



ALEXANDRA  
PALACE

# BE PART OF OUR HISTORY



1873-Forever  
CORPORATE EVENT BROCHURE



# Why Hire Ally Pally?

Alexandra Palace – the ‘People’s Palace’ – is run by a charity for the benefit of everyone. Every pound we make supports our work to care for and restore the Park and Palace and deliver our cultural, leisure and learning programmes, that are enjoyed by millions of people each year.

Booking with us directly supports this work, as well as our 10-year vision to become a sustainable home for all that we do. A place where everyone can experience inspirational culture, world-class entertainment, unique heritage, life-enriching educational opportunities and restorative green space. Forever.

## Proud winners of



Platinum status  
by Attitude is  
Everything



Best Programming  
at the AAA awards  
2024



Event venue of the year  
at Event Production  
awards 2025



“

Having these kinds of  
free opportunities is so  
important. Particularly  
creatively. This has  
opened my mind to a  
whole new world

”

Member of the  
Alexandra Palace  
Young Creatives Network



A look back  
in time



Alexandra Palace opened but tragically  
burned to the ground 16 days later

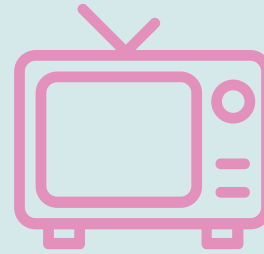
1873

The new Alexandra  
Palace reopens

1875

**We've been  
entertaining people  
for over 150 years...**

**FIRST REGULAR  
TELEVISION  
BROADCAST IN  
1936 BY THE BBC**



**HOME OF  
THE BBC  
CONCERT  
ORCHESTRA**



**HOSTED GREAT ARTISTS INCLUDING  
LED ZEPPELIN  
THE WHO  
THE ROLLING STONES  
FLORENCE + THE MACHINE  
COLDPLAY**



**HOME OF  
THE WORLD  
DARTS  
CHAMPIONSHIP  
SINCE 2008**



**HOME OF  
LATER...  
WITH JOOLS  
HOLLAND**



**HOME OF  
HARINGEY  
MUSIC  
SERVICE**



**196 ACRES OF  
PARK WITH THE  
MOST  
OUTSTANDING  
VIEWS OF  
LONDON**



**First aerial  
photograph taken  
1882**

**Dr Barton and his  
airship built in grounds  
1888**

**Underwater feats in  
a crystal water tank  
1888**

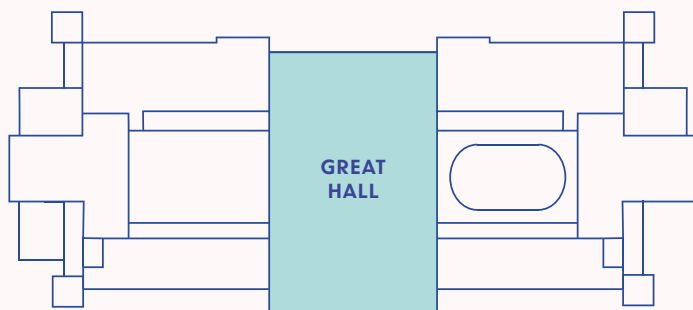


# Great Hall



## GREAT HALL BANQUET

### FLOORPLAN



### GREAT HALL PRICES

EVENT OPEN	£27,000
BUILD DAY	£22,000
HOURLY STAFFING* EVENT OPEN	£743
HOURLY STAFFING* BUILD DAY	£220

\*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)
- Palm Court as your main entrance
- Complimentary public Wifi
- Assigned Event and Catering manager
- Catering packages available on request

All prices quoted are exclusive of VAT and subject to change. Get in touch with your account manager to enhance your event.

For full capacities click [here](#).

Colonel Cody's  
Wild West Show  
1898

Dolly Shepherd's  
parachute jump  
1906

Percy Henri's  
New Pavilion  
1910



# Great Hall

“  
Everyone was  
in complete awe of  
the event and more  
importantly,  
the venue  
”

LSE

CORPORATE EVENTS

Building used as chapel, hospital  
and internment camp during WWI  
1914

Scout Rally  
1922

Shakespeare  
Festival  
1925



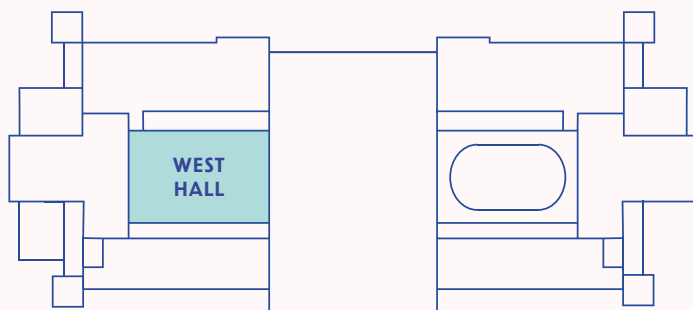
# West Hall

“There’s nothing quite like the magic of Ally Pally”

BBC Sport

## MOSCONI CUP

### FLOORPLAN



### WEST HALL PRICES

EVENT OPEN	£17,000
BUILD DAY	£12,000
HOURLY STAFFING* EVENT OPEN	£535
HOURLY STAFFING* BUILD DAY	£208

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- Room hire is based on a maximum of 12 hours per build and event day (subject to requirements and room)
- Palm Court as your main entrance
- Complimentary public Wifi
- Assigned Event and Catering manager
- Catering packages available on request

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For full capacities click [here](#).

Gracie Fields produces out  
of Alexandra Palace Theatre  
1928

World’s first high-definition public  
broadcast from the BBC Studios  
1936





# West Hall



## WEST HALL BANQUET



## WORLD DARTS CHAMPIONSHIP

The first dedicated children's  
programme Muffin the Mule  
1946

All night festival  
of jazz  
1962

World Darts  
Championship is hosted  
1963



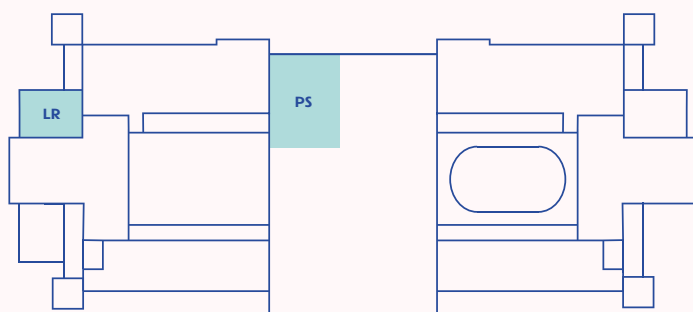
# Break Out Spaces

“The venue, with its perfect configuration of space, both internal and external, coupled with its team of ‘can do’ people made working there an absolute joy

Bauer Media Awards

## LONDESBOROUGH ROOM

### FLOORPLAN



### BREAKOUT ROOM PRICES

#### LONDESBOROUGH ROOM (LR)

EVENT OPEN	£1,500
BUILD DAY	£900
HOURLY STAFFING* EVENT OPEN	£147
HOURLY STAFFING* BUILD DAY	£66

#### PALACE SUITE (PS)

EVENT OPEN	£2,500
BUILD DAY	£1,500
HOURLY STAFFING* EVENT OPEN	£147
HOURLY STAFFING* BUILD DAY	£66

- Room hire is based on a maximum of 12 hours per build and event day (subject to requirements and room)
- The Palace Suite is located on the lower level, access via the rear of The Great Hall and West Hall

\*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.

All prices quoted are exclusive of VAT and subject to change.

(ONLY AVAILABLE WHEN HIRING THE WEST HALL OR GREAT HALL)

For full capacities click [here](#).

BBC Two launched  
1964

The Rolling  
Stones play  
1964

14 hour  
technicolor dream  
1967



# Theatre



## THEATRE BANQUET

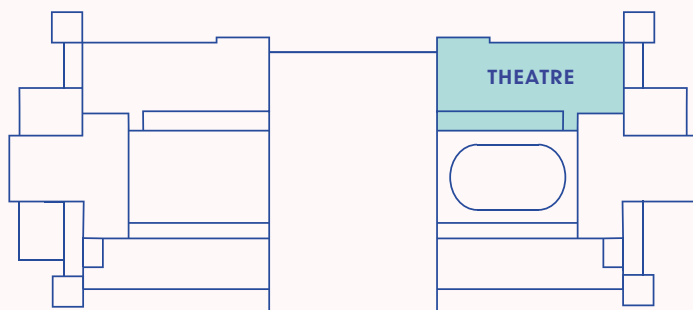
“

If I could've built the set of my dreams from scratch, that's what it would look like

”

Simone Rocha,  
Designer

## FLOORPLAN



## THEATRE PRICES

EVENT OPEN	£11,000
BUILD DAY	£6,500
HOURLY STAFFING* EVENT OPEN	£332
HOURLY STAFFING* BUILD DAY	£108

\*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 hire of the East Court for registration and/or additional catering area
- Complimentary public Wifi
- Assigned Event and Catering manager
- Catering packages available on request

All prices quoted are exclusive of VAT and subject to change.

For full capacities click [here](#).

Open University moves  
into the BBC Studios  
1970

Black Sabbath play  
1973

Capital Radio  
Jazz Festival  
1975



# Theatre

LONDON SQUASH CLASSIC



BANQUETING



THEATRE FOYER



## THE EARTHSHOT PRIZE

THE EARTHSHOT PRIZE AWARDS



Rock Against Racism  
1979

Beat the  
Blues Festival  
1980

BBC departure  
1982



# Room Capacities

## MAIN SPACES

CAPACITIES	THEATRE	GREAT HALL	WEST HALL
Reception	1000	10,250	2,500
Theatre	850	7,000	2,500
Banquet	300	5,000	1,800
Cabaret	240	3,500	1,200
Classroom / Exam	-	2,000	1,000
Exhibition	-	4,250	1,850
SQM Area	474m <sup>2</sup>	6,426m <sup>2</sup>	2,700m <sup>2</sup>

## BREAKOUT SPACES

ONLY AVAILABLE WHEN HIRING THE WEST HALL OR GREAT HALL

CAPACITIES	PALACE SUITE (PS)	LONDESBOROUGH ROOM (LR)
Reception	400	200
Theatre	360	170
Banquet	300	130
Cabaret	200	104
Classroom / Exam	80	60
Exhibition	400	60
SQM Area	364m <sup>2</sup>	216m <sup>2</sup>

ICE RINK  
AVAILABLE TO HIRE

PALACE SUITE

Palace Restoration  
1988

Ice Rink Installation  
1990



**Enhance your event**

**Want to add some  
adventure? Book a  
corporate group session  
with Go Ape**



**Looking for a thrill? Climb  
up Summit, the Ally Pally  
rooftop adventure**

**SUMMIT**  
ALLY PALLY ROOFTOP ADVENTURE

**Hire our South Terrace  
for a post conference  
reception or BBQ**

**BRIT Awards  
1993**

**Blur play Parklife  
1994**



# Catering Suppliers

ALEXANDRA  
PALACE

## ALEXANDRA PALACE IN-HOUSE CATERING

We've got you covered, with anything from bar snacks and pop-up street food trucks right up to a full banquet meal.

Sample menu [here](#).

# Production Suppliers

**LUX**  
TECHNICAL

### Lux Technical

Fraser Norton  
07872128205  
02036960692  
Fraser@luxtechnical.co.uk  
luxtechnical.co.uk

**veo** Veo  
Events.

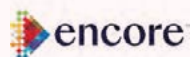
### Veo Events

Liam James Peake  
0118 327 3910  
info@veoevents.co.uk  
VeoEvents.co.uk



### Jama Productions

Matt Bates  
07841197244  
matt@jama-productions.com  
jama-productions.com



### Encore Global

Alex Bingham  
07714136626  
Alexandra-palace@  
encoreglobal.com  
encoreglobal.com



### Video Illusions

Chris Burnett  
07770 271287  
chris@videoillusions.net  
www.videoillusions.net

## EXTERNAL CATERERS



**Kerb**  
020 3355 6874  
hello@kerbevents.com  
kerbevents.com



**Moving Venue**  
Oliver Gough  
0208 102 8995  
greatfood@movingvenue.com  
0208 102 8995  
movingvenue.com



**Bubble Food**  
020 7703 2653  
info@bubblefood.com  
bubblefood.com



**By Word of Mouth**  
Hugo Wright  
02030721916  
hugo.wright@bywordofmouth.co.uk  
bywordofmouth.co.uk



MTV Europe Music Awards  
1996

MOBO Awards  
2000



## SUSTAINABILITY WINS



ICE CREAM VANS  
HAVE BEEN CONVERTED  
TO **SOLAR POWER**,  
REMOVING DIESEL  
ENGINES  
FROM THE  
PARK



 OUR NEW  
WASTE AND  
RECYCLING  
CONTRACTOR,  
INTRODUCED **ELECTRIC DUST CARTS**  
SAVING **268 DIESEL** POWERED  
JOURNEYS A YEAR


 2023/24 CARBON  
FOOTPRINT FOR THE  
PARK AND PALACE WAS  
**2,163 TONNES**  
**CO<sub>2</sub>e**


 **29%**  
DOWN  
FROM THE 2019/20  
BASELINE

THE RECYCLING RATE  
INCREASED FROM **34%**  
TO **37%**. WITH **47%** OF  
2023/24  
DARTS' WASTE  
RECYCLED



TWO GRANTS FROM THE  
HARINGEY COMMUNITY  
CARBON FUND THAT WILL  
PAY FOR:

 **#1**  
LEDS TO REPLACE  
THE SODIUM LAMPS  
ON THE TERRACE.  
WITH A REDUCED  
ENERGY  
CONSUMPTION OF  
**7,300 KWH** A YEAR

**#2**  
24 SOLAR PANELS  
FOR THE SPORTS CLUB.  
THIS IS EQUIVALENT TO  
ABOUT  
**60%**   
OF THE CLUB'S  
CONSUMPTION.  
COMING SOON

 SET UP TWO  
DEDICATED  
PARKING AREAS OR  
E-BIKES TO  
ENCOURAGE  
ACTIVE TRANSPORT 

DIGITAL TICKETING  
ACROSS SITE  
TO REDUCE  
PAPER



THE NEW TOKEN  
SYSTEM FOR SKATE  
HIRE WILL SAVE  
ABOUT  
**100,000**   
DISPOSABLE  
WRISTBANDS  
A YEAR!

Queen Elizabeth and Prince Philip  
visit the Palace  
2002

PDC World Darts  
Championship returns  
2008

Concert in the round  
with Björk  
2013



# Travel

GREAT  
TRANSPORT  
INTO  
CENTRAL  
LONDON

1200  
PAID CAR  
PARKING  
SPACES

SHUTTLE  
BUSES  
AVAILABLE



## ACCOMMODATION

Click [here](#) to book a hotel close to the venue.

**FINSBURY PARK**  
7 Minutes

Connect for Victoria and Piccadilly Lines

**KINGS CROSS**  
13 Minutes

Just 3 stops direct from Alexandra Palace

**MOORGATE**  
20 Minutes

Direct from Alexandra Palace

**VICTORIA**  
28 Minutes

1 change at Finsbury Park



### By RAIL

Alexandra Palace overground station is on the Great Northern Line and runs from Moorgate to Hertford North with easy access into central London.



### By UNDERGROUND

Wood Green is the nearest Tube station on the Piccadilly line and only 3 stops from Finsbury Park.



### By BUS

The W3 bus route picks up from Wood Green and Finsbury Park underground station. There are alighting points at Alexandra Palace Ice Rink for direct access to the venue.



### BY ROAD

Alexandra Palace is 1 mile from the North Circular (A406) and 5 miles from Junction 2 on the M1 Motorway. Junction 25 is the nearest access to the M25 and is just 8 miles away. An easy route from the City is the A10 then west onto the A109. If you are using a sat nav service, the postcode is N22 7AY.

Car Parking charges details [here](#).

Red Bull  
Soapbox Derby  
2013

Uk's first drone race  
2017

Theatre and East  
Court reopens  
2018



# Let's Get Serious



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.



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



Alexandra Palace has approved security, traffic and medical suppliers used on all events.



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.



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.



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.



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.



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) starts from £650 + VAT per shuttle for an 8-hour period.



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).



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



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.



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.

**Kaleidoscope – our own music  
and arts festival opens  
2018**

**Nick Cave's Alone at Alexandra  
Palace and Top Gear filmed  
2020**

**Alexandra Palace hosts the  
inaugural Earthshot Prize  
2021**





ALEXANDRA  
PALACE

# GET IN TOUCH

Click [here](#) to contact us  
about your event



1873-Forever

The Theatre becomes a new home  
to BBC's Later... with Jools Holland  
2022

Ally Pally turns 150  
2023

Your event...