

Ally Pally Patrons

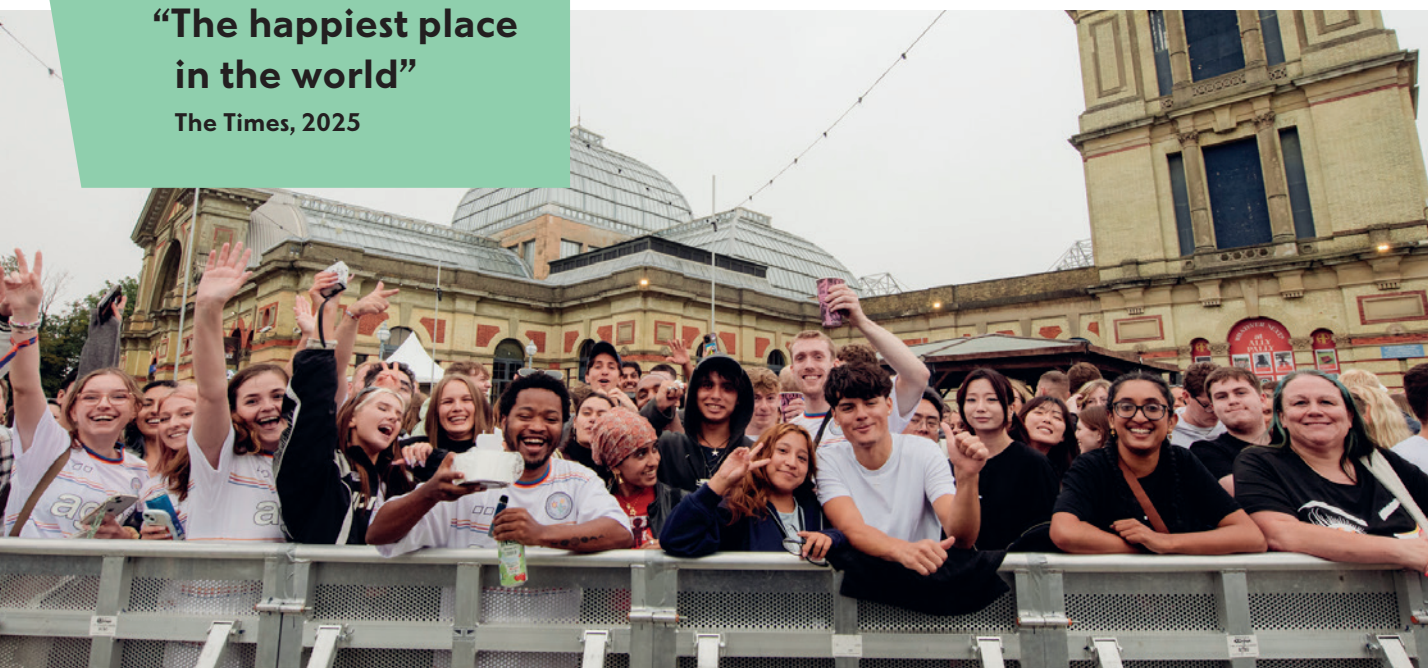
Founder Programme





**“The happiest place
in the world”**

The Times, 2025



Alexandra Palace is built on the passion of Londoners. We're here for joy. From pedalo rides and learning to skate, to sunset picnics and first date walks, to spellbinding theatre and nights dancing with thousands of people who love 'your' music.

Since we were created as the 'Palace of the People' back in 1873, countless people have stepped in to shape and protect this place. Our new Patrons memberships are named in honour of just a few of the historic figures who have helped make Ally Pally.

As we work to restore the Park and Palace, we're looking for new supporters to invest in our future. We are seeking to raise a minimum of £100,000 from generous individuals each year to help us keep Ally Pally open, safe and accessible for everyone.

**Become a Founding Patron
to help us look after this special
place and bring joy for generations
to come.**



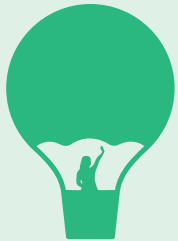
Dolly Shepherd Patrons

£600/year

(Donation £450, Benefits payment £150)*

Support the heart of our work and get involved in change at Ally Pally. Including:

- Priority access to new Ally Pally attractions and restored spaces
- Complimentary Terrace access tickets to our annual Fireworks Festival for you and up to three friends or family
- Regular supporter e-updates on our restoration and programme
- Recognition in our Annual Review (optional)



Elizabeth 'Dolly' Shepherd started in our kitchens and reached for the sky! While working as a waitress at Ally Pally in 1903, Dolly was picked to become a balloon parachutist, diving from hot air balloons and attracting crowds of thousands to displays in our Park and then across the country.

Gracie Fields Patrons

£1,800/year

(Donation £1,350, Benefits payment £450)*

Increase your support and take a look behind-the-scenes at our incredible events, Ally Pally's history and our restoration.

All benefits as Dolly Shepherd Patrons plus:

- Access for you and a guest to our supporter events including expert-led talks, tours and receptions
- Complimentary theatre tickets to one Theatre Press Night for you and a guest
- Access to our VIP Lounge at Kaleidoscope Festival for you and a guest

Dame Gracie Fields was a star of music hall who made our Theatre her own. Alexandra Palace Theatre was leased by Gracie's husband Archie Pitt in the 1920s and many of her major shows were produced here, bringing new life and audiences to the space.

Henry Burt Patrons

£4,800/year

(Donation £4,080, Benefits payment £720)*

Make a major impact on our work each year and gain personal insights into our plans for Ally Pally's future.

All benefits as Gracie Fields Patrons plus:

- Bespoke backstage tour of the Palace
- Access to our VIP Lounge for three event bookings in our main halls, Park and Theatre
- Annual updates from our CEO

Local councillor Henry Burt campaigned to keep Ally Pally open and free to the public. In 1900, Henry discovered the Park and Palace were up for sale to housing developers. His campaign raised millions of pounds (in today's money) to purchase the site and establish our Charitable Trust, protecting the Palace by Act of Parliament for everyone, forever.



Contact Development Manager,
Emily Hewes, for further information
on becoming a Founding Patron

emily.hewes@alexandrapalace.com

*Patrons membership subscriptions include a minimum payment to cover membership benefits and a suggested donation, which supports the work of the Alexandra Park and Palace Charitable Trust and is eligible for Gift Aid. Donation and benefits payments are listed at each membership level. You may purchase the benefits package separately for the minimum payment without making any further donation.

Unless stated, ticket prices (where applicable) for patron's events are not included in your membership. Event ticket price is not included in lounge access opportunities. Note that all patrons events are limited in capacity and will be offered on a first come first served basis.

Alexandra Park and Palace Charitable Trust is a registered charity no. 281991