



The arena for your next event.
Impress your guests with the perfect location.



Turn your guests into fans.

Do you have to love football in order to be thrilled by the Allianz Arena? Hardly. This place gives you goose bumps even when the stands and the pitch are empty – or especially then. One of the most famous stadiums in the world is open to you, for whatever event you can imagine.

And perhaps even for events that you may never have imagined possible.

Let us show you, that the only limits are those set by your imagination.



Fans must be thrilled.

Whether for 70,000 football fans or 10 of your best customers, a Champions League match or a conference, whether your personal VIP box or kiosk – Arena One ensures that the thrill lasts. Draw on the excitement of one of Bavaria's most popular venues to boost attendance and create an event like no other.





Your pitch
for the next event.

Think outside the box, and imagine your next team training will take place in the Allianz Arena. Launch your new product in our new designed Business Club, providing 3,000 sqm of flexible function space to accommodate all of your business needs. And even a simple workshop is so

much more inspiring when it takes place in a skybox above the holy ground. Whether you wish to exhibit, confer, train, dine, meet or conduct a workshop ... avail of the Allianz Arena – in whole or in part. Whatever you desire.



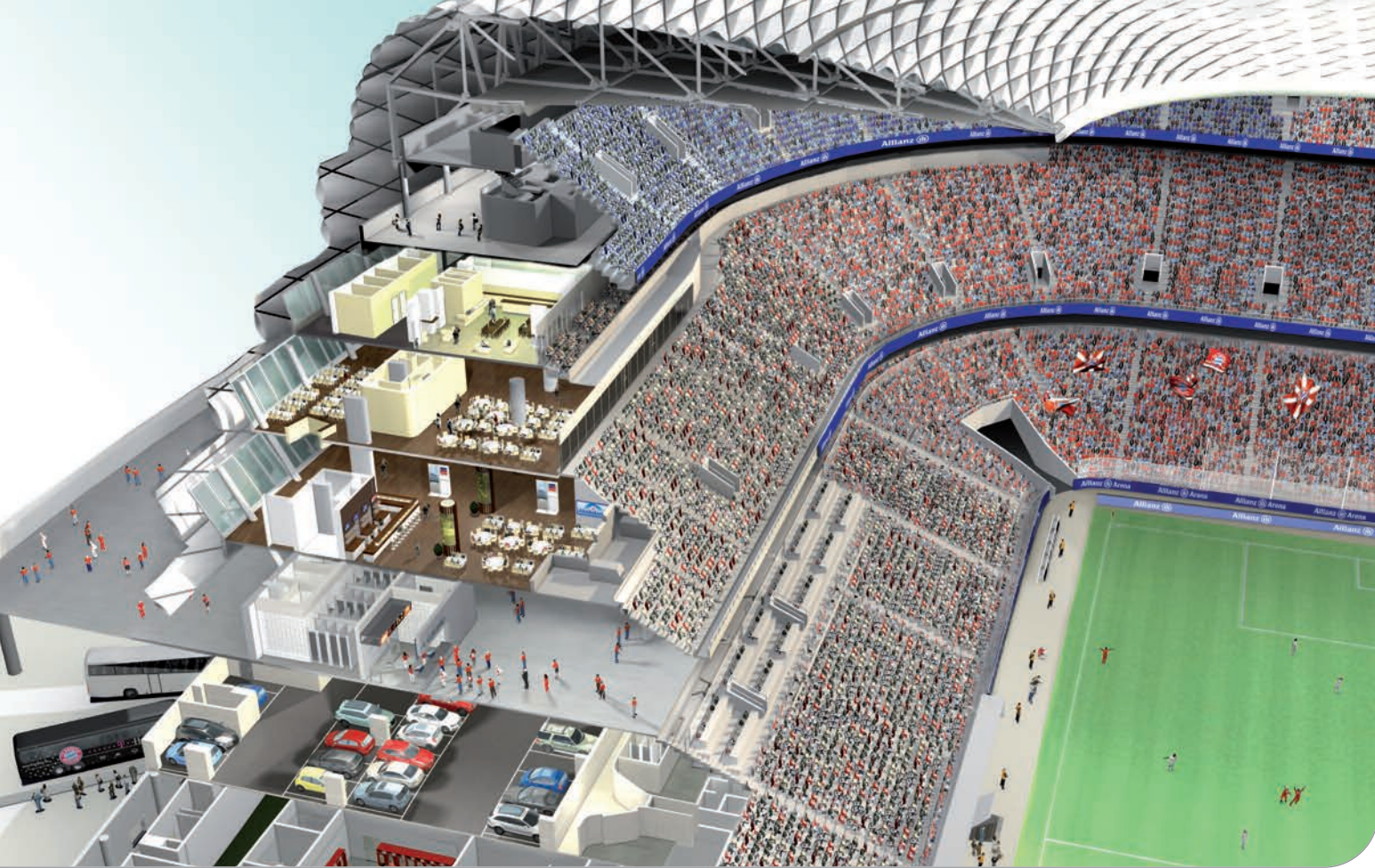
We'll take care of things ...



You have decided: Let's do it in the Allianz Arena. From now on everything is easy. Just relax and let us take care of things. Your personal contact will look after everything. Services range from "You already have a rough idea"

to "You know exactly what you want". At the end of the day you will all have a broad smile on your faces. Because it all went as smoothly as silk.





Loads of room for every kind of fun.

From cosy and small to generously relaxed – in hard figures: whether two or 2,000 guests, in the Allianz Arena you will always find a suitable space. And the perfect atmosphere is all-included.

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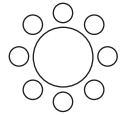
SEATING

Level	Room	Size in m ²	Rows	Banquet	Parliamentary <small>Maximum capacity</small>	Bar tables	U-shape
0	Press club & foyer	500	180	–	–	–	–
0	Mixed zone	467	250	150	90	250	–
3	Sponsors' lounge	1,840	250	400	150	500	–
3	FC Bayern Erlebniswelt	3,163	100	250	–	350	–
3	Event area at FCB Erlebniswelt	250	80	80	40	100	30
4	Business club	3,163	300	2,180	150	–	–
4	Honorary guest area	186	–	100	–	–	–
5	Event box 1	228	90	104	40	104	30
5	Siemens Cooking Lounge	157	30	50	15	50	16
5	Event box 3	212	90	90	36	90	30
5	Event box 4	166	40	70	20	70	20
5	Event box 5	166	50	50	25	60	20
5	Event box 6	212	90	90	40	90	30
5	Event box 7	157	50	50	25	50	20
5	Event box 8	228	100	100	40	100	40
5	Event boxes 7 + 8	385	150	180	70	200	60
5	Executive Lounge	217	–	–	–	80	–
5	Outer foyer B	160	80	80	40	100	30
5	Outer foyer C	214	80	80	40	100	30
5	Outer foyer D	214	80	80	40	100	–
5	Outer foyer E	228	100	100	50	120	30
5	E.ON Event box	45	20	24	12	–	14
5	Boxes	30–40	–	13–15	–	–	–

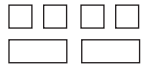
Rows



Banquet



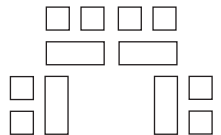
Parliamentary



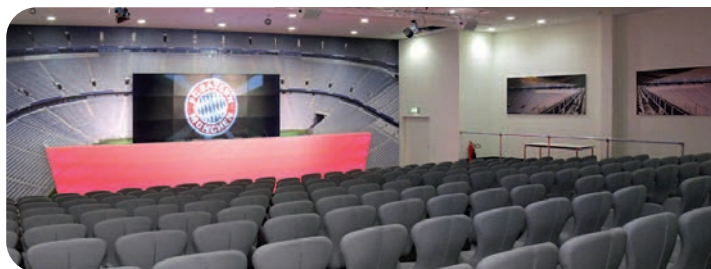
Bar tables



U-shape



Levels 0–3: no view of the stadium interior
 Level 4: view of the stadium interior
 Level 5: event boxes & sky boxes with a view of the stadium interior, outer foyers with a view of the exterior stadium cladding



Press Club



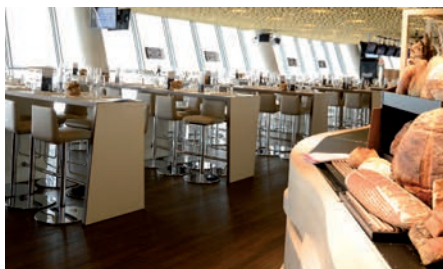
Mixed Zone



Sponsors' Lounge



FC Bayern Erlebniswelt



Business Club



Event Boxes



Siemens Cooking Lounge



Executive Lounge



Outer Foyer



Boxes



Impressions & insights.







We are there for you.

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