YOUR JOURNEY STARTS HERE...
ROOM DIMENSIONS

CAPACITIES

<table>
<thead>
<tr>
<th>Theatre</th>
<th>Great Hall</th>
<th>West Hall</th>
<th>Panorama Room</th>
<th>Palace Suite (PS)</th>
<th>Londerborough Room (3S)</th>
<th>Palm Courts</th>
<th>Palm Courts 2/3</th>
<th>Palm Courts 4</th>
</tr>
</thead>
<tbody>
<tr>
<td>Concert/Reception</td>
<td>1800</td>
<td>10,250</td>
<td>2,500</td>
<td>800</td>
<td>400</td>
<td>200</td>
<td>–</td>
<td>–</td>
</tr>
<tr>
<td>Theatre</td>
<td>850</td>
<td>7,000</td>
<td>2,500</td>
<td>800</td>
<td>360</td>
<td>170</td>
<td>48</td>
<td>25</td>
</tr>
<tr>
<td>Banquet</td>
<td>350</td>
<td>5,008</td>
<td>1,800</td>
<td>600</td>
<td>300</td>
<td>150</td>
<td>–</td>
<td>–</td>
</tr>
<tr>
<td>Cabaret</td>
<td>240</td>
<td>3,509</td>
<td>1,200</td>
<td>480</td>
<td>200</td>
<td>104</td>
<td>–</td>
<td>–</td>
</tr>
<tr>
<td>Classroom/Exam</td>
<td>–</td>
<td>2,000</td>
<td>1,000</td>
<td>270</td>
<td>80</td>
<td>60</td>
<td>–</td>
<td>–</td>
</tr>
<tr>
<td>Exhibition</td>
<td>–</td>
<td>4,250</td>
<td>1,850</td>
<td>750</td>
<td>400</td>
<td>60</td>
<td>–</td>
<td>–</td>
</tr>
<tr>
<td>Boardroom</td>
<td>–</td>
<td>–</td>
<td>–</td>
<td>–</td>
<td>–</td>
<td>25</td>
<td>15</td>
<td>10</td>
</tr>
</tbody>
</table>

FEATURES

- Carpeted area
- Blackout
- Natural daylight

DIMENSIONS

<table>
<thead>
<tr>
<th>Height (max)</th>
<th>13.8m</th>
<th>25m</th>
<th>10.5m</th>
<th>3m</th>
<th>3.6m</th>
<th>7.3m</th>
<th>3.6m</th>
<th>2.4m</th>
<th>2.4m</th>
</tr>
</thead>
<tbody>
<tr>
<td>Height (min)</td>
<td>–</td>
<td>14m</td>
<td>7.6m</td>
<td>–</td>
<td>–</td>
<td>–</td>
<td>–</td>
<td>–</td>
<td>–</td>
</tr>
<tr>
<td>Length</td>
<td>25.2m</td>
<td>116.6m</td>
<td>62.8m</td>
<td>50m</td>
<td>26m</td>
<td>18m</td>
<td>10.2m</td>
<td>9.5m</td>
<td>7.1m</td>
</tr>
<tr>
<td>Width</td>
<td>18.8m</td>
<td>55.11m</td>
<td>43m</td>
<td>20m</td>
<td>14m</td>
<td>12m</td>
<td>8.2m</td>
<td>5m</td>
<td>5.1m</td>
</tr>
<tr>
<td>SQM Area</td>
<td>47.4m²</td>
<td>6,426m²</td>
<td>2,700m²</td>
<td>1,000m²</td>
<td>364m²</td>
<td>216m²</td>
<td>83.6m²</td>
<td>47.5m²</td>
<td>36.2m²</td>
</tr>
</tbody>
</table>

KEY

- Upper Level
- Lower Level
- Palm Court Suites
- Great Hall Production Offices (PS)
- West Hall Production Offices (PO)
- Gracie Fields Room
- Theatre
- Theatre Roof
- Theatre Foyer
- Great Hall
- West Hall
- Panorama Room
- Rose Window
- Palm Court
- Great Hall Production Offices (PO)
- West Hall Production Offices (PO)
- Gracie Fields Room
- Theatre
- Theatre Roof
- Theatre Foyer
- Great Hall
- West Hall
- Panorama Room
### VENUE HIRE PRICES

<table>
<thead>
<tr>
<th></th>
<th>EVENT OPEN</th>
<th>BUILD DAY</th>
<th>HOURLY STAFFING* EVENT OPEN</th>
<th>HOURLY STAFFING* BUILD DAY</th>
</tr>
</thead>
<tbody>
<tr>
<td>Theatre</td>
<td>£10,300</td>
<td>£5,000</td>
<td>£260</td>
<td>£80</td>
</tr>
<tr>
<td>Great Hall</td>
<td>£26,000</td>
<td>£20,000</td>
<td>£570</td>
<td>£160</td>
</tr>
<tr>
<td>West Hall</td>
<td>£15,000</td>
<td>£10,000</td>
<td>£430</td>
<td>£135</td>
</tr>
<tr>
<td>Panorama Room</td>
<td>£3,700</td>
<td>£2,500</td>
<td>£320</td>
<td>£110</td>
</tr>
<tr>
<td><strong>BREAKOUTS</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Palace Suite</td>
<td>£2,000</td>
<td>£1,200</td>
<td>£120</td>
<td>£33.50</td>
</tr>
<tr>
<td>Londesborough Room</td>
<td>£1,350</td>
<td>£900</td>
<td>£120</td>
<td>£33.50</td>
</tr>
<tr>
<td><strong>OUTDOOR BREAK OUT SPACE</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Terrace</td>
<td>£2,100</td>
<td>£2,000</td>
<td></td>
<td></td>
</tr>
<tr>
<td>1.500 m² of hard standing area</td>
<td>£2,600</td>
<td>£2,000</td>
<td></td>
<td></td>
</tr>
<tr>
<td>1.500 m² of grassed area</td>
<td>£2,600</td>
<td>£2,000</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

*Staffing prices are based on a private corporate event. Subject to your risk assessment and floor plans. Additional staffing charges may apply. All staffing rates need to be based on a minimum of 6 hours and all staff need to be booked one hour prior and one hour post event open.

- Room hire is based on a maximum of 12 hours per build and event day (subject to requirements and room)
- Non-exclusive use of Palm Court and East Court for registration and/or additional catering area
- Complimentary WiFi
- 1,200 parking spaces on site
- Assigned Event and Catering manager

**Bespoke packages are available. All prices quoted are exclusive of VAT and subject to change.**
CONFERENCES

DDR package 1
Spaces: Great Hall / West Hall / Panorama Room / Palace Suite and Londesborough Room
Minimum of 60 delegates, subject to minimum room numbers
Our full day DDR starts from £58 plus VAT per person and includes:
- Hall hire (access up to 12 hrs)
- Use of Palm Court for your registration and catering
- 3x servings of tea / coffee
- Selection of bacon, sausage or egg baps
- Mini baps
- Traditional working lunch
- Biscuits and cake selection
- Mineral water
- Selection of bacon, sausage or egg baps
- Mini baps
- Hall hire (access up to 12 hrs)
- Use of Palm Court for your registration and catering
- 3x servings of tea / coffee
- Selection of bacon, sausage or egg baps
- Mini baps
- Traditional working lunch
- Biscuits and cake selection
- Mineral water
- Selection of bacon, sausage or egg baps
- Mini baps

Upgrade package (only available for West Hall events)
Build day and AV package from £15,000 plus VAT and includes:
- Day prior of the event for build (access up to 12 hours)
- Staffing on build day as required by the venue
- AV package – staging, projector and screens, PA system

Add Ons:
- Breakfast baps (bacon, sausage or egg) - £5.95 each
- Pastries - £2.10 each
- Biscuits - £0.70 each
- Post-event drinks reception - 45 minutes of unlimited bottled beers, house wine and soft drinks - £8.20 per person
- Post-event canapés – choice of 6 canapés - £14.50 per person

DDR package 2
Spaces: Victorian Theatre
Minimum numbers: 220 delegates
Our full day DDR starts from £63 plus VAT per person and includes:
- Theatre hire (access up to 12 hrs)
- Theatre foyer
- Non-exclusive use of East Court for registration, catering area
- 3x servings of tea / coffee
- Selection of bacon, sausage or egg baps
- Mini baps
- Hall hire (access up to 12 hrs)
- Use of Palm Court for your registration and catering
- 3x servings of tea / coffee
- Selection of bacon, sausage or egg baps
- Mini baps

Add Ons:
- Breakfast baps (bacon, sausage or egg) - £3.95 each
- Pastries - £2.10 each
- Biscuits - £0.50 each
- Post-event drinks reception - 45 minutes of unlimited bottled beers, house wine and soft drinks - £8.20 per person
- Post-event canapés – choice of 6 canapés - £14.50 per person
Package 1
Spaces: Great Hall / West Hall / Panorama Room
Palace Suite and Londesborough Room
Minimum of 50 delegates, subject to minimum room numbers

Our Banqueting packages start from £78 plus VAT per person and includes:
• Hall hire (access up to 12 hours)
• Use of Palm Court for your drinks reception
• 45 minutes drinks reception (beers, wine and soft drinks)
• 3 course banquet
• ½ bottle of house wine
• Tea, coffee and mints
• Staffing as required by the venue

Upgrades:
• Drinks packages available from £8.20 per person
• Canapés reception from £14.50 per person

Package 2
Spaces: Victorian Theatre
Minimum numbers: 220 guests

Our Banqueting packages start from £89 plus VAT per person and includes:
• Theatre hire (access up to 12h)
• Exclusive Theatre foyer
• Non-exclusive use of East Court for registration, catering area or drinks reception
• 45 minutes drinks reception (beers, wine and soft drinks)
• 3 course banquet
• ½ bottle of house wine
• Tea, coffee and mints
• Lighting and Sound
• Assigned event and catering manager
• Staffing as required by the venue

Upgrades:
• Drinks packages available from £8.20 per person
• Canapés reception from £14.50 per person
TEAM AWAY DAYS

In addition to our 9 event spaces the venue also boasts 196 acres of parkland and on site activities including our ice rink, pitch and putt, boating lake and a Go Ape. A great setting for any team away days!

Team away day
£58 plus VAT per person
Minimum 100 people

Package includes
• Room hire
• Staffing as required by the venue
• Projector and screen
• BBQ or bowl food lunch on the terrace
• 1 onsite activity – ice skating, boating or pitch & putt

Optional add on
• Team Build Activity setup and managed by GOTO Events – Escape Rooms, Crystal Challenge, CSI Experiences, The Apprentices.
• Price Start from £35pp plus VAT based on minimum numbers of 100 and reduced to £30pp plus VAT for groups of 250+

Summer party
£63 plus VAT per person
Minimum 150 people

Package includes
• Room Hire or outdoor Field dry hire
• Staffing as required by the venue
• Pimms reception on the Terrace
• BBQ or Bowl food lunch on the Terrace
• Strawberries and cream

Optional add on
• Team Build Activity setup and managed by GOTO Events – Escape Rooms, Crystal Challenge.
• Price Start from £35pp plus VAT based on minimum numbers of 100 and reduced to £30pp plus VAT for groups of 250+
Kerb party
£89 plus VAT per person
Minimum 250 people

Package includes
• Room or Outdoor Field Hire
• 3 medium items of savoury street food and 1 item of sweet street food per guest from a selection of street food traders
• A 5-hour unlimited drinks package to include beer, wine and soft drinks
• All staff to prep, cook and serve from the street food stalls / vans
• All bar staff and bar equipment
• KERB’s on-site management for the duration of the event
• Staffing as require by the venue

You can always expect exceptional food, drink and professional event support when you work with KERB. Treat your guests to the best party food in town when hosting your event at Ally Pally!

Alana Buckley, Head of Events at KERB
An extensive list of all menus can be provided by the Alexandra Palace catering team on request.

**Taste of Ally Pally – in house:**

<table>
<thead>
<tr>
<th>Menu</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>3 course banquet</td>
<td>£55.00</td>
</tr>
<tr>
<td>2 course banquet</td>
<td>£45.00</td>
</tr>
<tr>
<td>BBQ menu</td>
<td>£26.00</td>
</tr>
<tr>
<td>Tea/coffee</td>
<td>£3.50</td>
</tr>
<tr>
<td>Tea/coffee/biscuits</td>
<td>£4.25</td>
</tr>
<tr>
<td>Traditional working lunch</td>
<td>£13.95</td>
</tr>
<tr>
<td>Finger buffet - seven items</td>
<td>£17.95</td>
</tr>
<tr>
<td>Fork buffet - two main dishes</td>
<td>£14.95</td>
</tr>
<tr>
<td>Fork buffet - three main dishes</td>
<td>£18.95</td>
</tr>
<tr>
<td>4 bowl foods</td>
<td>£19.60</td>
</tr>
<tr>
<td>Breakfast Baps</td>
<td>£3.95</td>
</tr>
<tr>
<td>6 canapés per person</td>
<td>£14.50</td>
</tr>
<tr>
<td>8 canapés per person</td>
<td>£23.50</td>
</tr>
</tbody>
</table>

All prices quoted are plus VAT.
IN HOUSE CATERING SAMPLE MENU

Starter
Duck carpaccio with thai asparagus, red cabbage mousse and plum sauce
Baked tomato galette with goats cheese, olive tapenade and pumpkin seed

Main
Slow cooked rib of beef, red wine jus, dauphinoise potatoes, baby spinach and heritage carrots
Celeriac and wild mushroom bouchees in a creamy tarragon sauce

Dessert
Rhubarb, pear, walnut and ginger crumble tart, with crème anglaise

Fork Buffet
Beef in Guinness casserole with herb scone
Rosemary braised leg of lamb with seasonal veg
Char grilled salmon, chinese leaf, bok choy and bean shoots
Lemon Sole veronique
Pumpkin and sage cannelloni with savoy cabbage and tarragon cream
Mushroom ravioli, mascarpone, pesto and shaved parmesan

Canapé’s
Mini venison wellington with a cranberry compote
Carpaccio of scotch beef on toasted brioche with beetroot compote
Seared scallops with pea puree on a chorizo blini
Thai marinated tiger prawns with honey and ginger yoghurt
Wild mushroom and celeriac bouchees
Whipped goats cheese with cranberry and basil jam

THE CHOSEN ONES

Ampersand Events
Richard Meyer
General Manager
020 3866 1865
richard.meyer@ampersandevents.co.uk
www.ampersandevents.co.uk

Bubble Food
Kathryn Pearce-Price
Event Sales Manager
020 7703 2653
kathryn@bubblefood.com
www.bubblefood.com

Kerb
Alana Buckley
Head of Events
07726 447 403
alana@kerbfood.com
www.kerbfood.com

Moving Venue
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Event Sales Executive
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greatfood@movingvenue.com
www.movingvenue.com

By Word of Mouth
Rick Perry
Director
020 8871 9566
rick@bywordofmouth.co.uk
www.bywordofmouth.co.uk

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Kerb
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Director
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rick@bywordofmouth.co.uk
www.bywordofmouth.co.uk
Subject to the event profile, additional security may be required and will need to be booked through Alexandra Palace and paid for by the Client. In order to provide an accurate quote the Client is required to provide additional information including artist performing, an event profile, method statement, and risk assessments.

For electrical connections and electrical standby cover, please refer to our Electrical Rate Card.

All artists performing at the event need to be agreed and approved by Alexandra Palace.

If a police presence is required at the event, all costs are to be covered by the Client.

Shuttle Bus Hire (if required) is an additional charge of £750+VAT per 52 seater shuttle for an 8 hour period.

All production, decoration and entertainment is the responsibility of the Client. This includes stage, acoustic draping, PA, lighting, crowd control barriers and carpet. Alternatively Alexandra Palace can create a bespoke quote. Please forward a detailed production brief to your Account Manager.

Carpet can be supplied and the following fees apply: Great Hall from £15,500 West Hall from £6,500.

Outback Rigging must facilitate all rigging points. Your production company can contact Outback Rigging directly on 020 8993 0066.

The Client agrees to provide ticket sale numbers to PRS. All PRS or PPL charges are to be covered and paid for by the Client. (PRS estimate is 3% of net box office ticket sales.)

Insurance cover to be supplied on written confirmation of your event. Public liability insurance up to the value of £10 million will need to be provided by the Client.

The profile of the event, event management plan, risk assessment, fire risk assessment and floor plan will need to be provided at least 12 weeks prior to the event date. A Health and Safety Officer may need to be hired in by the Client.

Holding Monies will be required prior to the event and these will be held against any final services or damages. Monies will be refunded (if not required) 14 days after the event. All monies are required prior to tenancy. A payment schedule will be agreed with your Account Manager.

10% commission is paid on NET pre-contracted hall hire and catering only.

Should you choose a preferred caterer, all your negotiations with regards to food and beverages will be with your chosen partner caterer and a separate contract will need to be arranged directly. Alexandra Palace accepts no liability.

All prices quoted in this document are exclusive of VAT and subject to change without prior notice.

No contract is deemed to be formed between either party, until a signed contract is returned.

Car parking charges may apply from 2020, subject to a consultation process and Board approval.