



England Rugby
HOSPITALITY

Hospitality
CONVERTED

TWICKENHAM

Ultimate **ATMOSPHERE**

ENGLAND RUGBY HOSPITALITY

Twickenham Stadium becomes sport's outstanding hospitality venue with the arrival of the redeveloped East Stand and England Rugby Hospitality, the RFU's exciting new offering.

The England Rugby Hospitality sales specialists, supported by long standing partner Keith Prowse, will exclusively sell all of the stadium's hospitality experiences as well as being responsible for the very best experience and service for the stadium's new East Stand.

The East Stand's redevelopment brings together four new truly world-class facilities, each with its own distinctive and exceptional design, appealing to a wide audience of fans.

The offering, in the stunning new East Stand, will build on Twickenham Stadium's existing quality hospitality and bring to the iconic venue new suite-to-seat experiences, combining quality dining with exciting international rugby.

Every one of The East Stand's four new exclusive hospitality suites will allow fans to soak up the atmosphere before taking their premium seat above rugby's world stage.

England Rugby's Core Values

TEAMWORK • RESPECT • ENJOYMENT • DISCIPLINE • SPORTSMANSHIP

Resonates with businesses in every industry



Always
OFFICIAL



STEVE BROWN
RFU CHIEF EXECUTIVE

The Rugby Football Union has been welcoming supporters to Twickenham Stadium since 1910 and we are constantly striving to improve the experience for these highly valued members of the England Rugby family at all levels.

The latest of these improvements is the current development of The East Stand at Twickenham, which will provide first-class hospitality experiences within four brand new and exclusive hospitality facilities.

The development itself has been the RFU's vision for over three years now and we are thrilled that, going forward, official hospitality at Twickenham will be wholly within the stadium. It combines state-of-the-art facilities with excellent cuisine and an exceptional customer experience, ultimately ensuring that Twickenham remains at the forefront of world-class sporting venues.

As a result, we are delighted to announce the launch of England Rugby Hospitality, an RFU brand and sales team which will exclusively sell all official hospitality at the Home of England Rugby from autumn 2018. As with all of our commercial activities, revenues generated will be invested directly back into rugby, which we are all glad to call The Game of Our Lives.

We very much look forward to welcoming you back to a new look Twickenham soon. Thank you for your continued support.

EDDIE JONES
ENGLAND HEAD COACH

What a difference England's fans make when the team runs out at Twickenham. Their fantastic enthusiasm for the game has been very clear to me. They want England to win and we want to reward them by being the best team in the world.

Anyone wanting to play for England must have tremendous pride and passion and certainly those who we have selected are not short on those two attributes. They are proud pulling on the England shirt and passionate on the pitch.

That passion is never more obvious than when we are playing at Twickenham. And it's matched by the thousands of fans and all those in the many executive boxes full of loyal supporters for every test match.

The kind of support that we enjoy is hugely appreciated and the love of the sport and friendships surrounding it are what makes it so special the world over.





The Calcutta Cup is first contested between England and Scotland. It is the oldest international rugby trophy in the world.

1879



Twickenham opens for international rugby with a first win against Wales since 1898 and a first Five Nations Championship win since 1892.

1910



Twickenham first sees the Haka when New Zealand first visit the stadium.

1925

History & HERITAGE

1907

A TEN AND A QUARTER ACRE MARKET GARDEN IN TWICKENHAM IS PURCHASED BY THE RUGBY FOOTBALL UNION FOR £5,572 12S. 6D. THE PLOT OF LAND WAS DERIDED FOR BEING "TOO FAR FROM PICCADILLY CIRCUS" AND DESCRIBED AS A "CABBAGE PATCH". NOWADAYS TWICKENHAM STADIUM IS AFFECTIONATELY KNOWN AS "THE CABBAGE PATCH".

1910



18,000 fans turn out for the first international match. Since then, an estimated 30,000,000 people have attended matches at Twickenham.



Chris Oti scores three second half tries and 'Swing Low' is sung for the first time.

1988

TWICKENHAM STADIUM IS NOT ONLY THE HOME OF ENGLAND RUGBY BUT IS ALSO A FANTASTIC HOME FOR OTHER SPORTING, MUSICAL AND MAJOR EVENTS, DELIVERING CONCERTS FOR SOME OF THE BIGGEST ACTS IN THE WORLD, INCLUDING: THE ROLLING STONES, U2, REM, IRON MAIDEN, THE EAGLES, THE POLICE, BON JOVI, BEYONCÉ, RIHANNA AND LADY GAGA.



Martin Johnson becomes England's first and only Rugby World Cup winning captain to date.

2003



Twickenham hosts the Rugby World Cup for the second time.

2015

1971



The world's best rugby players visit Twickenham to celebrate a century since the foundation of the Rugby Football Union.

1996



Rory Underwood retires as England's top try scorer with 49 tries.

2012



England defeat the All Blacks 38-21.

Exclusive **EXPERIENCE**

THE FUTURE OF HOSPITALITY

Twickenham Stadium becomes sport's outstanding hospitality venue with the arrival of the redeveloped East Stand and England Rugby Hospitality, the RFU's exciting new offering.

As the England team runs out onto Twickenham's hallowed turf for the first match in the 2018 Old Mutual Wealth Series, a major transformation will already have kicked off at the Home of England Rugby.

The magnificent new East Stand will be buzzing and all official match day hospitality will be sold and delivered exclusively inside the stadium by England Rugby Hospitality sales specialists supported by long standing partner Keith Prowse.

With seven fabulous facilities, four of which are brand new and exclusive to the redeveloped East Stand, Twickenham match days will combine the ultimate hospitality experience with the hottest tickets in town.

The best in modern hospitality will unite with the history and heritage of the stadium and celebrate the sport's values.



EXPERIENCE A NEW LEVEL IN HOSPITALITY

With the rugby fan front of mind, each hospitality experience reflects the passion and the traditions of the game, bringing the spirit of rugby into the very heart of the new spaces.

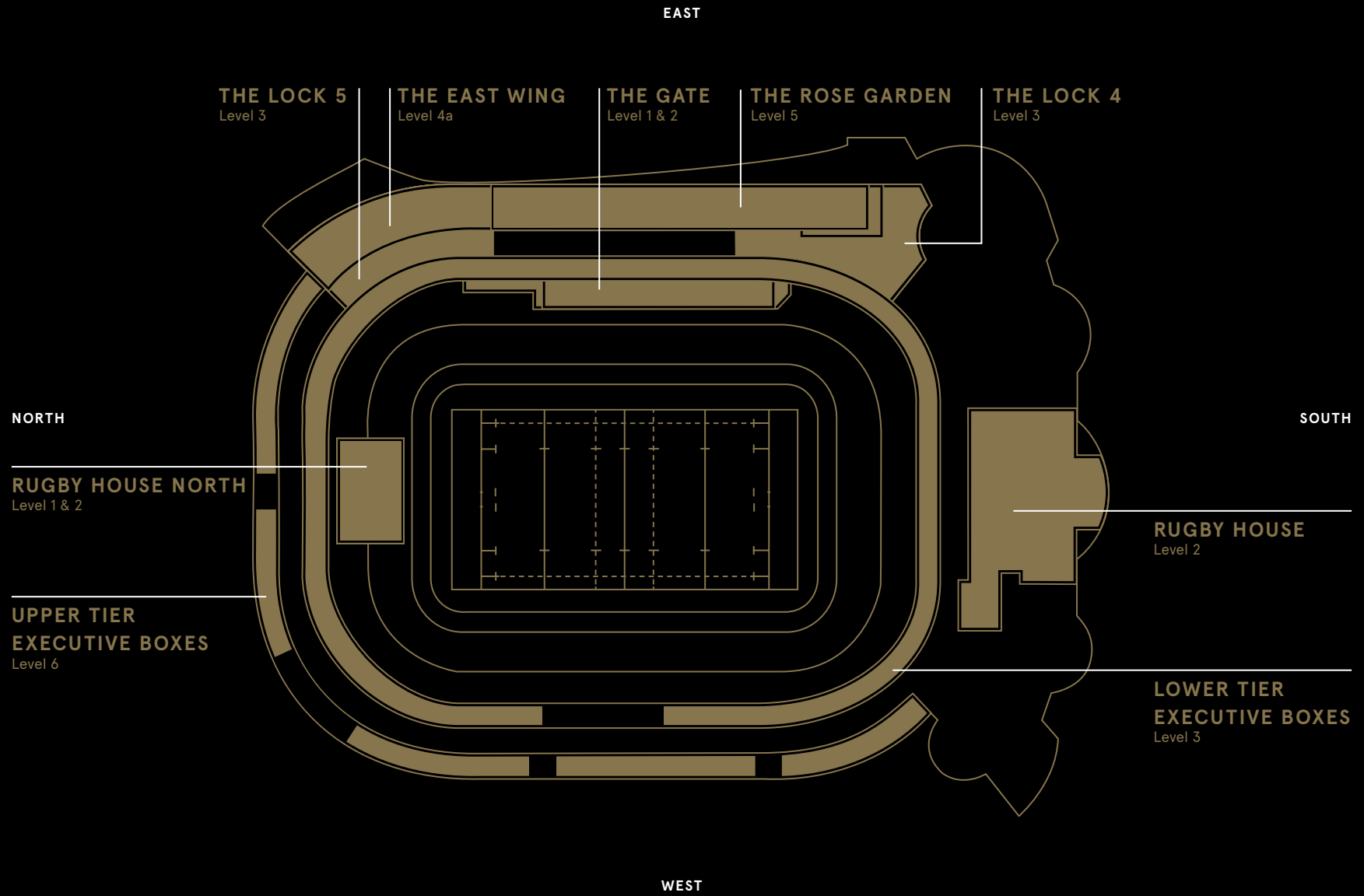
Dramatic **VIEWS**

A GUARANTEED VIEWING PLEASURE

An unforgettable experience awaits in Twickenham Stadium's new East Stand, combining world-class hospitality with the world's best rugby.

There's no better place to enjoy a Twickenham Test match than with friends and other fans in the amazing East Stand.







Hospitality

CONVINCE

itality

ERTED

Personal CHOICE



CLUB

**INSPIRED BY THE SPORT
AND THE STADIUM'S HERITAGE
THE SUITES ARE:**

THE ROSE GARDEN - East Stand
UPPER TIER BOXES - West and North Stands
RUGBY HOUSE - South and North Stands
THE GATE - East Stand
LOWER TIER BOXES - All around the stadium
THE LOCK - East Stand
THE EAST WING - East Stand

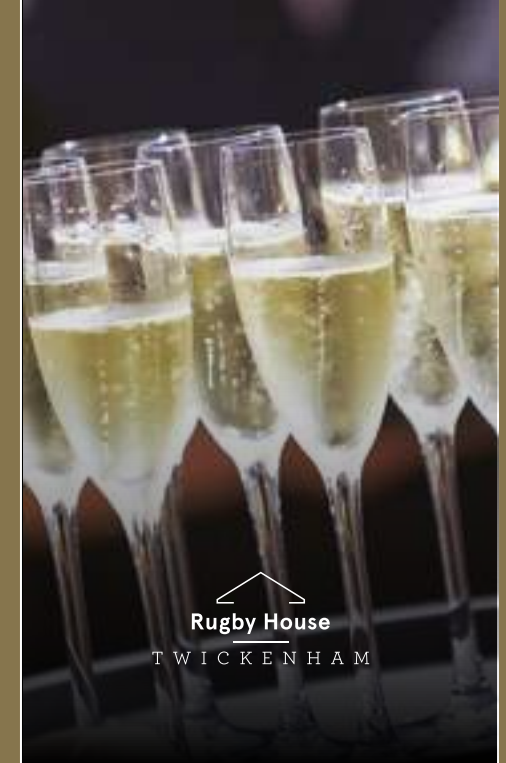


CLUB +

**YOUR OWN BOX ABOVE
RUGBY'S WORLD STAGE**

Whether for one particular match or a whole season, why not entertain valued clients, or reward your staff, in your own private box, with fine dining and spectacular views of Test matches on Twickenham's hallowed turf.

Then take your upper tier seat within the 22s to watch all the action.



CLUB +

THIS IS THE STUFF OF LEGENDS

Enjoy Twickenham Test match days with legends of the game, sharing superb hospitality in Twickenham's Rugby House with your sporting heroes, clients and colleagues.




THE GATE
 CHOP HOUSE




Executive Boxes
 TWICKENHAM
 Lower Tier



THE LOOK
 PASSION IS KEY



THE EAST WING
 THE HEIGHT OF HOSPITALITY

PREMIUM

THE PERFECT FRONT ROW STEAK, WINE AND RUGBY

Arrive, through a private entrance, in a relaxed rugby atmosphere, with a menu of modern, simple, but exquisite chop-house food, complemented by fine wines and real ale.

PREMIUM+

JOIN OUR EXCLUSIVE CLUB

Taking their name from the year Twickenham Stadium's land was purchased, our 1907 Club executive boxes bring Twickenham family member status, from sampling individual menus and hosting meetings in the box beyond matches, to lunch with the Head Coach or equivalent.

The pinnacle of hospitality at Twickenham Stadium.

PREMIUM+

PITCH VIEW AND HOSPITALITY PERFECTION

A table for two or ten in this stylish pitch-view restaurant space means you can enjoy classic English food with a contemporary twist and tastes from visiting nations.

In one of two bars, with experienced mixologists serving a wide drinks selection, why not lift a glass to England!

SUPER PREMIUM

AN UNRIVALLED RUGBY EXPERIENCE

Prepare to be amazed by the jewel in the stadium's crown!

With views over both the London skyline and Twickenham's hallowed turf, this stunning space, with concierge service and the choice of an informal lounge or formal private dining, is reminiscent of a luxurious members' club but with suite-to-seat access.

Passionate DRAMA

DRINKS

THE ROSE GARDEN

Fully comprehensive bar including real ales, Guinness, premium lager and selected wines
Half time drinks served from the bar

FOOD

Street food from grazing stations, also served by roaming waiting staff

SEAT LOCATION

East Stand, Upper tier within the 22s

PITCH VIEWING

No

DINING PLAN

Informal space with unreserved seating

TALENT

Live music

SPACES

Informal space with unreserved seating
Rooftop vista

ITINERARY*

Facility opens 3 hours before kick-off and closes 1.5 hours after match finishes

* Subject to change dependant on match times

UPPER TIER BOXES

Champagne reception*
Complimentary bar packages at any fixture - including signature wines, spirits*, beer and soft drinks. Prices from £299 + VAT per person

Four course plated menu
Post-match Twickenham Tea

West and North Stands

No

Private boxes for 10, 12, 16 or 20 people

N/A

Private box for 10, 12, 16 or 20
Premium match seats located directly outside your box

Facility opens 3 hours before kick-off and 1 hour after the match finishes

RUGBY HOUSE

Drinks reception
Fully comprehensive bar including Guinness, premium lager and selected wines

Four course plated menu
Post-match Twickenham tea

Rugby House - South Stand
Rugby House North - North Stand

No

Private Tables of 10 and 12

Q&A from past players

Private tables of ten+
Private suites available

Facility opens 3.5 hours before kick-off and closes 1.5 hours after match finishes

Closer to the **ACTION**

THE GATE

Comprehensive bar including Champagne, real ales, Guinness and premium lager
Wine selected by our sommelier
Half time drinks served in the restaurant

A four course Chop house style restaurant with wine and food matched to the opposition
A selection of post-match cheese

East Stand, Lower tier, within the 22s

No

Private Tables of 2, 4, 6, 8 and 10

Meet, greet and socialise with past players pre/post match

Private tables of two+
Open kitchens looking into the heart of the action

Facility opens 3.5 hours before kick-off and closes 1.5 hours after match finishes

LOWER TIER BOXES

Flexible – chosen by box holder

Flexible – chosen by box holder

All round the stadium, back of lower tier, subject to box location

Pitch viewing

Minimum 10 people

N/A

Private box in the Lower tier
Direct Access to seats
Access to The Lock Lounge space and bar

Facility opens 3 hours before kick-off and 1 hour after the match finishes

THE LOCK

Champagne throughout the day
Cocktails prepared by mixologists
Premium spirits
Fine wines selected by our sommelier
Half time drinks served in the restaurant

A four course English and opposing team menu with a contemporary twist
Post-match Twickenham tea

North East and South East corner to 22's

Dual aspect, pitch viewing

Private Tables of 2, 4, 6, 8 and 10

Meet, greet socialise with legends of the game

Lounge area
Semi-private, pitch facing booths

Facility opens 3.5 hours before kick-off and closes 2 hours after match finishes

THE EAST WING

Champagne throughout the day
Cocktails prepared by mixologists
Premium spirits
Fine wines selected by our sommelier
Half time drinks served in the restaurant

A chef's welcome of light bites and canapés
Five course taster menu
Premium lounge menu
Post-match English tapas and cheese

East Stand, Middle tier tickets

Dual aspect, pitch viewing

Private tables of 2, 4, 6, 8 and 10

Rugby legend ambassadors, meet, greet and socialise with past players all day

Semi-private suites for 16, 20 and 30
Lounge area
Inside/outside terraces
Sit-up bar
Direct suite-to-seat access

Facility opens 3.5 hours before kick-off and closes 2 hours after match finishes


Facility FEATURES

PACKAGE INCLUSIONS AND SHARED ATTRIBUTES

This table provides a snapshot view of each restaurant's features and inclusions and for ease of viewing, any attributes shared between each have been highlighted.

CLUB

SHARED ATTRIBUTES
<p>HALF TIME DRINKS SERVED FROM THE BAR</p>
KEY ATTRIBUTES
<ul style="list-style-type: none"> · Informal space with unreserved seating · Rooftop vista · Large TVs; avoid missing any of the sporting action · Indoor/outdoor space · Facility opens 3 hours pre-match and 1.5 hours post-match
PACKAGE INCLUSIONS
<ul style="list-style-type: none"> · Street food from grazing stations · Full bar including real ale, Guinness premium lager and wines · Live music · East Stand, upper tier tickets within the 22s

CLUB +

SHARED ATTRIBUTES
<p>FOUR COURSE PLATED MENU</p> <p>OPEN 3.5 HOURS PRE-MATCH</p> <p>HOSTESS SERVICE</p>
KEY ATTRIBUTES
<ul style="list-style-type: none"> · Private tables of 10 and 12 · Private suites · Dedicated entrance
PACKAGE INCLUSIONS
<ul style="list-style-type: none"> · Drinks reception · Full bar including Guinness, premium lager and wine · Rugby House South includes tickets in South Stand lower and middle tier · Rugby House North includes tickets in North Stand middle tier · Post-match Twickenham tea · Q&A from past players

PREMIUM



SHARED ATTRIBUTES

- HALF TIME DRINKS
- PRIVATE TABLES OF TWO+
- BAR AREA WITH TVS
- RUGBY THEMED
- FOUR COURSE PLATED MENU
- OPEN 3.5 HOURS PRE-MATCH
- HOSTESS SERVICE


KEY ATTRIBUTES

- Open kitchen views

PACKAGE INCLUSIONS

- Chop house restaurant; drink and food paired to opposition
- Full bar including Champagne, real ales, Guinness and premium lager
- East Stand, lower tier tickets within the 22s
- Meet, greet and socialise with past players pre/post match
- A selection of post match cheese

PREMIUM +



SHARED ATTRIBUTES

- DIRECT SUITE-TO-SEAT ACCESS
- OPEN 3.5 HOURS PRE-MATCH
- PITCH FACING, DUAL ASPECT RESTAURANT
- BANQUETTE SEATING
- HALF TIME DRINKS
- PRIVATE TABLES OF TWO+
- BAR AREA WITH TVS
- RUGBY THEMED
- FOUR COURSE PLATED MENU


KEY ATTRIBUTES

- Private VIP lobby
- Semi-private areas
- Hostess staff on hand to ensure that your day runs smoothly

PACKAGE INCLUSIONS

- Classic dishes with a contemporary twist
- Full bar including Champagne, premium spirits, fine wines and cocktails
- Food and drink paired to the opposition
- Tickets North East and South East corner to 22's
- Meet, greet, socialist with legends of the game
- Post-match Twickenham tea

SUPER PREMIUM +



SHARED ATTRIBUTES

- DIRECT SUITE-TO-SEAT ACCESS
- OPEN 3.5 HOURS PRE-MATCH
- PITCH FACING, DUAL ASPECT RESTAURANT
- BANQUETTE SEATING
- HALF TIME DRINKS
- PRIVATE TABLES OF TWO+

KEY ATTRIBUTES

- Private VIP lobby and lift, offering a fast-track service
- Spacious surroundings including lounge areas
- Private areas and branding opportunities
- Inside/outside viewing terraces
- Sit-up bar
- Concierge service

PACKAGE INCLUSIONS

- Five course taster menu
- English tapas served in the Lounge
- Full bar including Champagne, premium spirits, fine wines, bespoke cocktails and beer
- East Stand, middle tier tickets
- Presence of rugby legend ambassadors, meet, greet and socialise with past players all day
- Flexible dining option
- English tapas and cheese post-match

Good for RUGBY

All revenues generated will be invested back into the game.

New clubhouse for Bredon Star RFC. Support for Kingsbridge Under 15 girls in their first season. Two new rugby pitches for Spalding Rugby Club. Level two coaching course for Hannah Haywood from the University of Birmingham. Training jerseys for students at University of Leeds. New rugby posts for Harwich and Dovercourt High School. 14 Regional Academies nationwide preparing for rugby's future.

Refurbished changing rooms for Ormskirk RUFC. Adnaan Rashid Year 10 Captain at Cranford Community College and proud member of Grasshoppers RFC. Community Rugby Coach for Cornwall, Neil Smith. Niall Pace experiencing rugby against Prince Harry and Jason Robinson on the Twickenham pitch. New rugby boots for Barnfield South Academy.

Iyanuoluwa Agbedejobi from Eastlea Community School playing rugby for the very first time and loving it. England agegrade programmes delivering the stars of the future to one day run out at Twickenham. Developments at the Home of Rugby include: New state-of-the-art Desso pitch. New England changing rooms. Gym and player medical facilities. Replacement of 27,000 stadium seats. Additional public bars and toilets. Two 169 sq metre screens. Innovative LED floodlights.

These are just some of the benefits that your support as a Twickenham stakeholder has helped provide, spanning the grassroots to Twickenham Stadium.

Thank you.







England Rugby
HOSPITALITY

To find out more or to book your experience please visit online at:

ENGLANDRUGBYHOSPITALITY.COM

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TWICKENHAM

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