 Refreshment breaks with various delicious snacks
- Lunch
- Mineral water
- AV equipment including – projector, screen, flip chart, 1 hand held microphone and PA
- Free car parking on a first come first served basis
- Free WiFi

# The perfect match.

We are no strangers to hosting memorable occasions and your wedding day or civil partnership will be no exception.

Our packages are designed with simplicity in mind. You can select from a unique wedding breakfast or evening buffet packages, in a venue that is decorated and laid out to suit your colour scheme and preference. Best of all, we have an Events Team, with years of experience, on hand to help prepare you for your big day.

Here at Anfield we love joining people together when they choose to commit to each other for life so, whether you are looking for a small, intimate wedding, a larger celebration of your civil partnership or a colourful and extravagant Asian wedding the team are on hand to help you with all your needs.



Matthew Rycraft Photography





# Have a ball at Anfield.

Our world famous stadium is a spectacular venue for any private party or special occasion.

We are able to accommodate all kinds of celebration requests, from bar mitzvahs to christenings, anniversaries and special birthdays, our team are on hand to help you with all of the finer details. If you're planning and hosting a more sensitive gathering such as a funeral wake, the Events Team at Liverpool FC can help you and take away the stress of planning.

We have a range of accessible lounges to suit any event size.

# MAIN STAND LOUNGES.

• Meetings • Conferences • Parties • Dinners • Exhibitions • Weddings

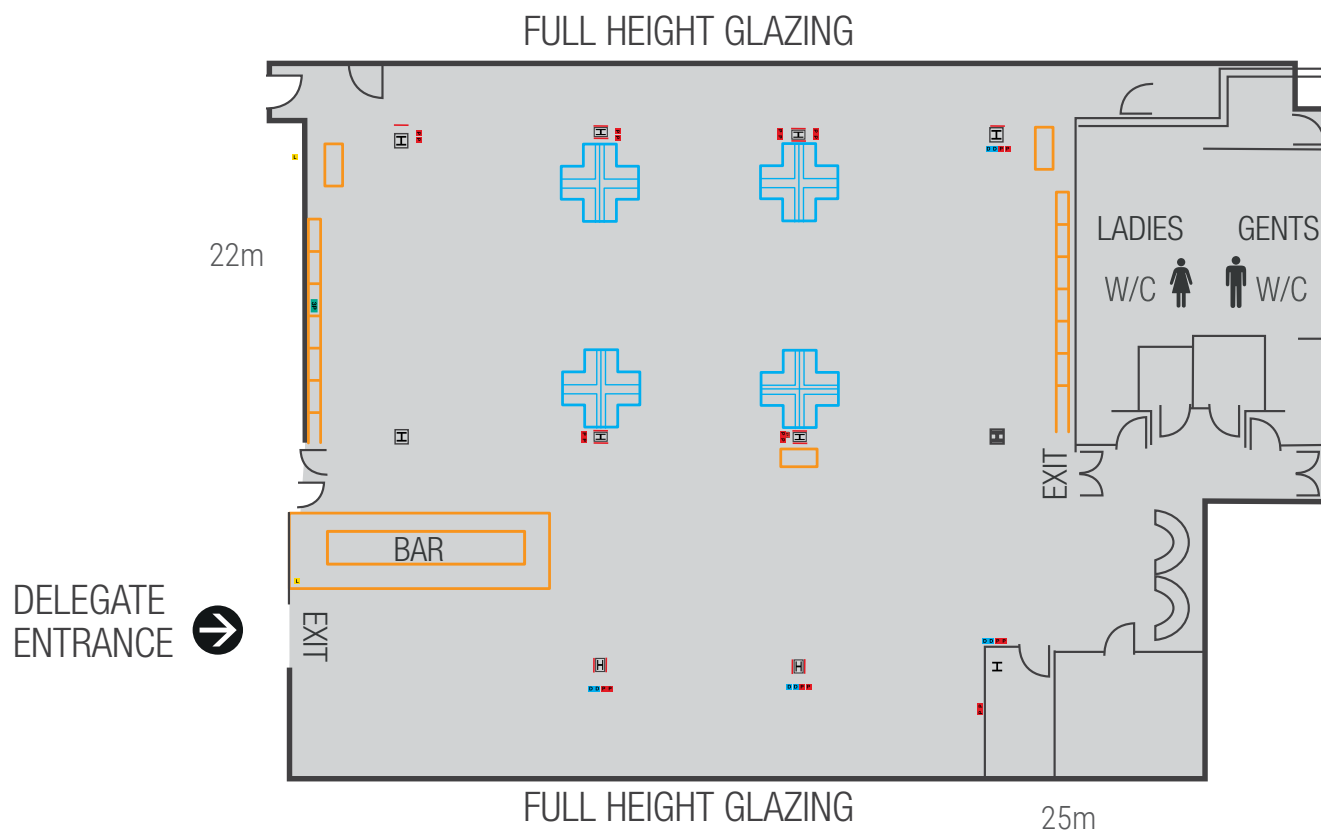
# The Chemistry of LFC.

The Chemistry of LFC is a beautifully appointed suite offering a stylish and comfortable setting for any occasion. The glazed frontage offers outstanding views of the famous Anfield Stadium and city of Liverpool beyond.

Honouring the special 'chemistry' of trophy-winning sides and successful player-partnerships throughout the decades, the space is beautifully crafted and sumptuously furnished. The Chemistry of LFC's contemporary look and feel is enhanced by a friendly and professional team with the specialist know-how and experience built up after hosting numerous international-class events.

Take a virtual tour of The Chemistry ▶

Floor Plan



Layout	Capacity
Theatre	300
Classroom	100
Cabaret	224
U-Shape	40
Boardroom	40
Dinner	340
Buffet	400
Drinks Reception	469

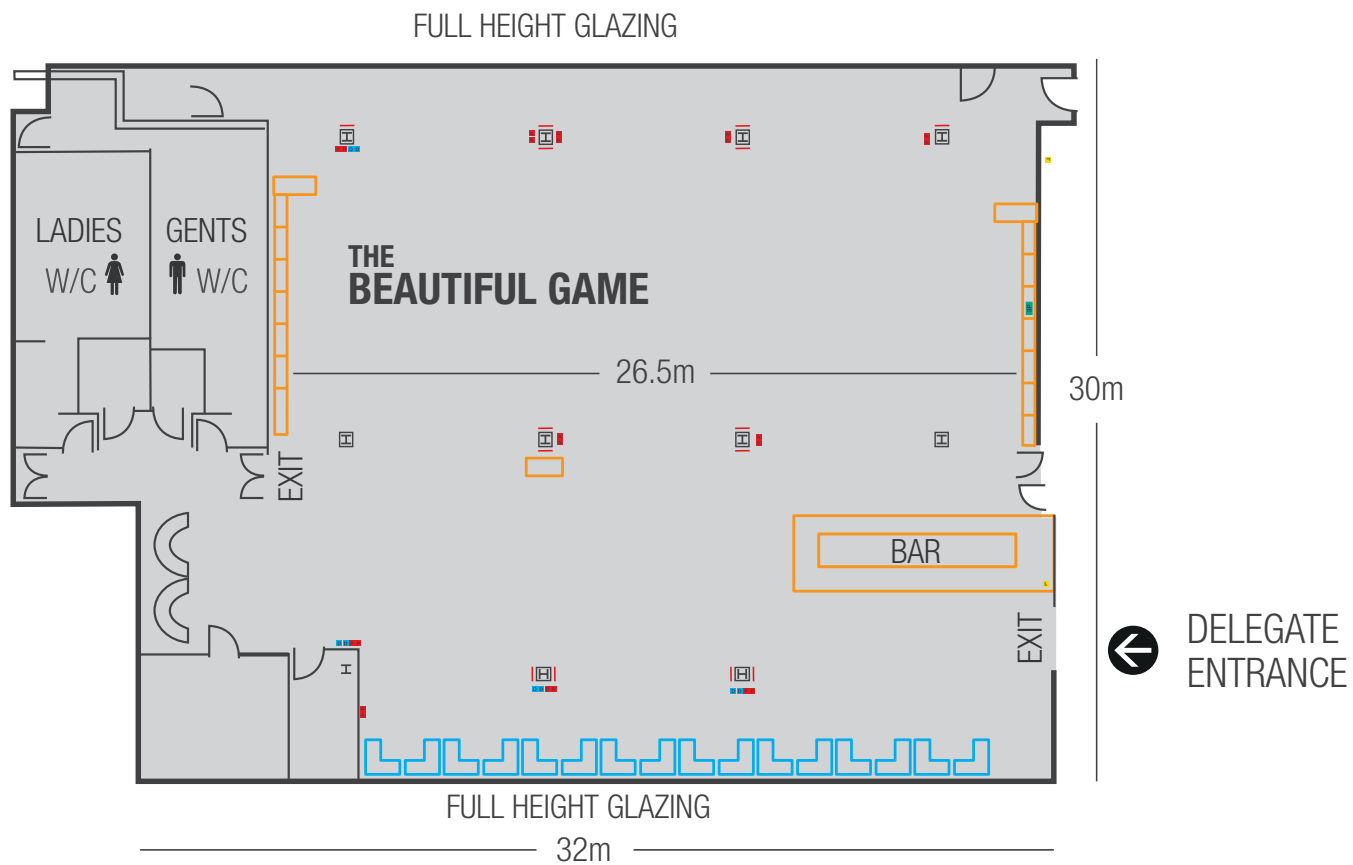


# The Beautiful Game.

Dedicated to the “study of the beautiful game” this sociable suite offers exceptional pitch views of Anfield Stadium and the city of Liverpool, with décor and theming that celebrates the enduring legacy of Anfield’s Boot Room. Guests attending events in this refined and flexible space can enjoy a relaxed experience, enriched by unique surroundings.

Take a virtual tour of The Beautiful Game ▶

Floor Plan



Layout	Capacity
Theatre	300
Classroom	100
Cabaret	224
U-Shape	40
Boardroom	40
Dinner	340
Buffet	400
Drinks Reception	469

# The Carlsberg Dugout.

The Carlsberg Dugout celebrates Liverpool FC's creativity on the pitch, whisking fans from the terraces to the side-lines for some of our Club's most iconic moments, ideal for large dinners and exhibitions.

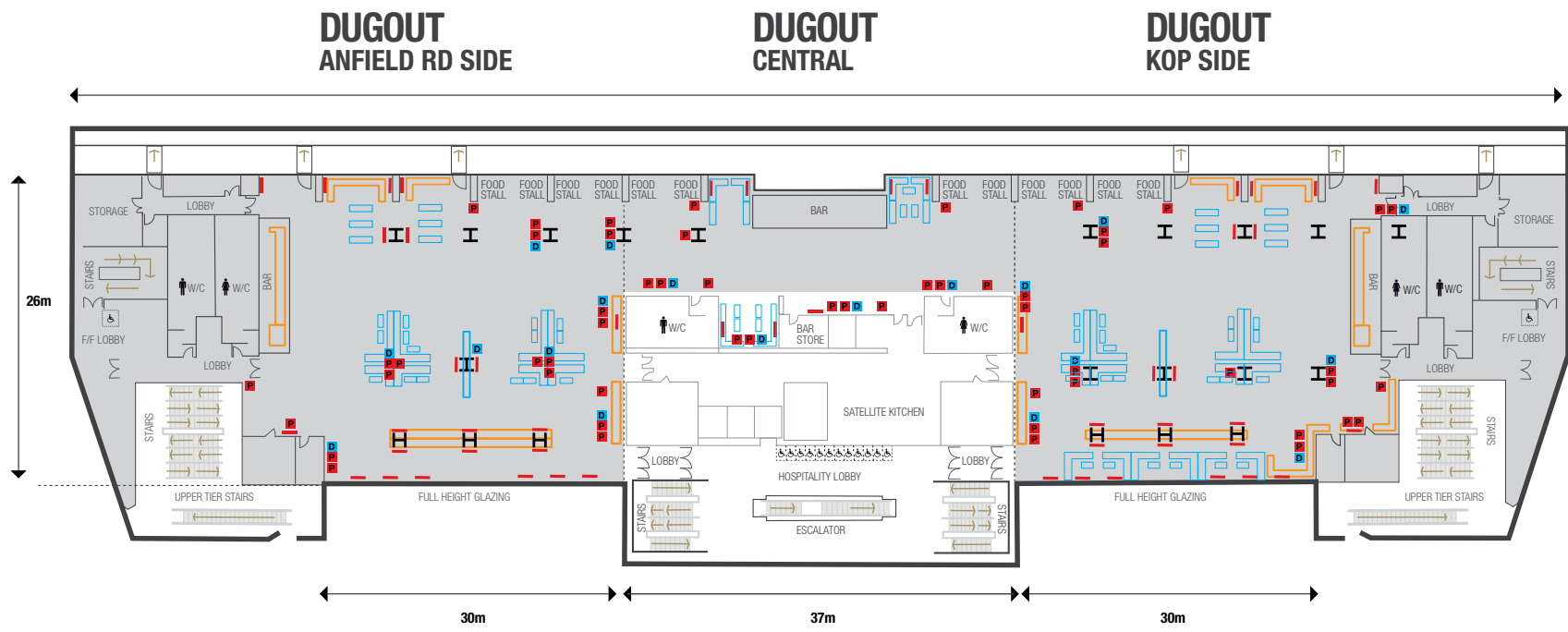
The Carlsberg Dugout offers a large versatile space, flexible to your needs.



Take a virtual tour of The Carlsberg Dugout ▶

Layout	Capacity
Theatre	700
Classroom	300
U Shape	50
Boardroom	50
Cabaret	320
Buffet	1500
Drinks Reception	2000
Dinner	550

Floor Plan





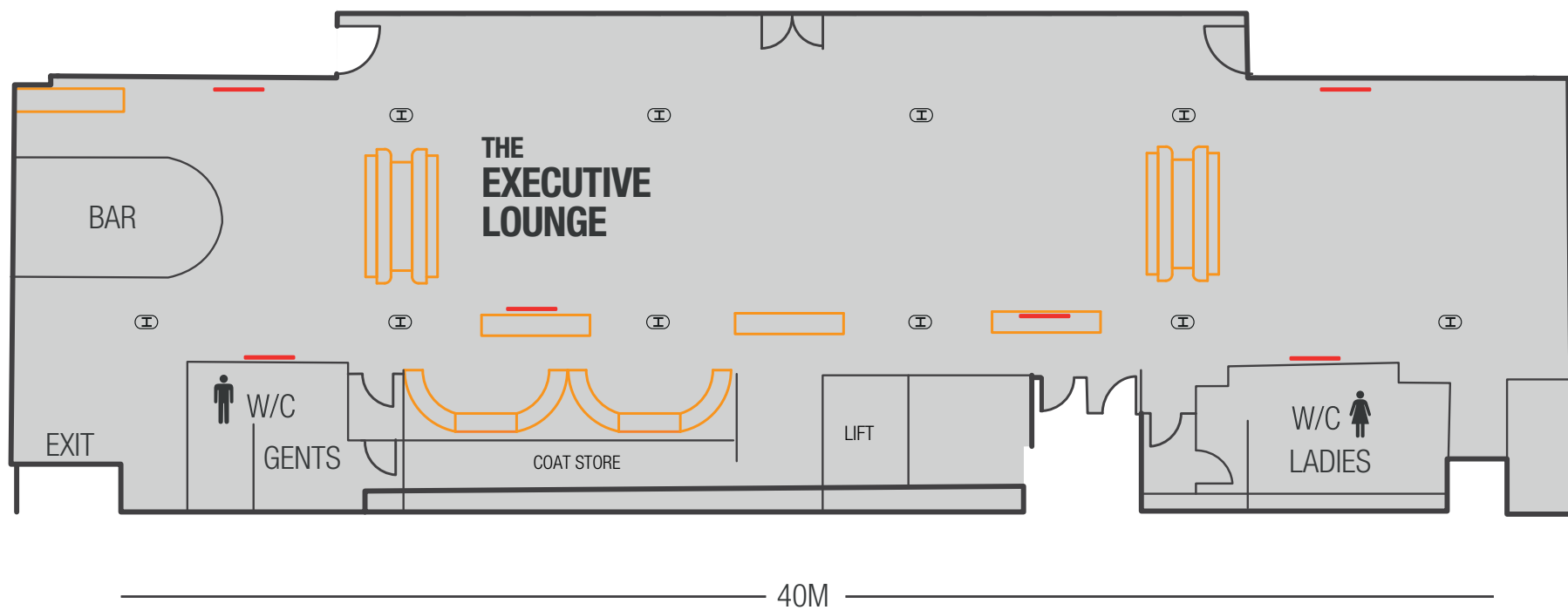
# The Executive Lounge.

A place to mix business with leisure. Our Executive Lounge is designed with your comfort in mind. Its open, spacious architectural design provides a relaxing space for hosting guests at any event. The range of natural materials used throughout its construction creates a calm and reassuring interior. A dramatic glazed façade offers exceptional views of the pitch.

Take a virtual tour of The Executive Lounge ▶

Layout	Capacity
Dinner	70
Theatre	80
Drinks Reception	150
Buffet	150
Boardroom	40
Cabaret	48

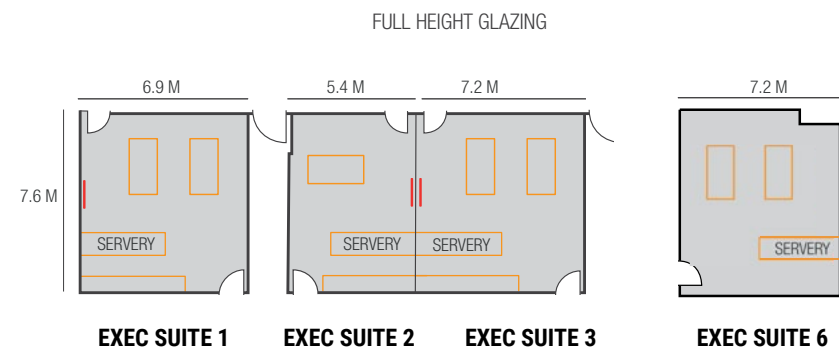
Floor Plan



# Executive Suites.

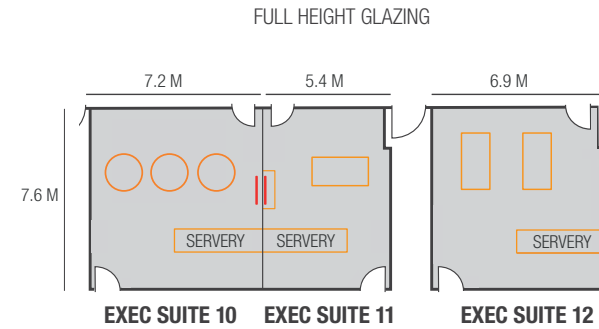
Each of the Executive Suites at Anfield is designed with a luxurious and spacious interior that is complemented by first-class amenities and an excellent Events service offering.

The spaces are bigger than any other corporate suite format in top-flight English football. Each is fitted out and furnished using high-quality materials and bespoke finishes – attention to detail is paramount. With a glazed façade that looks out over the pitch each Executive Suite offers stunning views.





Suite	Classroom	Cabaret	Boardroom	Buffet	Drinks Reception
Suite 1	n/a	n/a	10	20	20
Suite 2	n/a	n/a	10	10	10
Suite 3	n/a	n/a	10	20	20
Suite 6	n/a	n/a	10	20	20



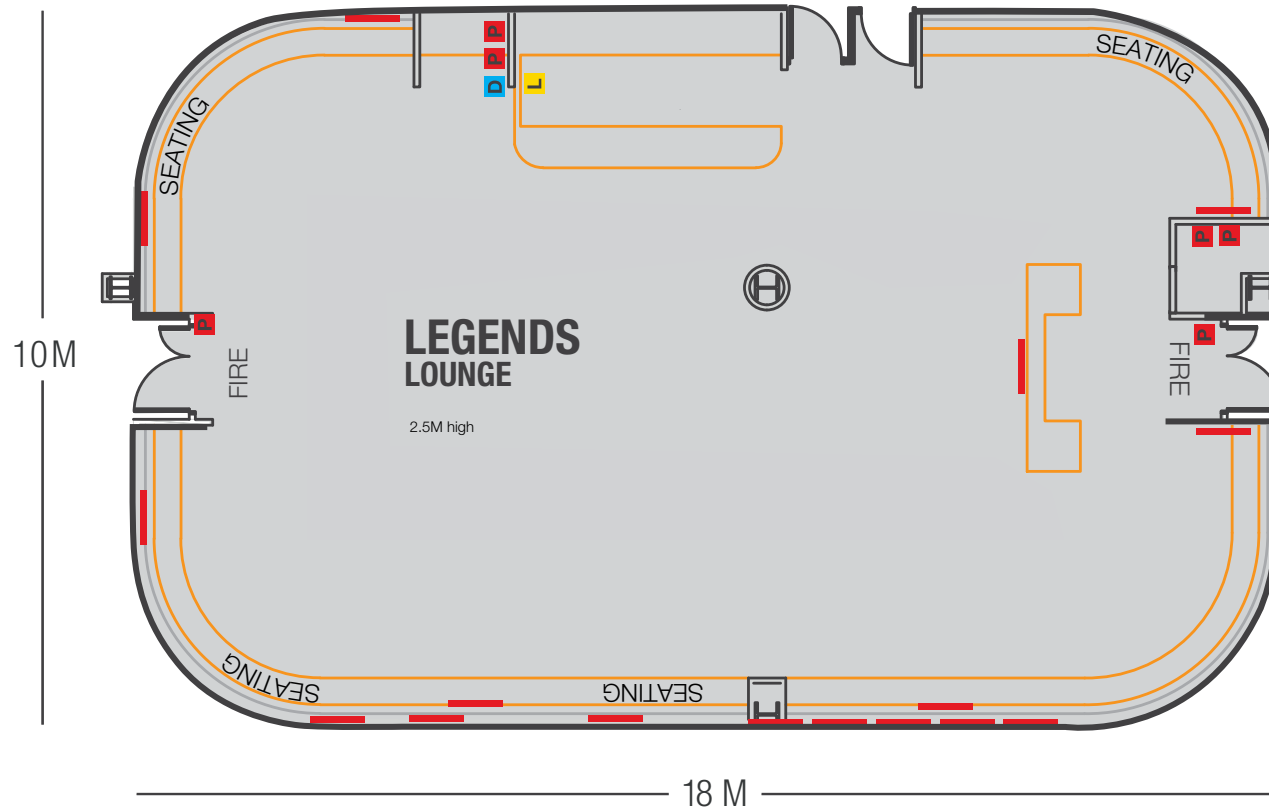
Suite	Classroom	Cabaret	Boardroom	Buffet	Drinks Reception
Suite 10	n/a	18	n/a	18	18
Suite 11	n/a	n/a	10	10	10
Suite 12	n/a	n/a	10	20	20

# The Legends Lounge.

Designed with the sheer comfort and luxury of our guests in mind, the Legends Lounge offers a distinguished and beautifully appointed space for any occasion. An array of LFC Legends – managers, players, administrators and backroom staff – are framed around the walls of the lounge, giving a subtle nod to the heritage of LFC whilst offering a flexible space and décor to fit in with your event.

Take a virtual tour of The Legends Lounge ▶

Floor Plan



Layout	Capacity
Theatre	90
Classroom	20
Cabaret	48
U-Shape	20
Boardroom	20
Dinner	70
Buffet	110
Drinks Reception	130

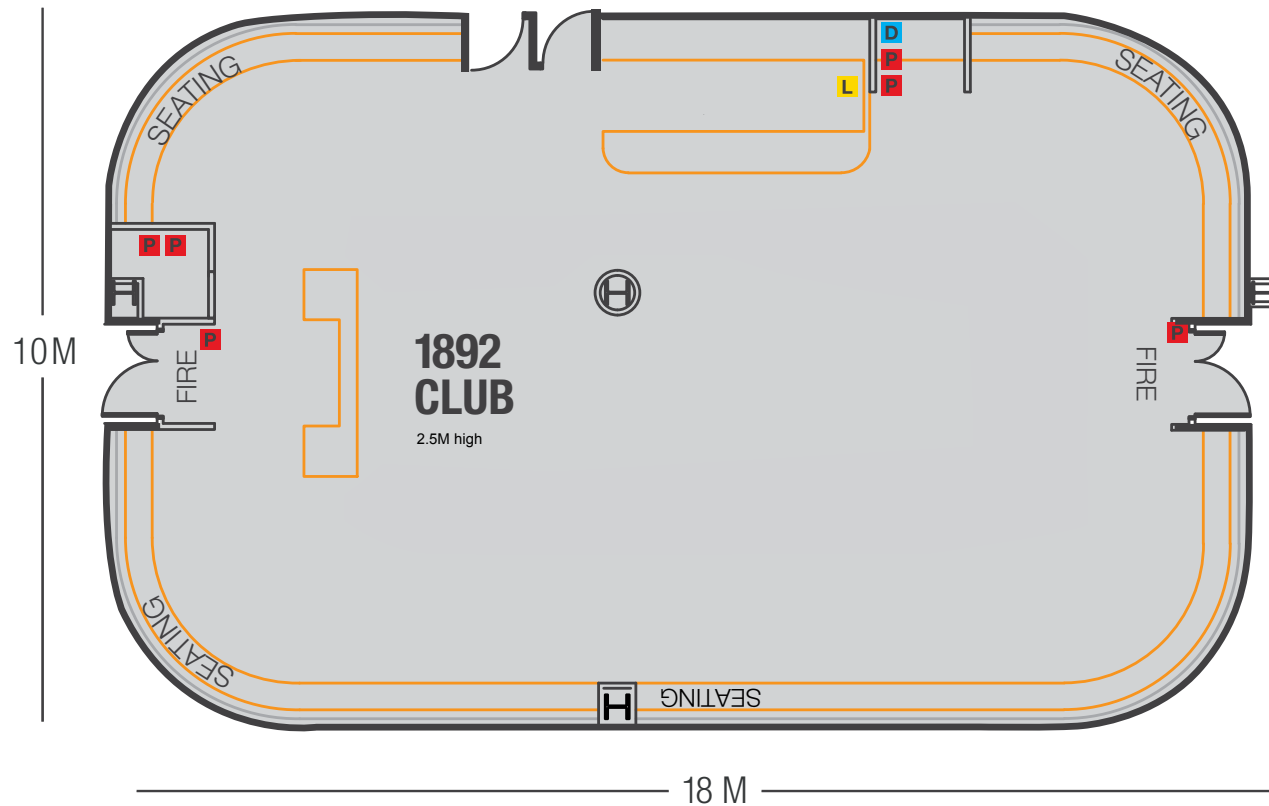
# 1892 Club.

An evocative interior theme creates the backdrop to a beautifully fitted and furnished events space. The furnishing and upholstery palettes all combine to create a serene interior, that adds to the 1892 Club's warm and easy-going ambiance making it the ideal venue for your event.



Take a virtual tour of 1892 Club ▶

Floor Plan



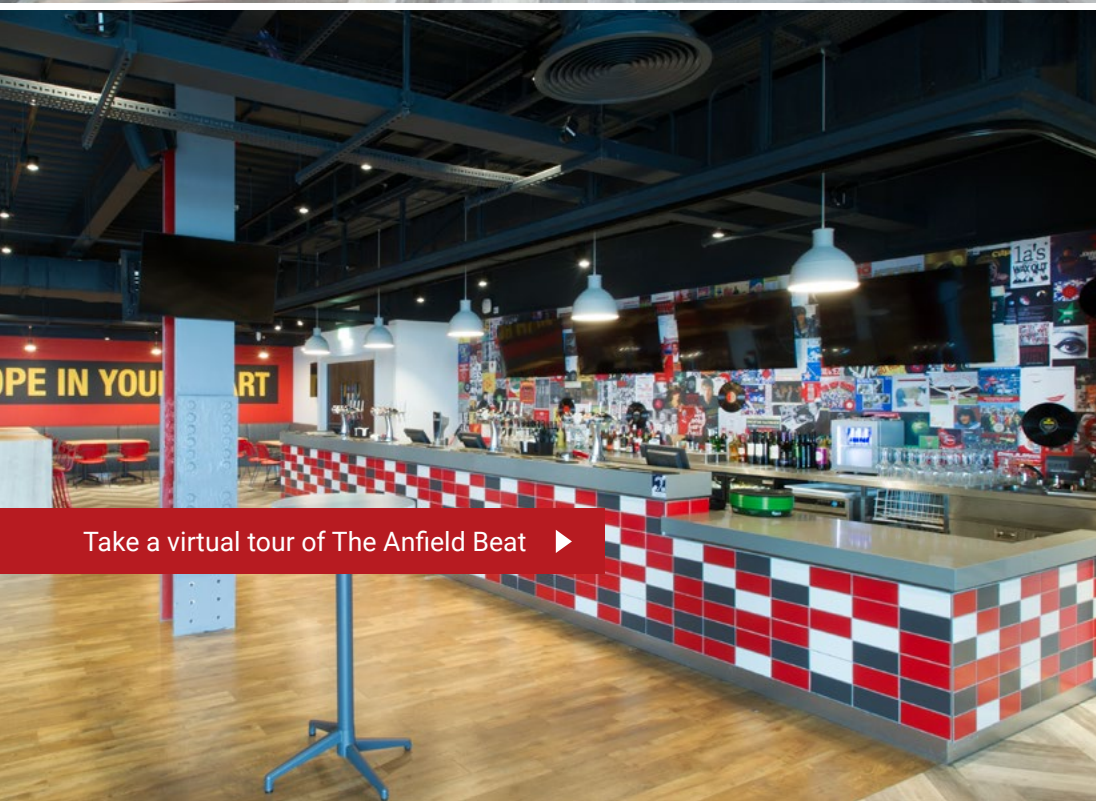
Layout	Capacity
Theatre	90
Classroom	20
Cabaret	48
U Shape	20
Boardroom	20
Buffet	110
Dinner	70
Drinks Reception	130





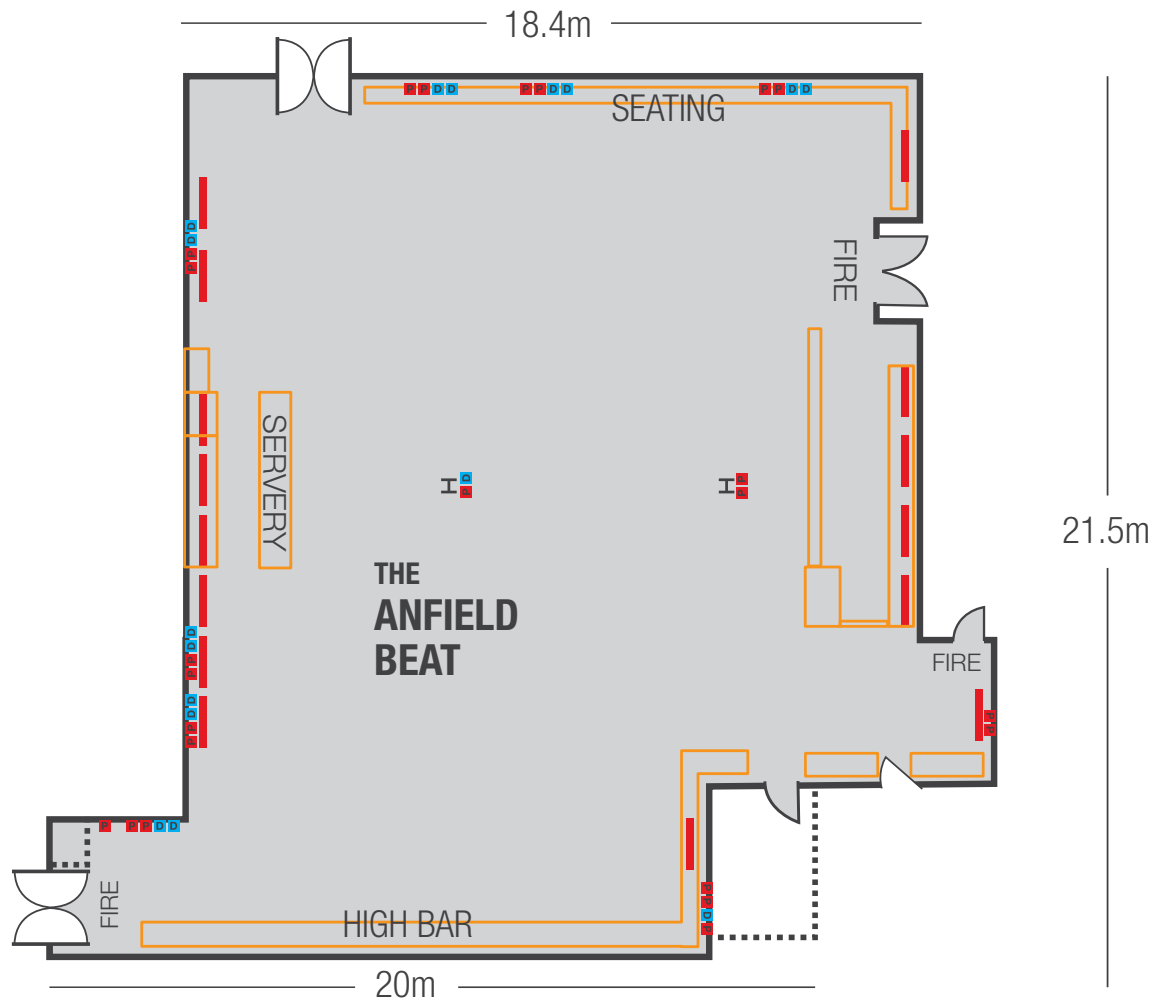
# The Anfield Beat.

Tasteful and evocative, the Anfield Beat is a celebration of Liverpool's world-renowned artistic and musical heritage and the close connections between football and songs. The lounge is the perfect setting for any event, able to host up to 300 people dependent on your needs.



Take a virtual tour of The Anfield Beat ▶

Floor Plan

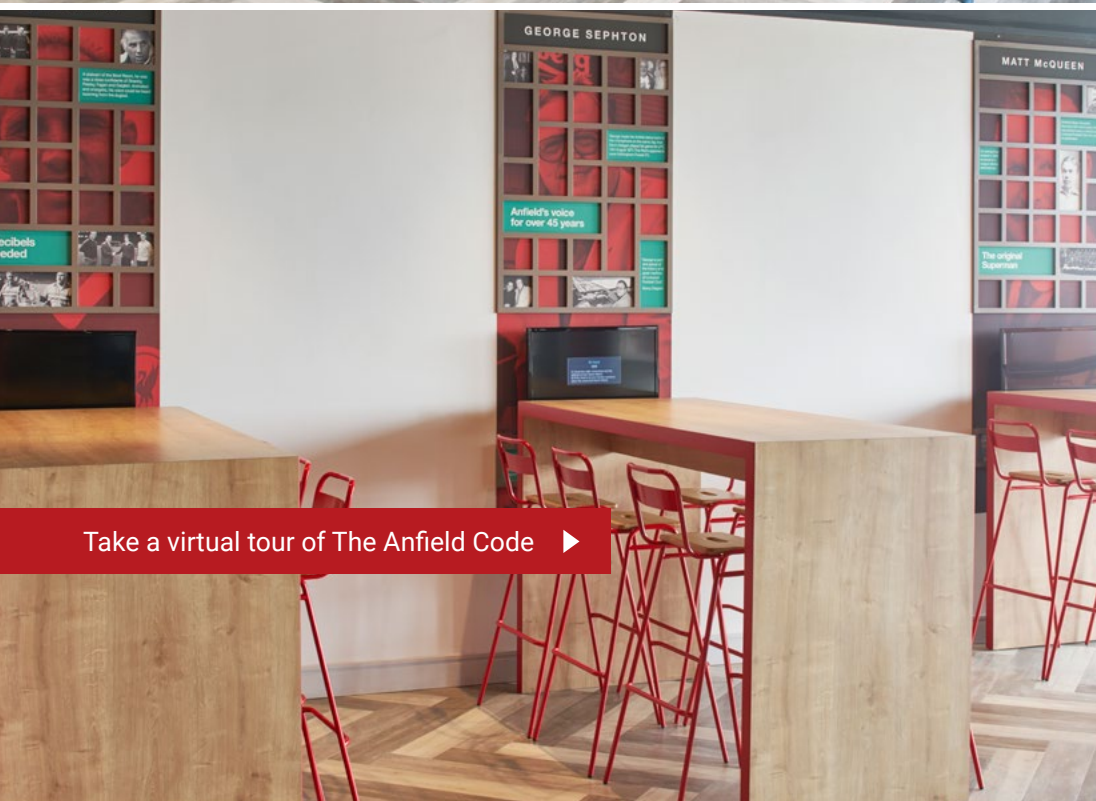


Layout	Capacity
Theatre	150
Classroom	50
Cabaret	96
U-Shape	25
Boardroom	30
Dinner	120
Buffet	300
Drinks Reception	300

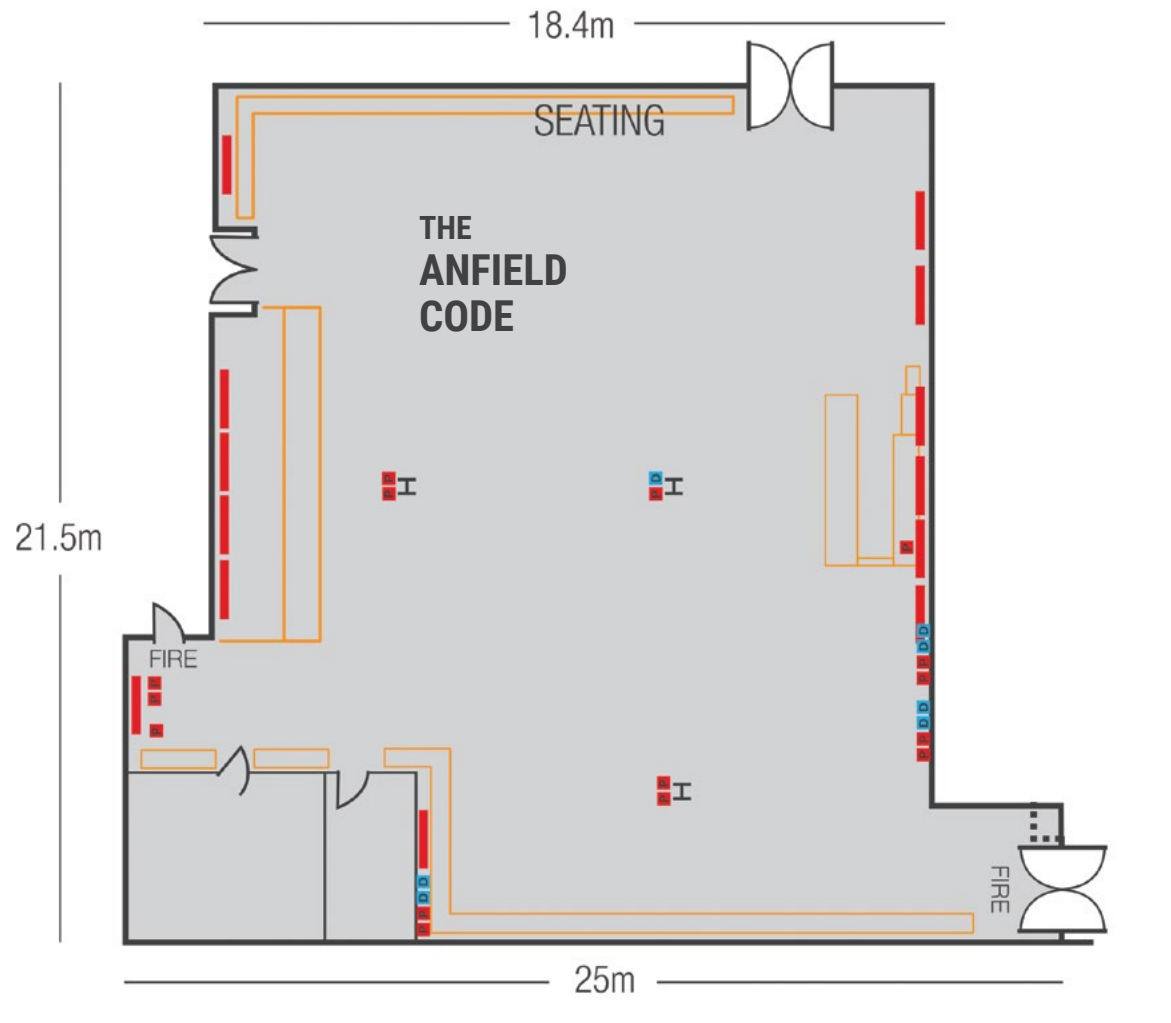


# The Anfield Code.

The Anfield Code is a stylish and sociable space. It is versatile to your needs able to host small informal meetings or larger conferences and formal dinners. The large glass front creates a light and bright atmosphere and offers views of the city of Liverpool, and on a clear day miles beyond.



Floor Plan



Layout	Capacity
Theatre	150
Classroom	50
Cabaret	96
U-Shape	25
Boardroom	30
Dinner	120
Buffet	300
Drinks Reception	300

# SIR KENNY DALGLISH STAND LOUNGES.

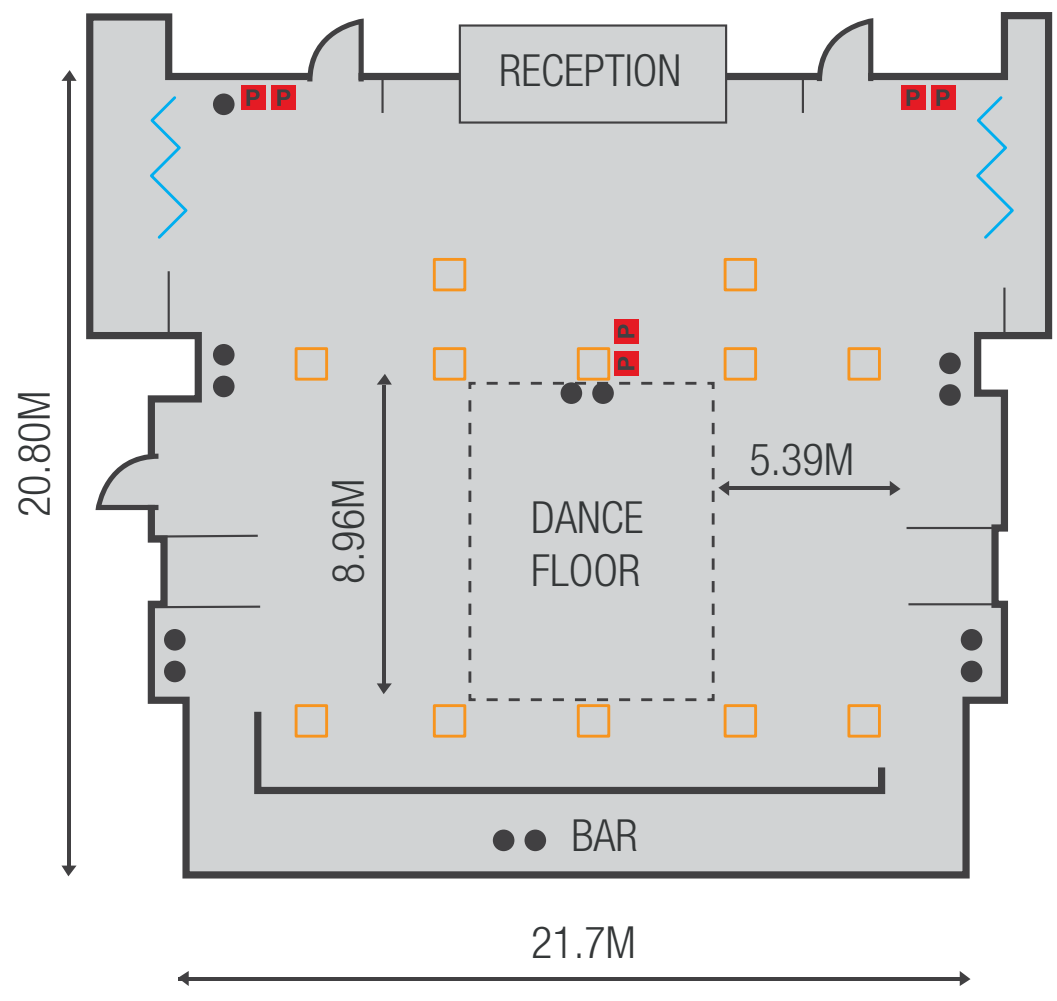
• Meetings • Conferences • Parties • Dinners • Exhibitions • Weddings



# Reds Lounge.

The Reds Lounge is easily accessible, located on the ground floor of the Sir Kenny Dalglish Stand. It is ideal for large events, conferences, exhibitions and dinners. The lounge has a friendly and informal atmosphere with a nod to the history of LFC in the lounges décor which is styled around iconic 'Reds'.

Floor Plan



Layout	Capacity
Theatre	300
Classroom	40
Lunch/Dinner	250
Drinks Reception	340
Cabaret	112

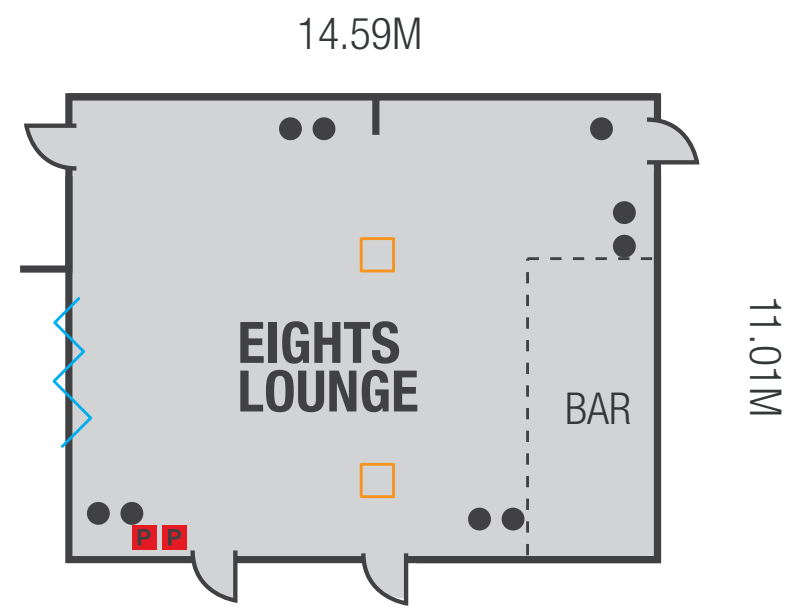
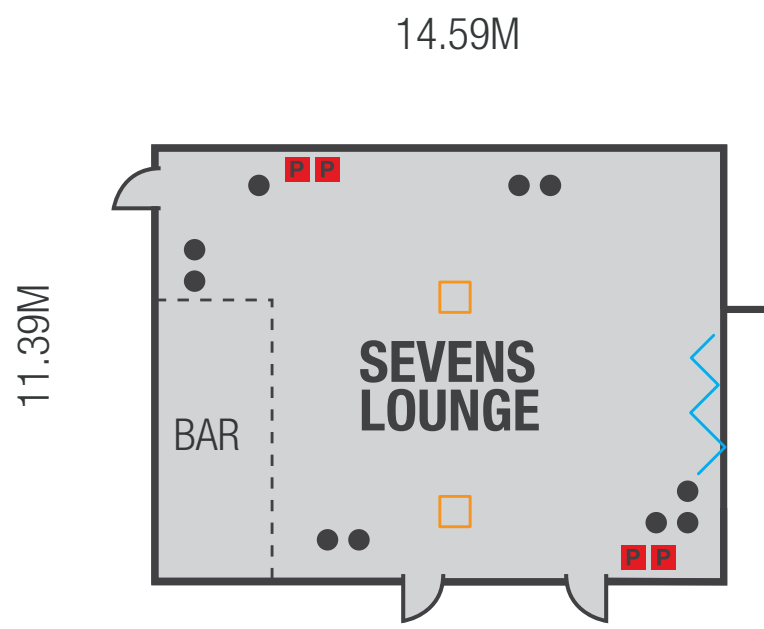


## Sevens & Eights Lounge.

Named and styled around Liverpool FC greats, including Keegan and Dalglish, who have sported the famous No.7 shirt and in honour of our former captain Steven Gerrard who sported the No.8 shirt, the Sevens and Eights Lounges are ideal for smaller meetings, conferences, exhibitions and corporate events. Both are located on the ground floor, either side of the larger Reds Lounge. These lounges work as ideal satellite rooms when booked with the Reds Lounge.







Layout	Capacity
Theatre	100
Classroom	30
Boardroom	30
U-Shape	25
Drinks Reception	80
Cabaret	48

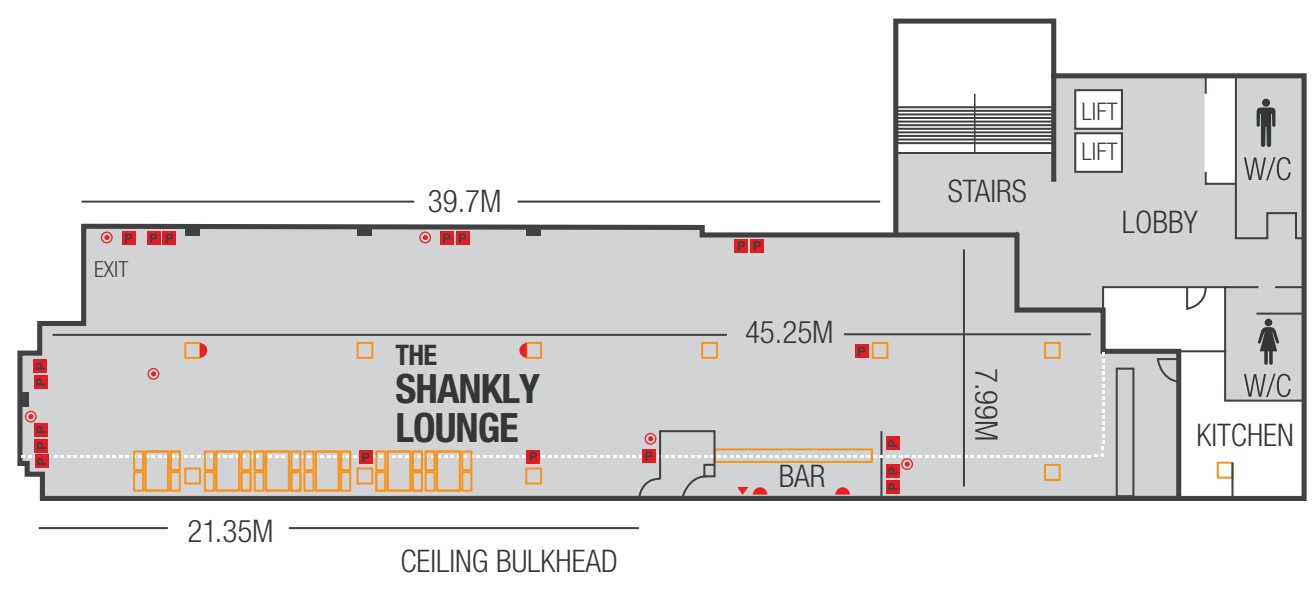


# Shanks Lounge.

Bill Shankly is arguably the most famous figure in Liverpool Football Club's illustrious history. This room showcases the achievements of the Legend himself, whilst at Liverpool FC. The Shanks Lounge is located on the second floor of the Sir Kenny Dalglish Stand. The lounge is ideal for large gatherings or informal banqueting and is fully accessible via the lifts in the Sir Kenny Dalglish Stand Reception.



Floor Plan



Layout	Capacity
Theatre	150
Dinner	200
Cabaret	120
Buffet	300
Reception	300

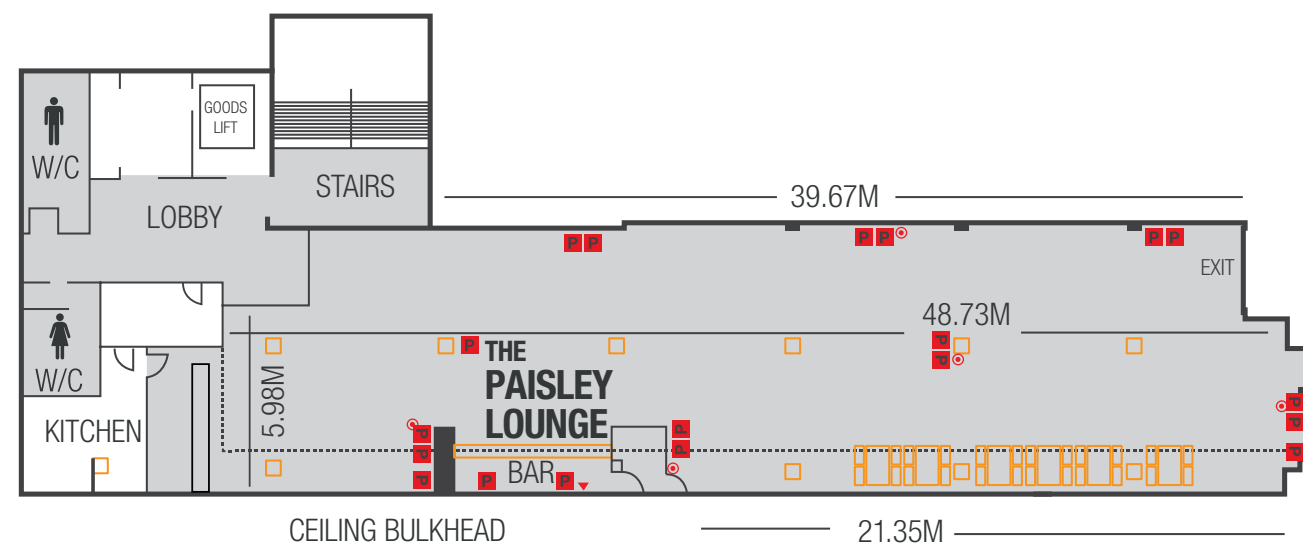


# Paisley Lounge.

Bob Paisley is Liverpool Football Club's most successful Manager to date with 20 trophies in 9 seasons. The Paisley Lounge's décor highlights the achievements of Paisley whilst at Liverpool FC; with details of the silverware he collected displayed on the walls; along with quotes from the famous manager himself. The Paisley Lounge is ideal for large gatherings or informal banqueting.



Floor Plan



Layout	Capacity
Theatre	150
Dinner	200
Cabaret	120
Buffet	300
Reception	300

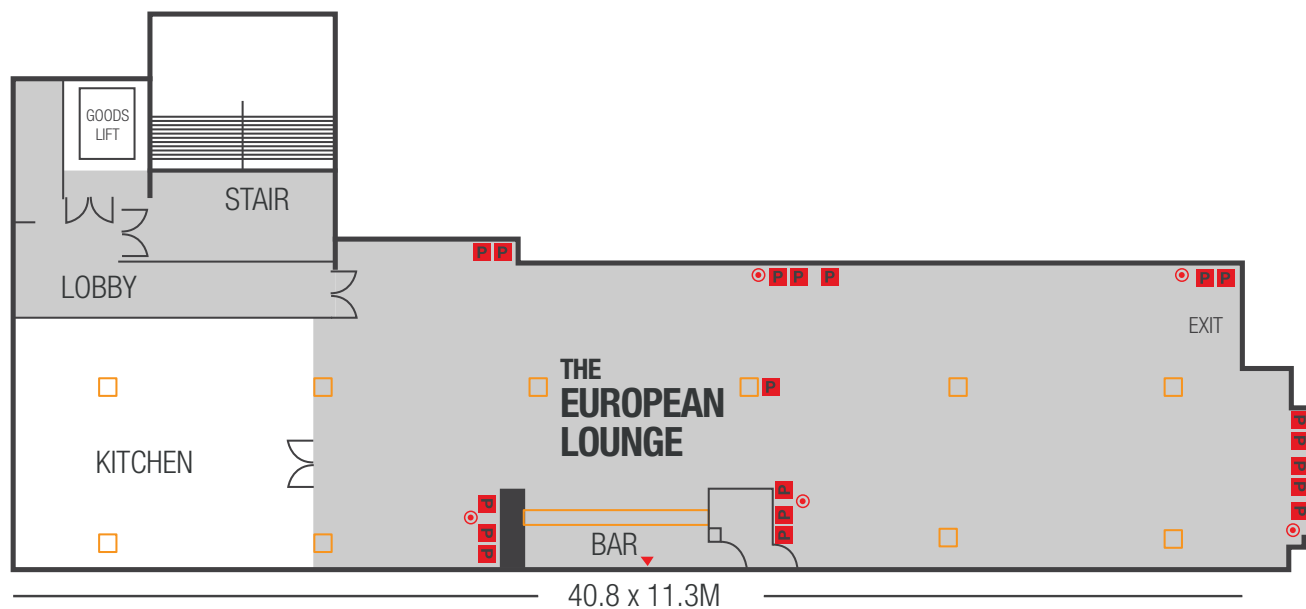


## European Lounge.

Liverpool FC is the most successful British club in European competitions, boasting 6 European Cups, 3 UEFA Cups and 3 European Super Cups. This Lounge's interior design is dedicated to the achievements of Liverpool FC throughout the years, in European competitions. The European Lounge is ideal for smaller conferences, exhibitions and events.



Floor Plan



Layout	Capacity
Theatre	150
Classroom	60
Boardroom	30
U-Shape	25
Lunch/Dinner	150
Reception	150
Cabaret	104



# Champions Lounge.

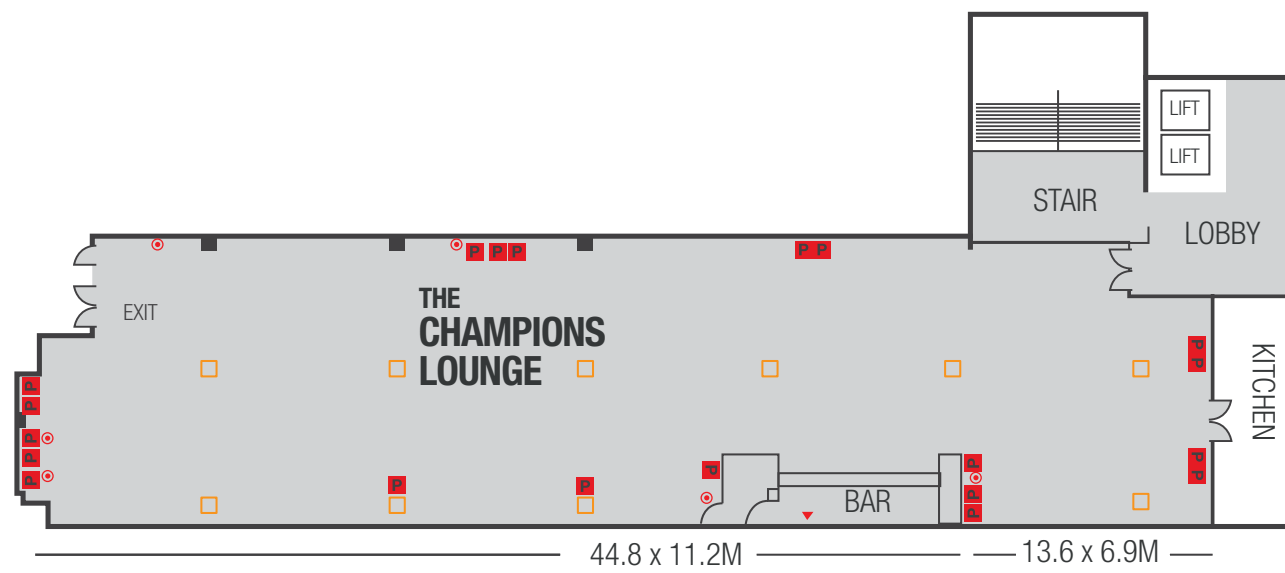
Adorned with championship achievements this room is ideal for a variety of events. Its flexibility makes it a perfect choice for conferences, meetings, exhibitions and training.

It is also an excellent venue for dinners and evening receptions, as it has a private bar and integrated dance floor. A selection of food is available from buffets to fine dining, depending on your preference.





Floor Plan

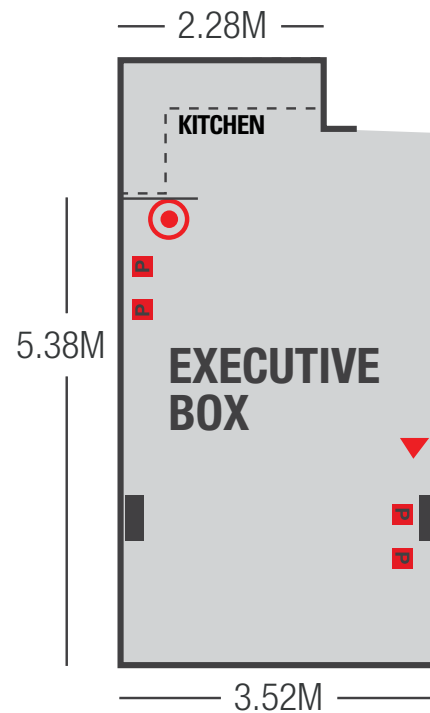


Layout	Capacity
Theatre	350
Classroom	60
Boardroom	30
U-Shape	25
Lunch/Dinner	200
Reception	300
Cabaret	160

# Executive Boxes.

We have a selection of Executive Boxes overlooking the famous Anfield pitch. Perfect for small meetings and interviews, they can also be used as syndicate rooms. All are private, self-contained and fully air-conditioned. Our boxes each have a 32 inch TV for your use.

## Floor Plan



Layout	Capacity
Boardroom	10
Lunch/Dinner	10
Drinks Reception	10



# MORE THAN JUST A VENUE.

• Matchday Hospitality • Stadium Tours & The Liverpool FC Story • Liverpool FC Legends • LFC Silverware

## More than just a venue.

Liverpool Football Club can not only offer the perfect venue, but can also help with those extra special finishing touches that will make your event stand out and create lasting memories for your guests. From hospitality packages to Stadium Tours we can offer the perfect ice breaker for your attendees.

## Matchday Hospitality.

There's something special about Liverpool Football Club, the electric atmosphere, the excitement and the passion. Extend your business event in to the evening or weekend with corporate hospitality packages to impress and entertain clients or delegates. As a matchday VIP, you'll combine the buzz of a matchday with exceptional hospitality and a feast of football, giving you and your clients a unique and memorable experience.





## Stadium Tours & The Liverpool FC Story.

Anfield may now offer new and unique facilities but it is also steeped in history. Book a Stadium Tour for the chance for your guests to explore behind the scenes, soak up the prestigious history of LFC and learn more about England's most successful Football Club.

They'll also be able to access The Liverpool FC Story, the Club's interactive museum. Here they'll see the Club's silverware on display and intriguing facts about the Club and its past players, including a chance to see The Steven Gerrard Collection, the former captain's personal collection of footballing memorabilia.





## Liverpool FC Legends.

Let us help you to arrange for an LFC Legend to attend your event. The LFC Legends have lots of experience talking to both large and small crowds; telling stories about their time at the Club and taking part in Q&A's. This is a great way to take a break from your day to day business and create a motivational atmosphere for your delegates or dinner guests.

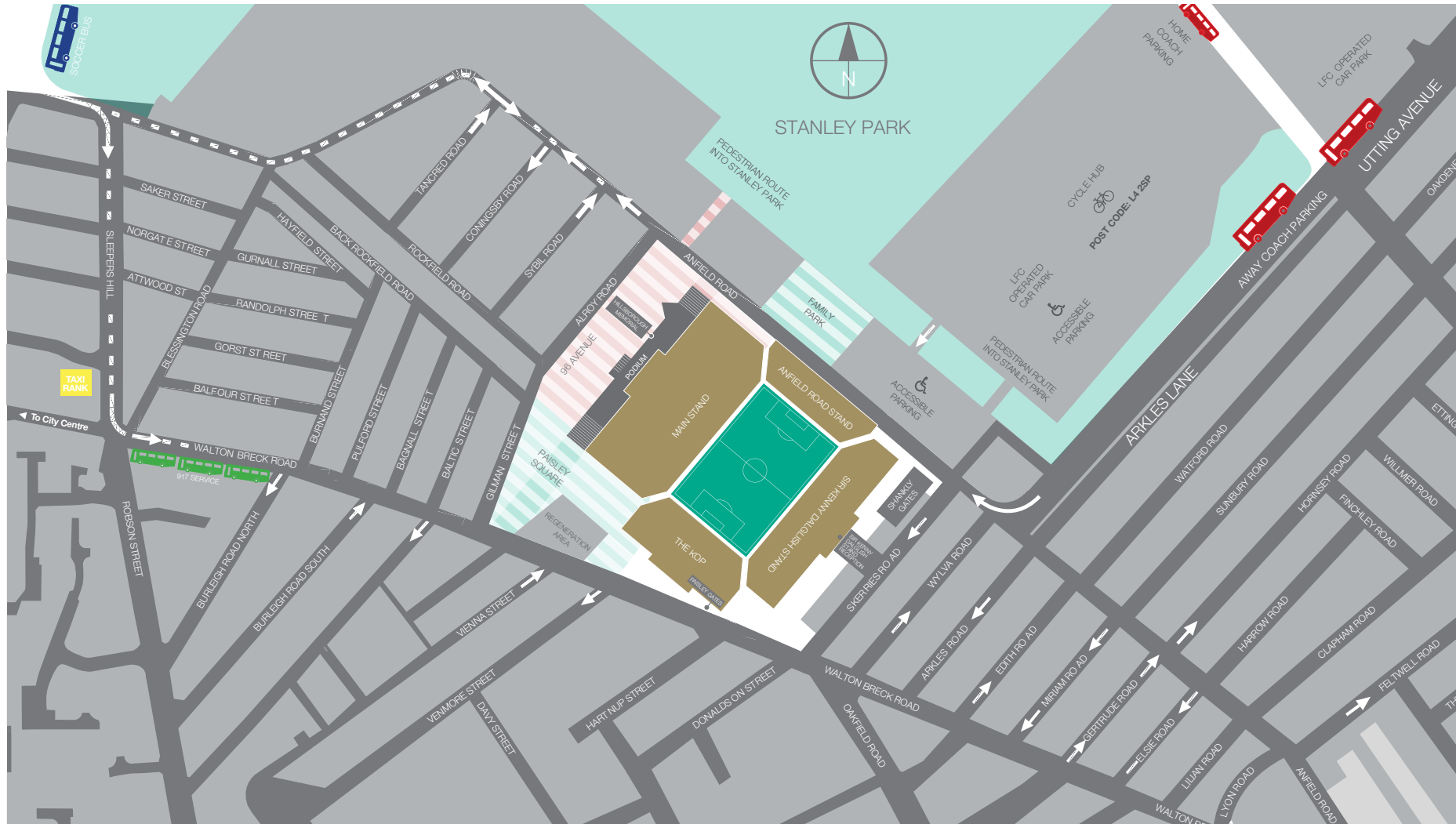


## LFC Silverware.

Create the ultimate photo opportunity with a piece of LFC Silverware at your event. You and your guests can pose with a choice from our silverware, offering the perfect memento of their time at Anfield to take away with them.

# Getting to Anfield

For up to date information on how to get to Anfield visit [www.liverpoolfc.com/travel](http://www.liverpoolfc.com/travel)



# Getting to Anfield.

If you are visiting Anfield on a non matchday, you can park in our secure car park in the Sir Kenny Dalglish Stand. The main entrance is on Walton Breck Road.

Please be aware that spaces are limited and available on a first come first served basis.



- From the North exit the M6 at junction 23, follow signs for Liverpool A58 into Walton Hall Avenue, drive past Stanley Park and turn left into Anfield Road where you will see the ground.
- From the South take the M62 to the end of the motorway turn right into Queens Drive A5058, after 3 miles turn left into Utting Avenue, after 1 mile turn left into Anfield Road where you will see the ground.
- From the East go via the Mersey Tunnel for which you will have to pay a toll, follow signs for Preston A580, you should come to Walton Lane, turn right into Walton Breck Road where you will see the ground.



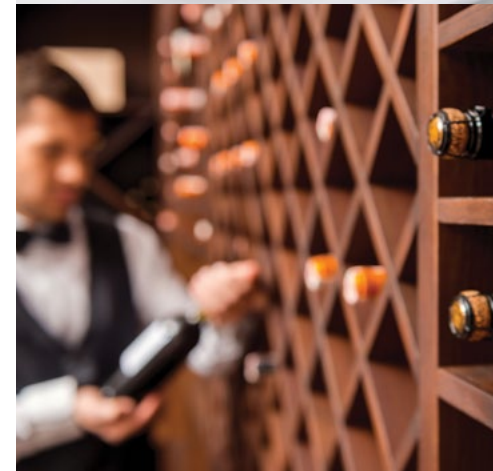
# Food for thought.

At Liverpool Football Club we are proud of the food that we produce on site and we take extra care in the sourcing of our ingredients, to ensure that our guests enjoy the best cuisine possible when visiting Anfield.

- All of our food is cooked and produced on site, by Liverpool FC chefs from our own kitchens.
- We have an allotment located just 10 minutes away from Anfield Stadium. Here we grow a wide range of produce including carrots, beans, herbs and potatoes, ensuring that all of our vegetables are locally grown.
- A beehive is also located on our allotment, where we produce our own honey to ensure that even our sweet products are produced in Liverpool.
- Urban cultivators, indoor gardening appliances, are located in our kitchens at the Stadium that grow all of our micro herbs on site.

Whatever your requirements the team at Liverpool FC will ensure that only the best ingredients goes in to the meals that you provide for your guests.

Here at Anfield we cater to all tastes and offer multi-cultural cuisine can be tailored to your specific needs. Your dedicated event co-ordinator will be happy to discuss all of your dietary requirements.



# LFC EVENTS

• Meetings • Conferences • Parties • Dinners • Exhibitions • Weddings

The Liverpool Football Club & Athletic Grounds Ltd, Main Stand, Anfield Road , Liverpool L4 0TH

Tel: +44 (0) 151 264 2222 • Email: [events@liverpoolfc.com](mailto:events@liverpoolfc.com) • Web: [liverpoolfc.com/events](http://liverpoolfc.com/events)

WALK ON