

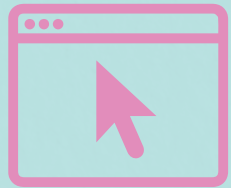


ALEXANDRA
PALACE

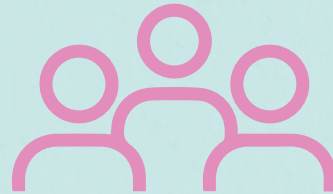
BRAND ACTIVATIONS & PRODUCT LAUNCHES

1873 - Forever

A year in numbers



WEB TRAFFIC:
3.7 MILLION



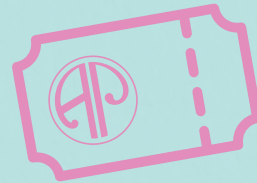
VISITORS:
3 MILLION



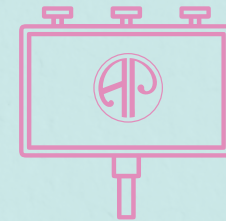
EVENTS:
250+



**CREATIVE LEARNING
PROGRAMME:**
10,000
PEOPLE ENGAGED



TICKETS SOLD:
1 MILLION+



**OUT OF HOME CAMPAIGNS
ACROSS ALLY PALLY'S
2 FLAGSHIP EVENTS:**
**40 MILLION
IMPACTS**



The Great Hall & West Hall

The Palace's West Hall and Great Hall are ideal spaces to elevate your brand activation. These blank canvas venues feature soaring ceilings and versatile rigging points, offering endless possibilities to create a fully immersive experience for your guests.

BYD

HEINEKEN

SPOTIFY

YOUTUBE

PADDY POWER WORLD
CHAMPIONSHIP OF DARTS



The Victorian Theatre

Hidden from the world for 80 years, this once-sleeping giant has been reawakened, inviting a new generation to discover its timeless allure. This historic venue offers the perfect setting to elevate your brand, blending legacy with innovation.



STORMZY
ALBUM LAUNCH

NIKE



SIMONE ROCHA
SPRING/SUMMER 2026

KRUG CHAMPAGNE

The South Terrace

Renowned for its stunning panoramic views of London, our highly sought-after Terrace is open year-round. It's the ideal location, attracting both locals and park visitors, making it a vibrant spot to enjoy the scenery.

EE

FRED AGAIN..
ALBUM LAUNCH

EL JIMADOR

MINECRAFT

The Park & Ice Rink

Set within 196 acres of stunning parkland and home to an indoor ice rink open 364 days a year, our venue provides the ideal canvas for bringing even the most ambitious brand activations to life.

JAECOO



LIBERTY LONDON



OCTOPUS ENERGY



The Building & BBC Tower

Bring your brand colours to new heights
by illuminating North London's most iconic
venue and its mast.

PADDY POWER
WORLD CHAMPIONSHIP OF DARTS



ALEXANDRA PALACE

Alongside our existing venues, we take a flexible approach to uncovering new spaces that align with your vision, creating truly unique and memorable experiences. Get in touch today to discuss how we can bring your next event or brand activation to life.

Contact us



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