



Realmadrid

REAL MADRID MICE

An architectural rendering of a large, modern stadium with a distinctive, ribbed, metallic-looking roof. The stadium is set against a backdrop of a cityscape and mountains under a warm, golden sky, suggesting a sunset or sunrise. The foreground shows a green field and some surrounding infrastructure.

**ABOVE
WHAT YOU
EXPECT**

THE IMPOSSIBLE IS POSSIBLE

OUR ROAD TO EXCELLENCE



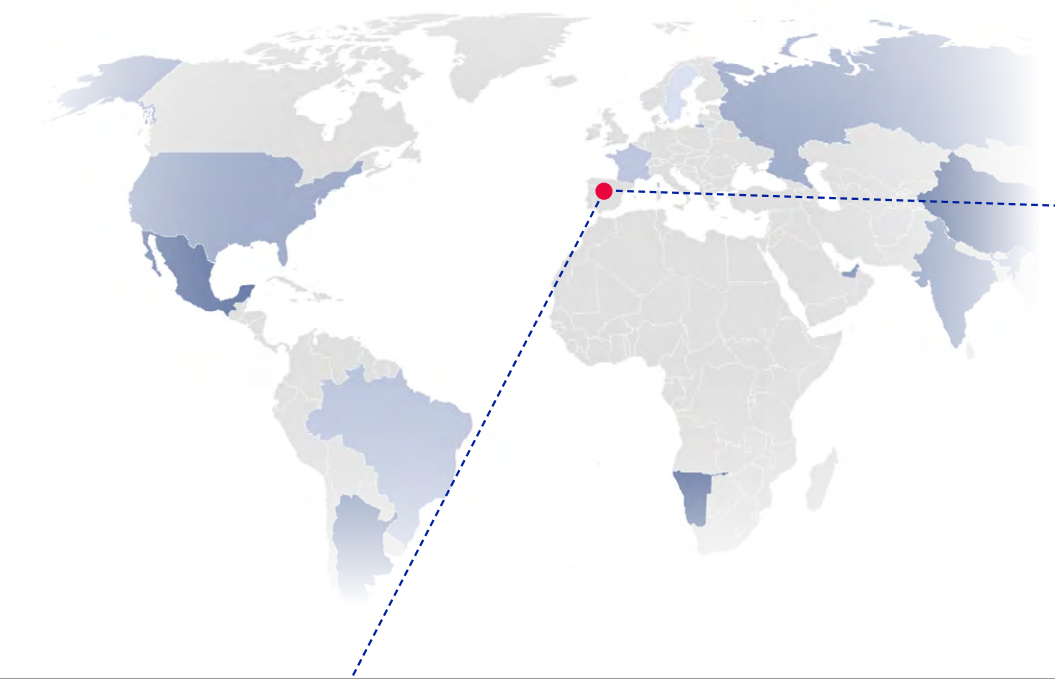
WE NEVER STOP IMPROVING **SUCCESS HAPPENS HERE**

AN EVENT IS AN EXPERIENCE

- ▶ **Why Madrid**
- ▶ **What makes us being different**
 - ▶ Our Features
 - ▶ Retractable roof
 - ▶ Retractable Field System
 - ▶ 360° Videowall
 - ▶ Underground Parking
- ▶ **Excellent Event Options**
 - ▶ Bowl Events
 - ▶ Medium-size Events
 - ▶ Small Events
- ▶ **What else can we offer you**
- ▶ **Food & Beverage**
- ▶ **Real Madrid Experience**
- ▶ **Merchandising**
- ▶ **Contact**



WHY MADRID - SPAIN'S CAPITAL



Europe's Leading Meetings & Conference Destination Award for 5 years in a row and World's Leading Meetings & Conference Destination Award 4 years in a row



Flight connections from over 65 countries and more than 170 direct flights



Airport only 15 km from city centre and great connections by metro, train and bus



Impressive Hotel Offer (over 800 hotels)



Europe's second safest City



Incredible gastronomic Offer



Good Weather conditions the whole year



Spain's Hospitality and Atmosphere

AN EVENT IS AN EXPERIENCE



MORE THAN JUST A VENUE



LOCATION & FIVE STAR
VENUE OF THE WORLDS
BEST FOOTBALL CLUB OF
THE 20TH CENTURY



CREATIVITY HAS NO
BOUNDARIES



PROFFESIONALITY,
FLEXIBILITY, INNOVATION



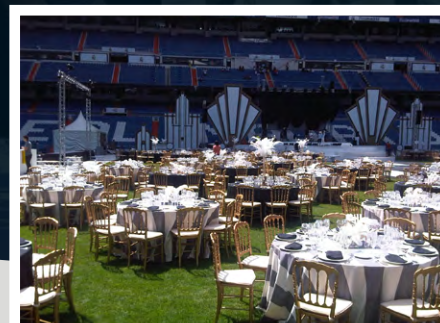
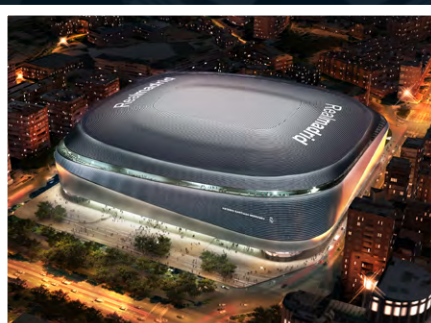
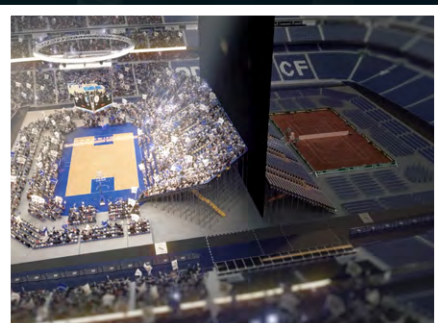
UNIQUE HIGHCLASS
EXPERIENCE FOR YOUR
CLIENTS



PASSION WHEN IT COMES
TO DETAIL



TRUST AND EXCELLENCE



ALL WEATHER SUITABLE
FIVE STAR VENUE

FASTEST
RETRACTIL ROOF
EVER

MAKE YOUR IDEAS **REALITY**
ALL YEAR LONG



**INNOVATIVE AND THE MOST
SPECTACULAR**

RETRACTIL FIELD SYSTEM

**FOR WORLD CLASS
EVENTS**



↑ 360° VIDEOWALL

PERSONALIZE YOUR ALLOVER EXPERIENCE
IN THE MOST COMPLETE VENUE



MOBILE STANDS

TO OBTAIN EVEN MORE SQUARE METERS



STUNNING UNDERGROUND PARKING



Real Madrid

EXCELLENT EVENTS OPTIONS



BOWL EVENTS



**NOT ONLY FOOTBALL
CAN BE PLAYED IN OUR STADIUM**

An aerial, high-angle photograph of a massive stadium filled with spectators at night. The stands are packed with people, and the pitch is brightly lit. The stadium's architecture, including the roof and structural beams, is visible. The overall atmosphere is one of a large-scale event.

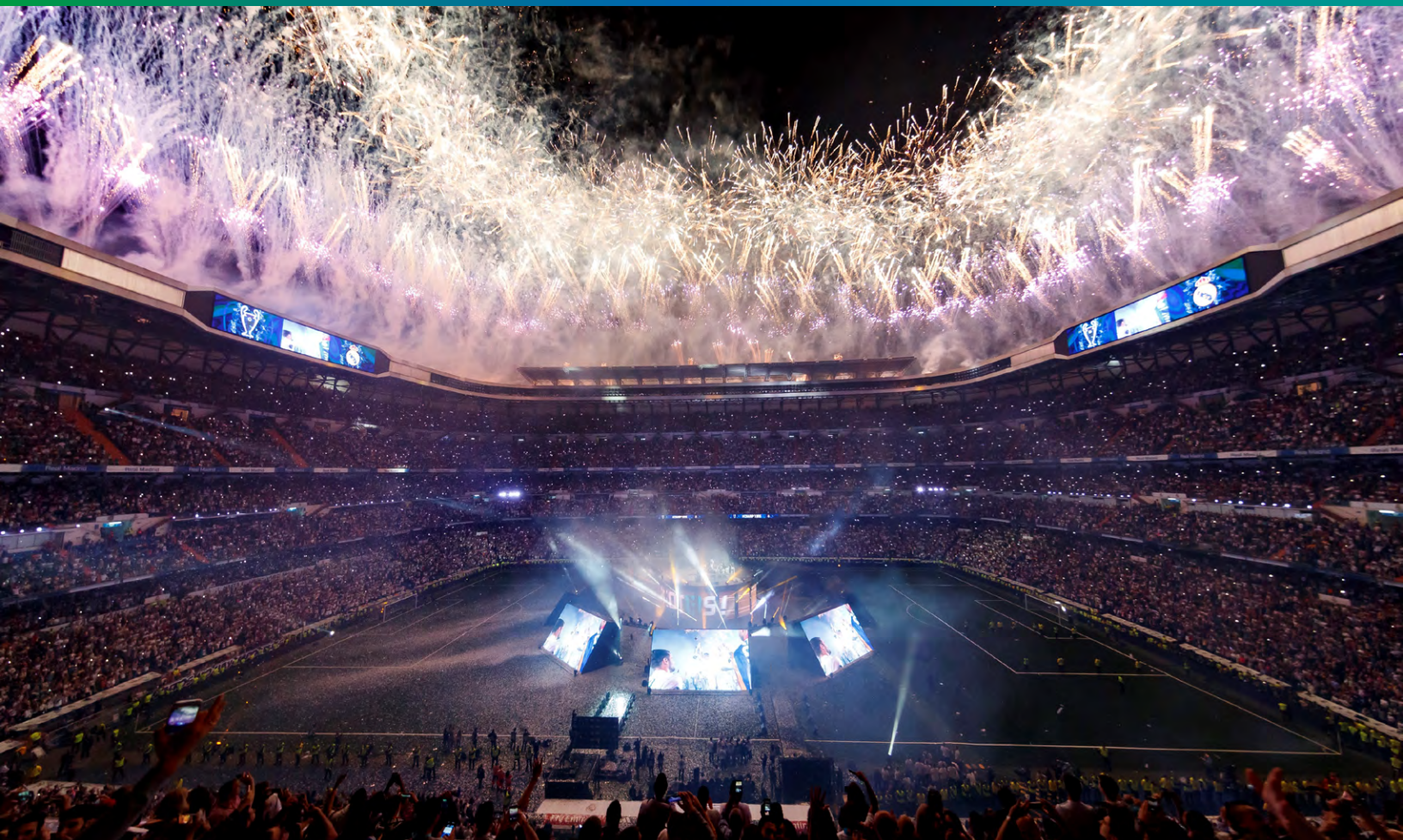
INCREDIBLE VENUE FOR UP TO 65,000 GUESTS

FEEL CLOSE TO YOUR IDOLS

An aerial night view of a large stadium, likely the Santiago Bernabéu, filled with a massive crowd. The stadium is illuminated with bright green laser lights that create a dramatic atmosphere. The lights are arranged in long, parallel lines across the stands and the pitch area. The crowd is densely packed, and the overall scene is one of a high-energy, immersive event.

IMMERSIVE EXPERIENCES

ADAPTABLE STAGES ALL YEAR LONG



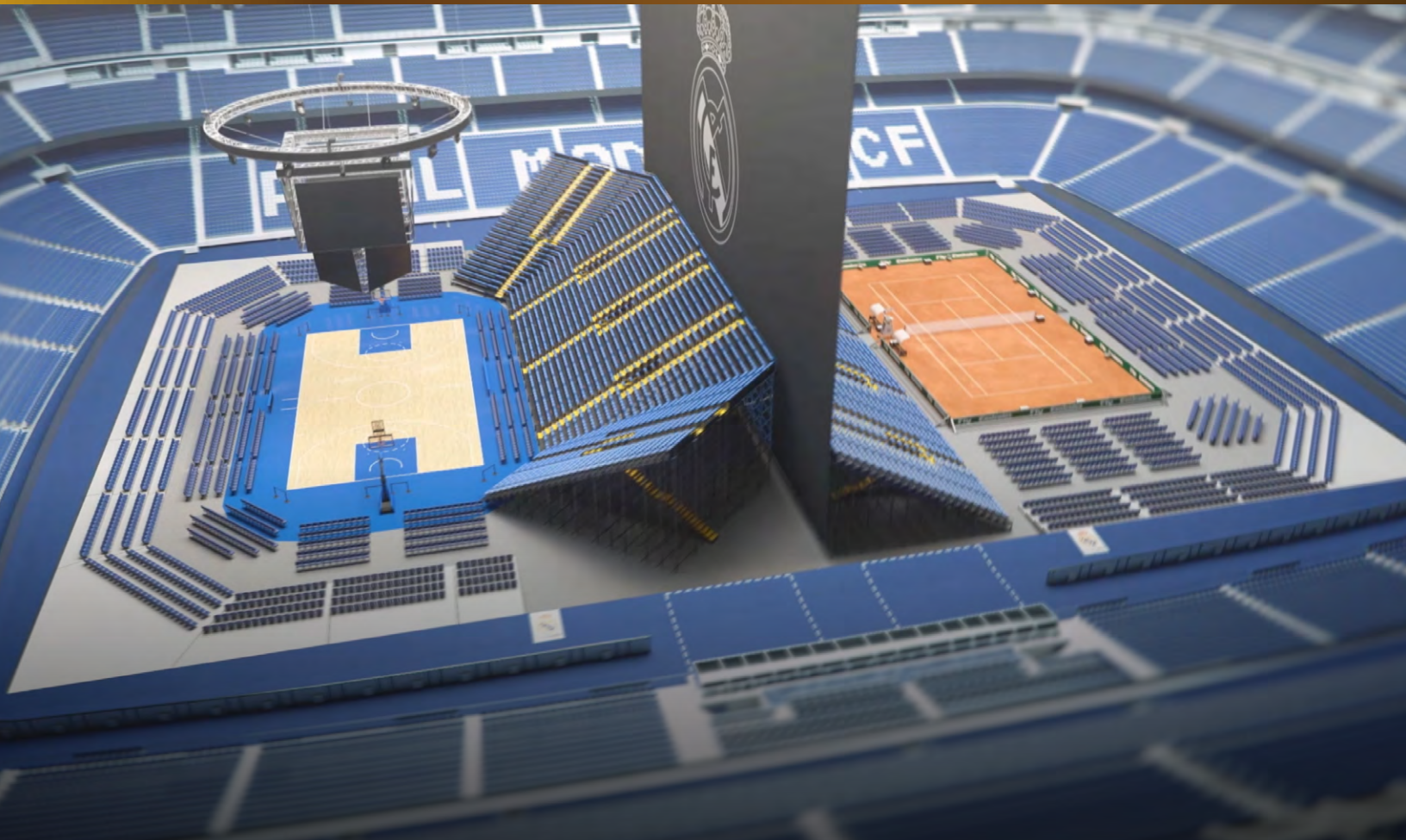
BIG SCREENINGS





NO BOUNDARIES FOR DIFFERENT SETUPS

THE ONLY LIMIT...



IS YOUR MIND





ANYTHING YOU IMAGINE
CAN BE **REALITY**



WATCH OUR VIDEO



Real Madrid

MEDIUM-SIZE EVENTS & BIG CONVENTIONS



WIDE SPACES FOR ANY EXHIBITION



BE EXCELLENT

A UNIQUE GREEN IN THE HEART OF SPAIN'S CAPITAL



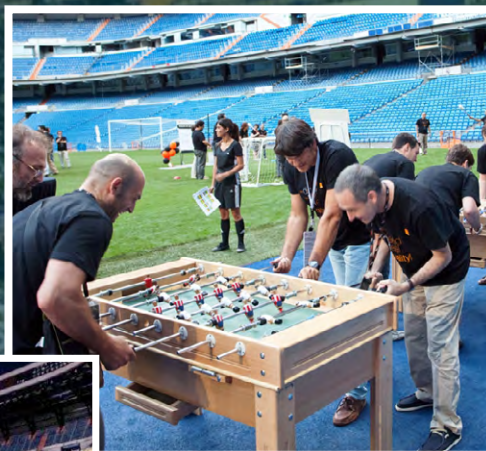
THINKING OF YOUR
NEXT CONVENTION?



THE SIZE
DOES NOT MATTER

FEEL LIKE A FOOTBALL STAR

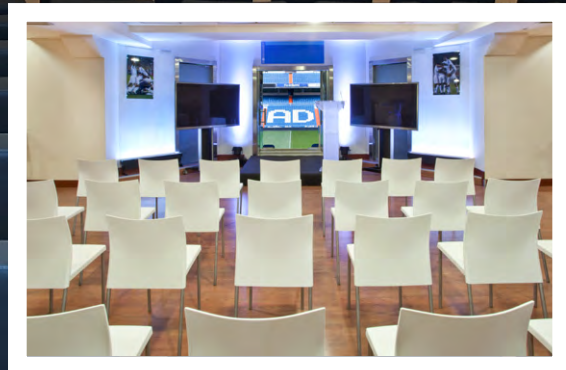




...AND THINK OF A
DIFFERENT THIRD HALF

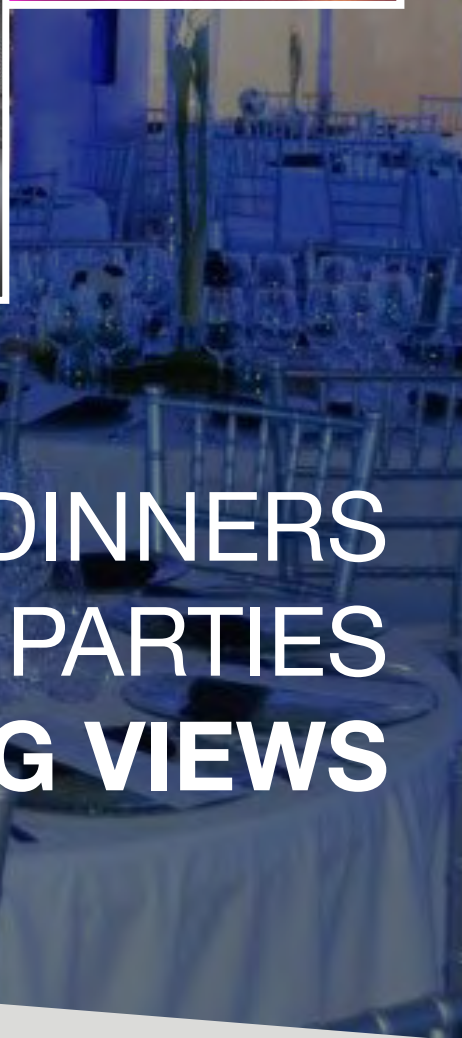
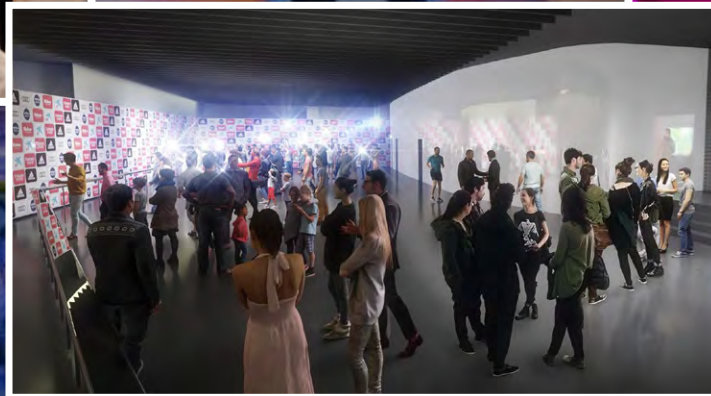


BEST SKYLINE FOR RECEPTIONS



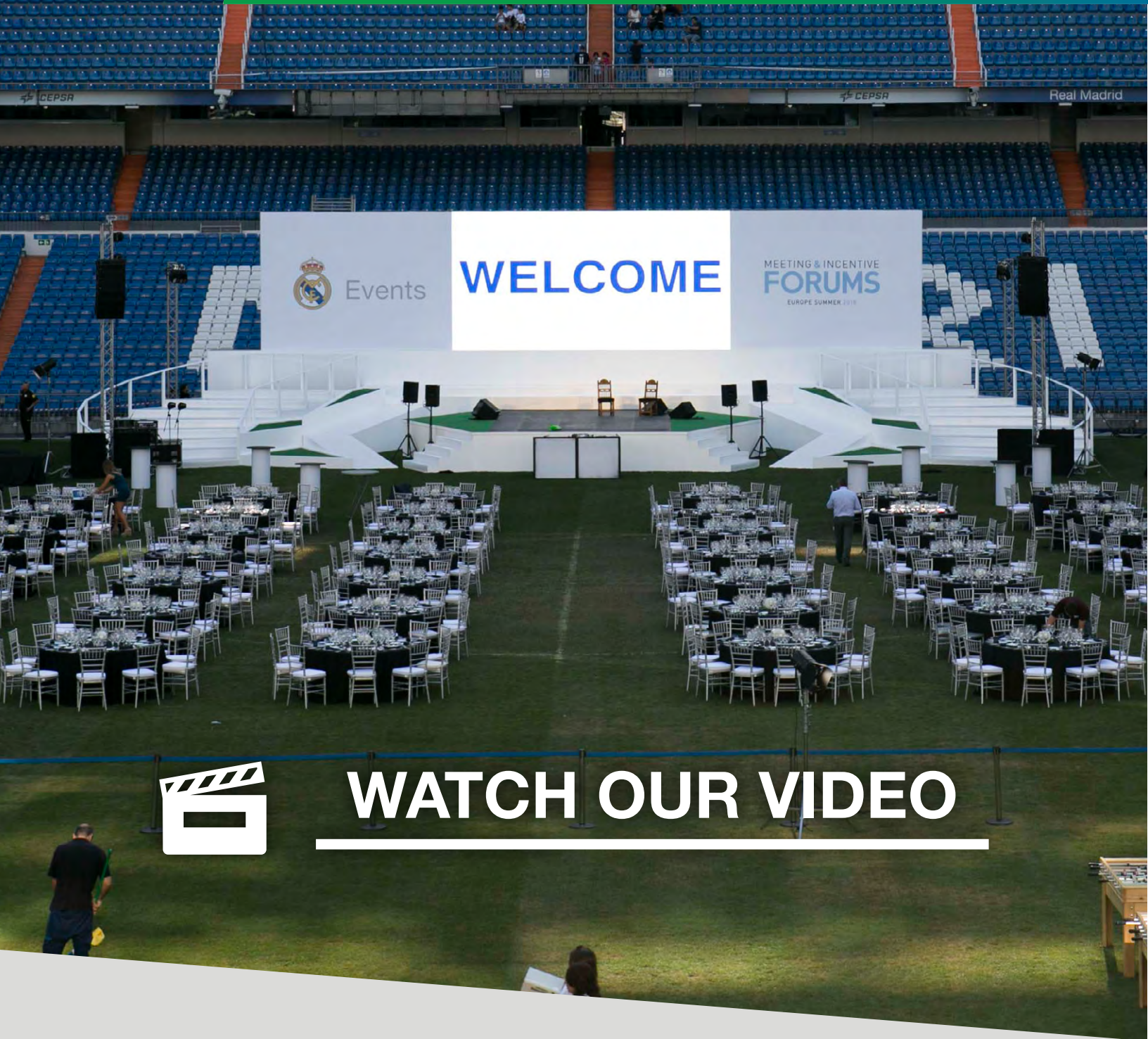
PRESENTATIONS & PRESS CONFERENCES

COMBINING A SOPHISTICATED INTERIOR
WITH CONTEMPORARY FEATURES



BREATHTAKING GALA DINNERS & RECEPTION PARTIES WITH OUTSTANDING VIEWS

WORLD CLASS EVENTS FOR WORLD CLASS CLIENTS



WATCH OUR VIDEO



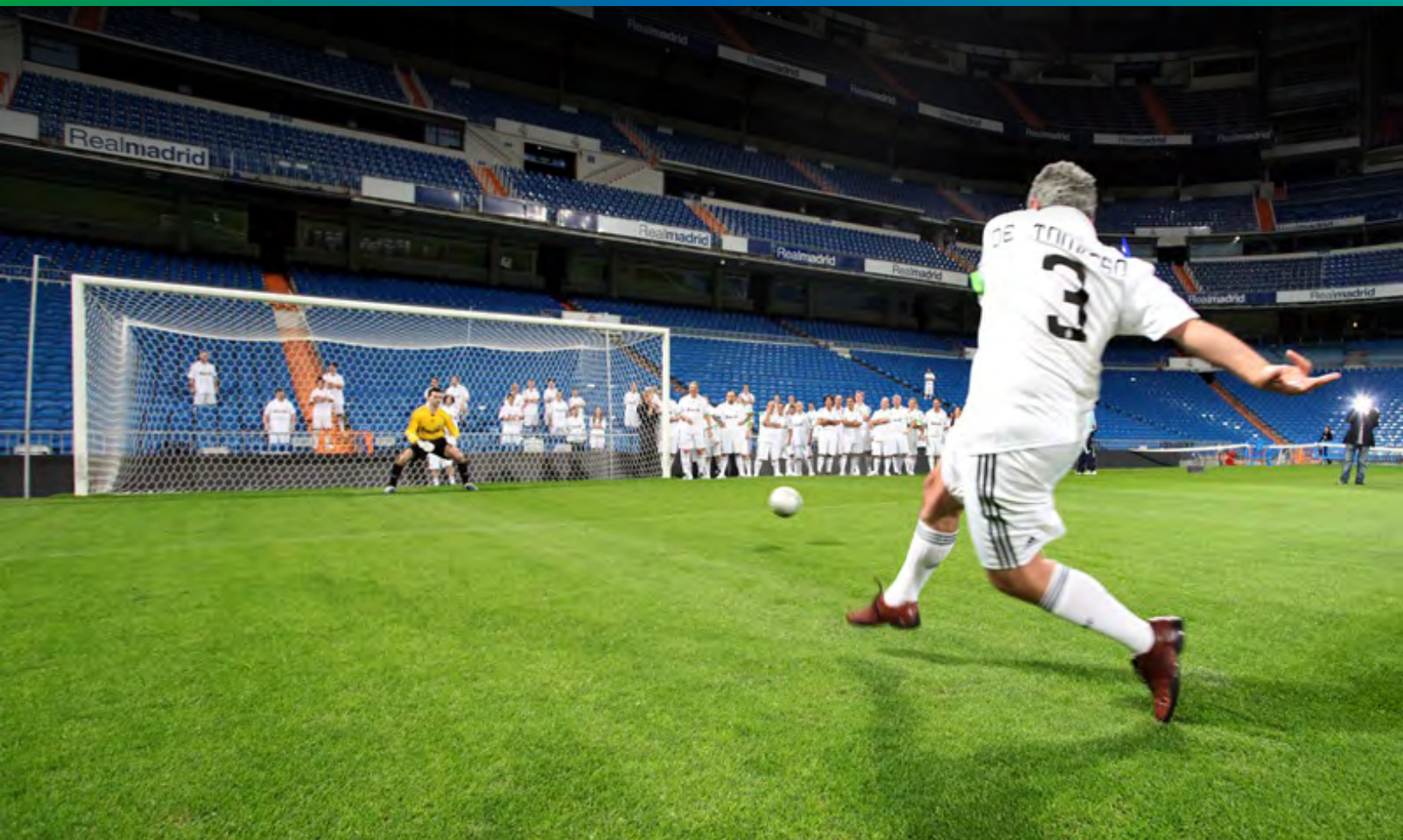
Real Madrid

SMALL EVENTS



EXCLUSIVE MILESTONE MEETINGS & DAY DELEGATE PACKAGES





LEISURE PACKS MAKE A DIFFERENT TEAMBUILDING





Real Madrid

WHAT ELSE
CAN WE
OFFER YOU

YOUR IMAGINATION IS OUR BEST EVENT



OUR SERVICES FOR A UNIQUE EXPERIENCE



STAGING AVAILABLE FOR RENT



IN-HOUSE VENUE LIGHTING, AUDIO AND AV RENTAL PACKAGES



TICKET SELLING CAPABILITIES



HIGH SPEED INTERNET 5G, STREAMING, LATEST INNOVATIVE TECHNOLOGY



EXCELLENT CATERING SERVICE



UNDERGROUND PARKING



DEDICATED EVENT MANAGEMENT STAFF



PHOTO OPPORTUNITIES WITH LATEST TROPHY



EXCLUSIVE, PERSONALIZABLE, VERSATIL SPACES



PRIVATE BATHROOMS & WARDROBE IN EACH SPACE



CITY CENTRE LOCATION



GREEN EVENTS



SECURITY STAFF & SAFETY



MERCHANDISE SALE OPPORTUNITY



Real Madrid

A photograph of a modern lounge interior, likely a VIP area at a stadium. The space features a high ceiling with dark horizontal slats, large windows, and a bar area with a curved counter and a Real Madrid crest. People are walking through the space, and there are comfortable seating areas with blue cushions and small tables. A large television screen displays a soccer match. The floor is a mix of light wood and dark carpet. The overall atmosphere is sophisticated and contemporary.

FOOD & BEVERAGE



EXCELLENT AWARD WINNING CATERING FOR OUTSTANDING EVENTS





Real Madrid

REAL MADRID EXPERIENCE

REAL MADRID EXPERIENCE

RELIVE THE PAST AND PRESENT WITH A REAL MADRID STADIUM TOUR AS PART OF YOUR EVENT



THE MUSEUM COULD ALSO BE A GREAT SPACE FOR AN ALTERNATIVE DRINKS RECEPTIONS TO START AN UNFORGETTABLE EXPERIENCE



ADD VALUE WITH PHOTO OPPORTUNITIES WITH THE LATEST TROPHY



Real Madrid

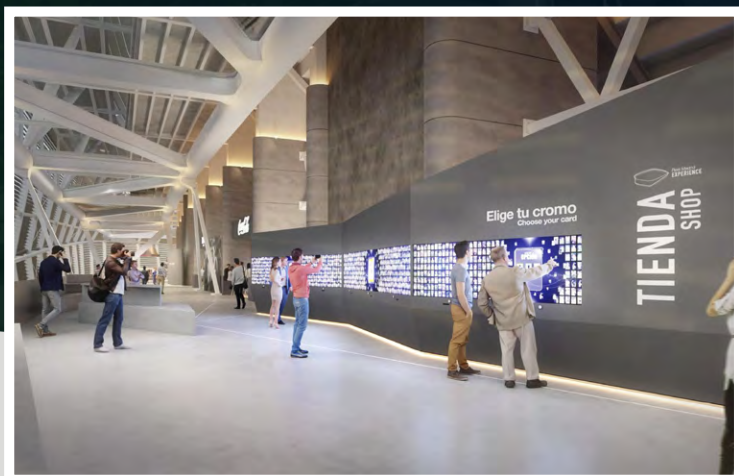
REAL MADRID MERCHANDISING

MERCHANDISING

OUR FLAGSHIP STORE IS LOCATED DIRECTLY IN THE STADIUM

**WE OFFER TO YOU TO
MAKE YOUR EXPERIENCE EVEN MORE COMPLETE
BY PURCHASING MERCHANDISING FOR ALL YOUR GUESTS
WITHOUT ANY LINES.**

**PERSONALIZE YOUR ITEMS AND MAKE YOUR EVENT
WORTH REMEMBERING**





EVENT PLANNING AT ITS BEST

FIND YOUR AWARD WINNING FORMULA
& BRING YOUR EVENT TO LIFE

CONTACT:

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