



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.



“
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

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



Blue Badge Access Best Day Out Award at the Blue Badge Access Awards 2026



A look back in time



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

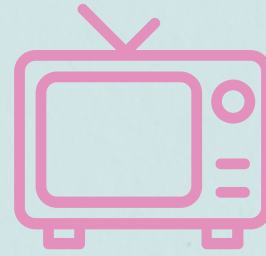
1873

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
LEZ 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**

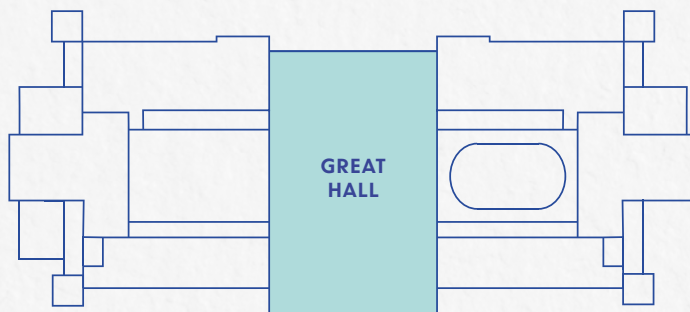
**Underwater feats in
a crystal water tank
1888**

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

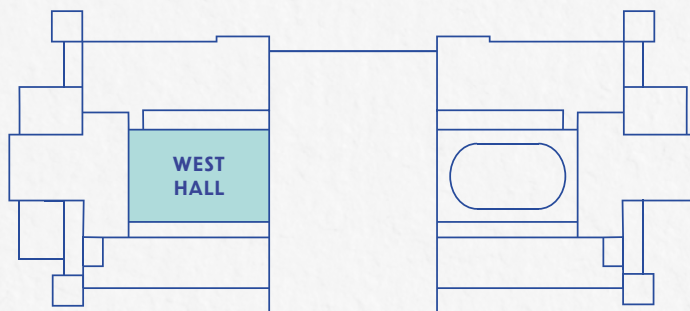
West Hall

“
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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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

- 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.

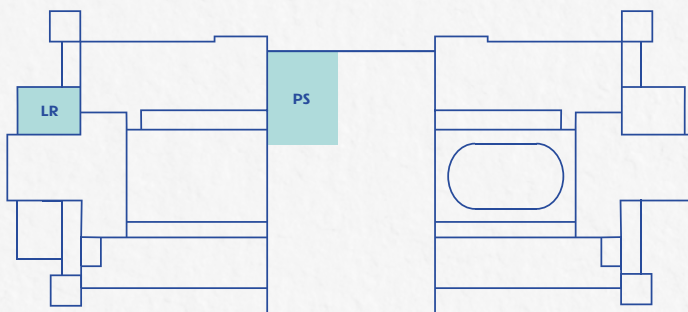
All staffing rates need to be based on a minimum of 6 hours and all staff need to be booked one hour prior and one hour post event open.

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](#).

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

BBC Two launched
1964

The Rolling
Stones play
1964

14 hour
technicolor dream
1967

Theatre

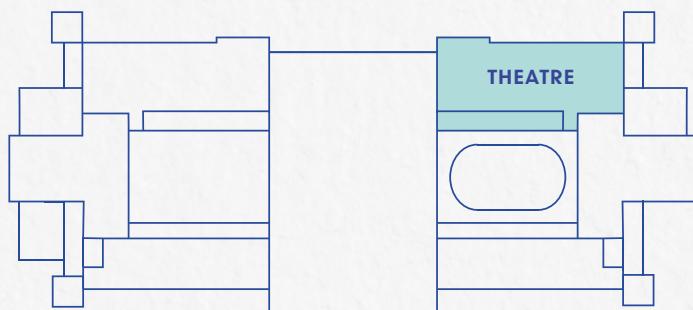


“
If I could've built
the set of my
dreams from
scratch, that's what
it would look like
”

Simone Rocha,
Designer

THEATRE BANQUET

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



BANQUETING



LONDON SQUASH CLASSIC



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 ²	6,426m ²	2,700m ²

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 ²	216m ²

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**

ALEXANDRA PALACE CATERING

As the exclusive in-house caterers at Ally Pally, we deliver food and drink across the entire venue, from intimate receptions to large-scale banquets. Our team also leads all on-site outlets, bringing a consistent, high-quality experience to every space. Our in-depth knowledge of the venue allows us to deliver seamless, considered experiences in every space and we'd be delighted to explore how we can bring your vision to life.

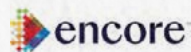
View menu [here](#).



Production Suppliers



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



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

Catering Suppliers

EXTERNAL CATERERS



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



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



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



By Word of Mouth
Chloe Goreham
020 8871 9566
Events@bywordofmouth.co.uk
bywordofmouth.co.uk



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



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

MTV Europe Music Awards
1996

MOBO Awards
2000

SUSTAINABILITY WINS



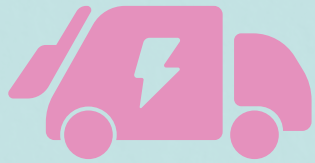
ICE CREAM VANS HAVE BEEN CONVERTED TO **SOLAR POWER**, REMOVING DIESEL ENGINES FROM THE PARK



2023/24 CARBON FOOTPRINT FOR THE PARK AND PALACE WAS **2,163 TONNES CO₂e**



29%
DOWN FROM THE 2019/20 BASELINE



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

THE RECYCLING RATE INCREASED FROM **34%** TO **37%**. WITH **47%** OF



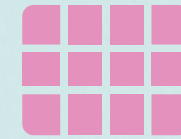
2023/24 DARTS' WASTE RECYCLED

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

**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



ACCOMMODATION

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



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.

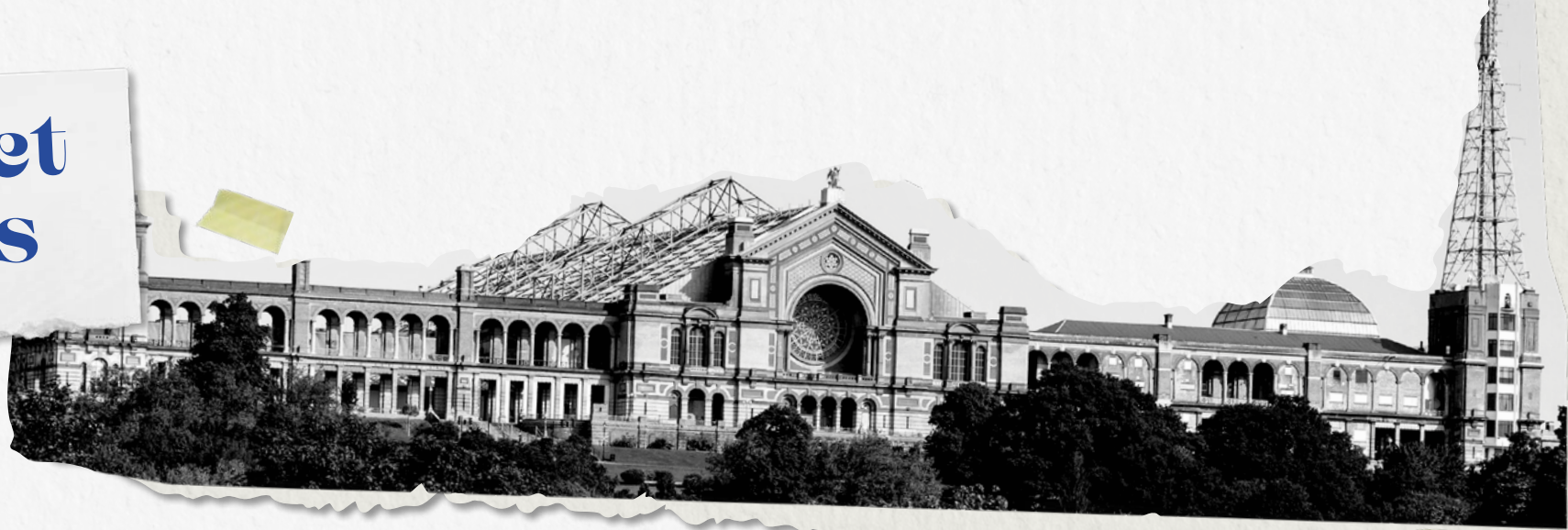
Car Parking charges details [here](#).

**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...