



Real Madrid

**REAL MADRID MICE**

An architectural rendering of a large, modern stadium with a curved, ribbed roof. The stadium is set in a landscape with hills in the background. The image is overlaid with a large, dark blue and green geometric shape that contains the text.

**ABOVE  
WHAT YOU  
EXPECT**

**—  
THE IMPOSSIBLE IS POSSIBLE**



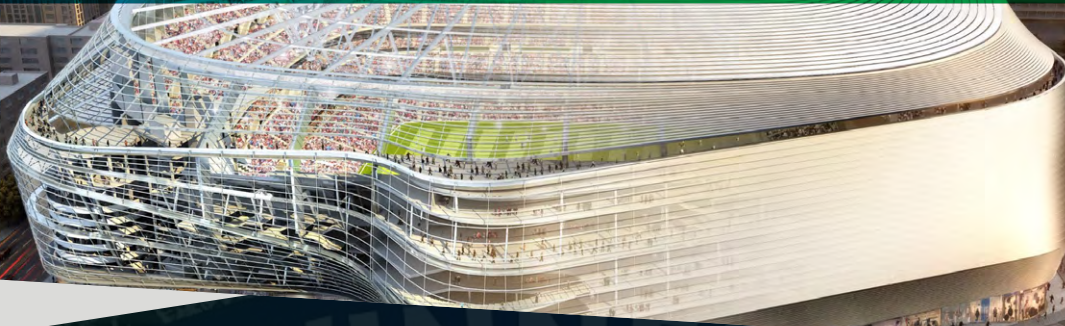
# OUR ROAD TO EXCELLENCE



**WE NEVER STOP IMPROVING  
SUCCESS HAPPENS HERE**



# AN EVENT IS AN EXPERIENCE



- ▶ **Why Madrid**
- ▶ **What makes us being different**
  - ▶ Our Features
  - ▶ Retractable Roof
  - ▶ Removable 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**

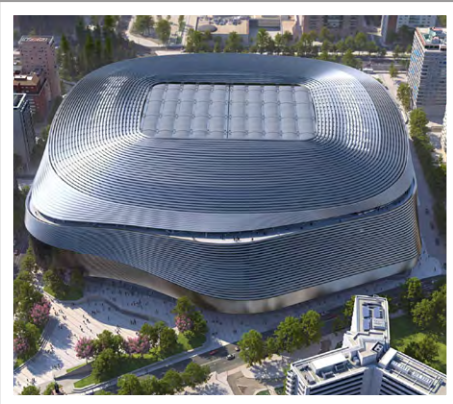




# WHY MADRID - SPAIN'S CAPITAL



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



Incredible gastronomic Offer



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



Good Weather conditions the whole year



Impressive Hotel Offer (over 800 hotels)



Spain's Hospitality and Atmosphere



Europe's second safest City



# 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



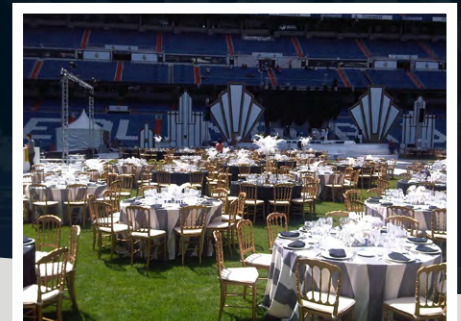
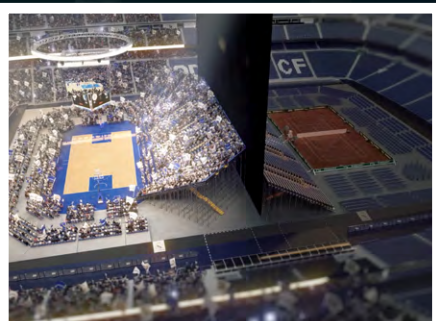
UNIQUE HIGHCLASS  
EXPERIENCE FOR YOUR  
CLIENTS



PASSION WHEN IT COMES  
TO DETAIL



TRUST AND EXCELLENCE





ALL WEATHER SUITABLE  
FIVE STAR VENUE

FASTEST  
RETRACTABLE ROOF  
EVER

MAKE YOUR IDEAS **REALITY**  
ALL YEAR ROUND





# INNOVATIVE AND THE MOST SPECTACULAR

REMOVABLE FIELD SYSTEM



## FOR WORLD CLASS EVENTS





↑ **360° VIDEOWALL**  
PERSONALIZE YOUR ALLOVER EXPERIENCE  
IN THE MOST COMPLETE VENUE





# STUNNING UNDERGROUND PARKING





Real Madrid

# EXCELLENT EVENTS OPTIONS





# BOWL EVENTS





# NOT ONLY FOOTBALL CAN BE PLAYED IN OUR STADIUM





**INCREDIBLE VENUE  
FOR UP TO 65,000 GUESTS**

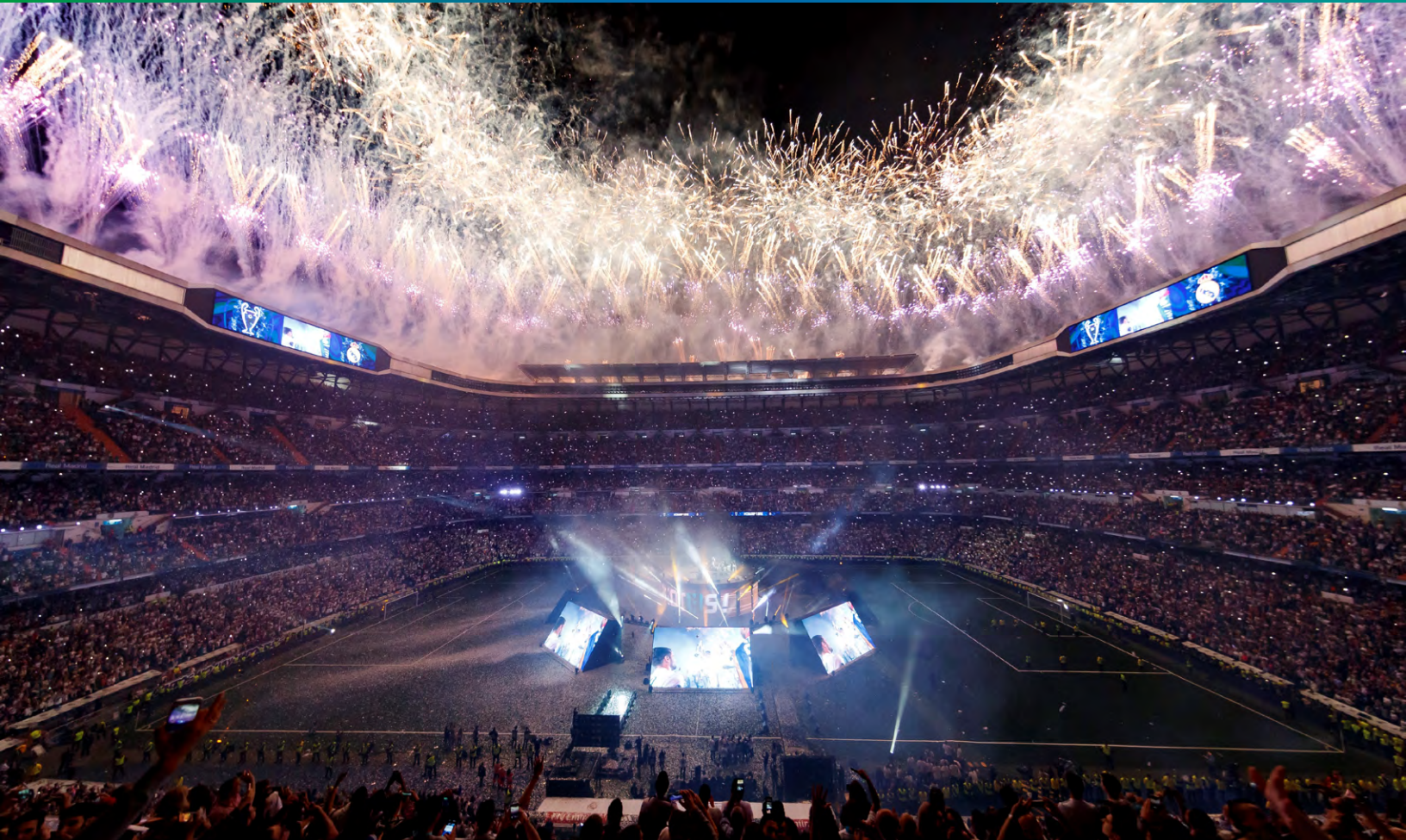
**FEEL CLOSE  
TO YOUR IDOLS**



# IMMERSIVE EXPERIENCES

ADAPTABLE STAGES  
ALL YEAR LONG





# BIG SCREENINGS







Real Madrid

An aerial photograph of a large stadium with a retractable roof, likely the Santiago Bernabéu Stadium. The roof is partially open, revealing the pitch. The stadium is surrounded by a cityscape and mountains in the background. The image is overlaid with a green and blue geometric design.

# MEDIUM-SIZE EVENTS & BIG CONVENTIONS



BE EXCELLENT



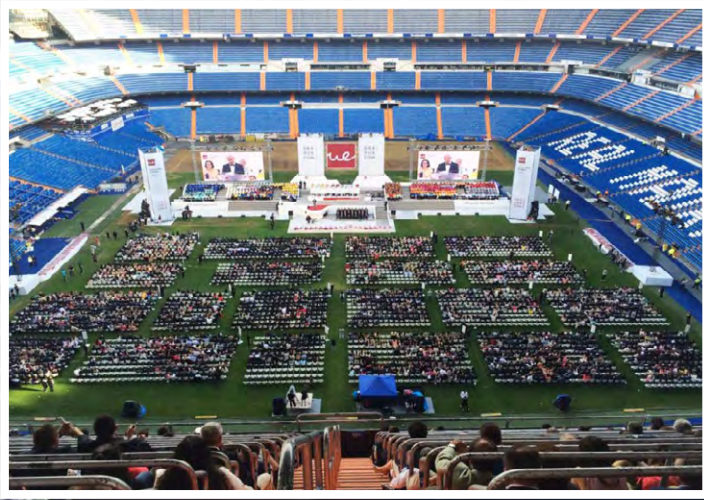
A UNIQUE GREEN  
IN THE HEART OF SPAIN'S CAPITAL





# 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

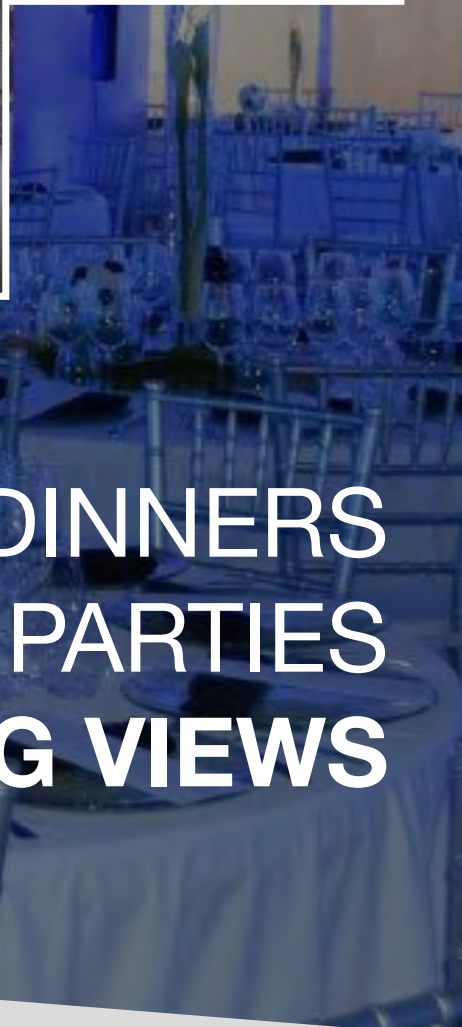




# PRESENTATIONS & PRESS CONFERENCES

COMBINING A SOPHISTICATED INTERIOR  
WITH CONTEMPORARY FEATURES

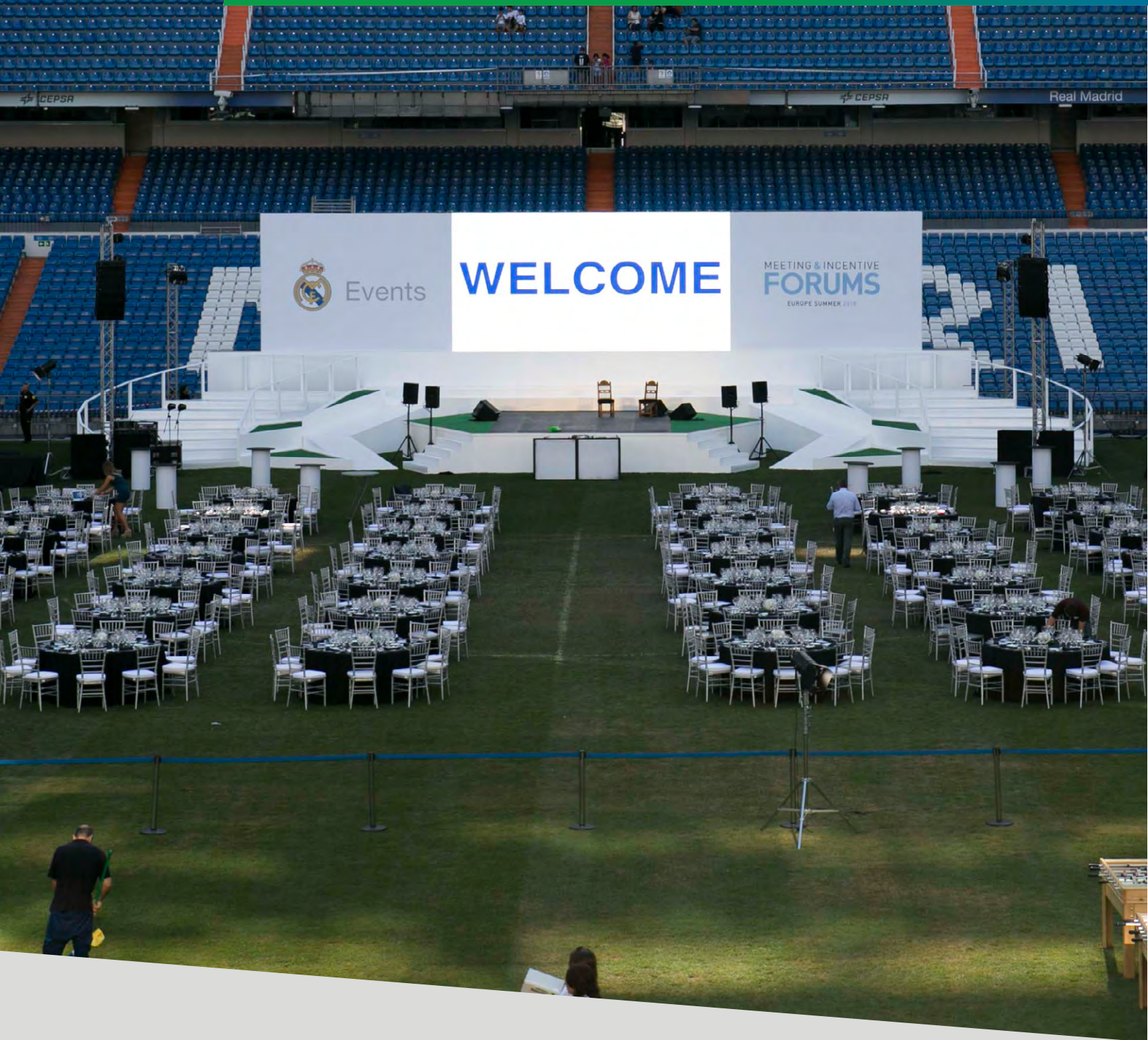




# BREATHTAKING GALA DINNERS & RECEPTION PARTIES WITH OUTSTANDING VIEWS



# WORLD CLASS EVENTS FOR WORLD CLASS CLIENTS







Real Madrid

An aerial photograph of a modern stadium with a curved, metallic facade, set against a backdrop of a city and mountains. The stadium is illuminated, and the surrounding area includes buildings and greenery.

# 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



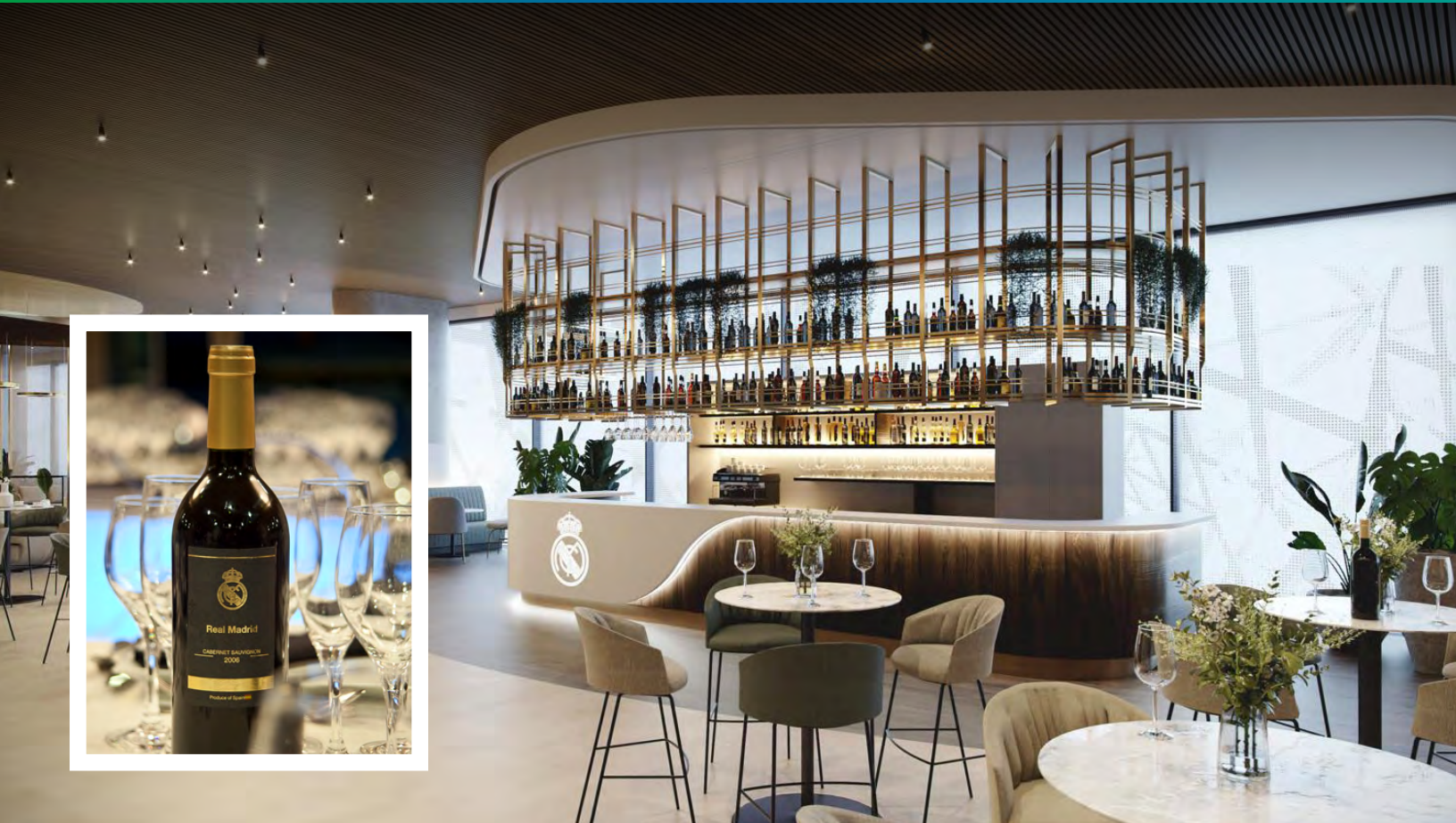


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# FOOD & BEVERAGE





# EXCELLENT AWARD WINNING CATERING FOR OUTSTANDING EVENTS







Real Madrid

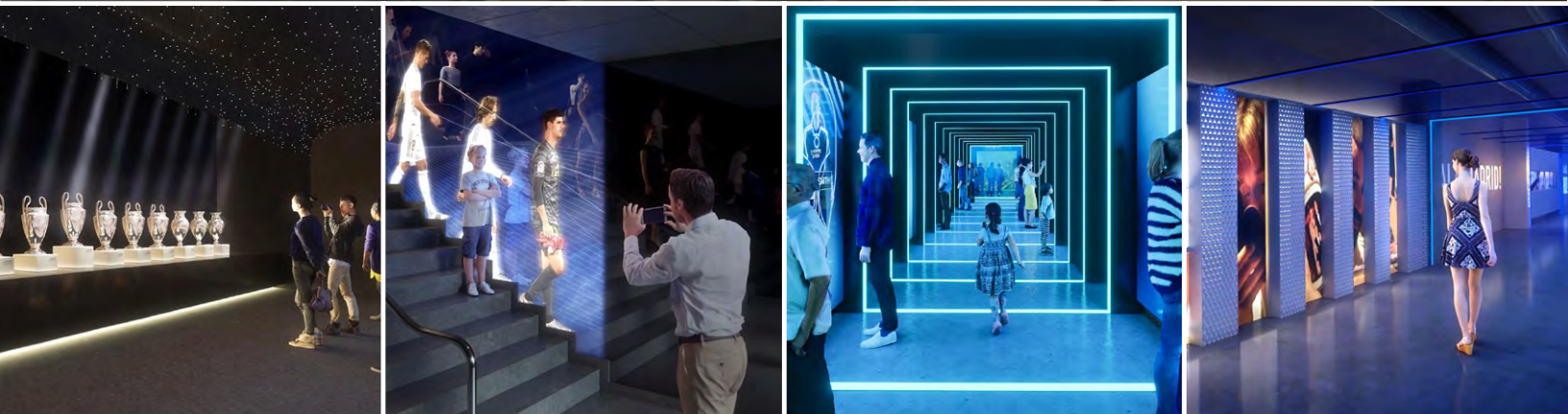
An architectural rendering of a modern stadium with a curved, metallic facade. The image is overlaid with large, diagonal geometric shapes in shades of blue and green. The stadium is surrounded by trees and a parking area with cars.

# REAL MADRID EXPERIENCE

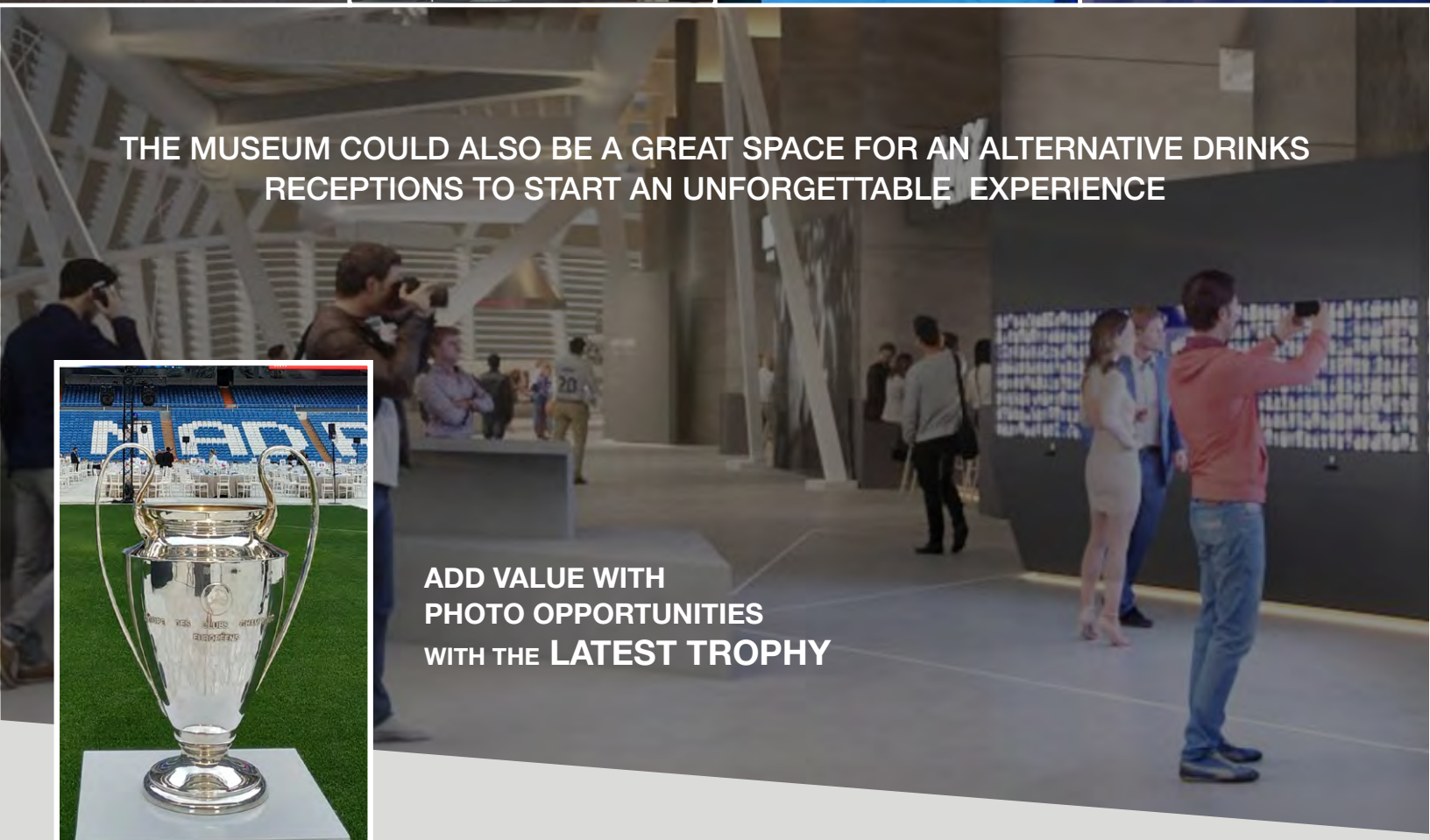


# REAL MADRID EXPERIENCE

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





Realmadrid

An aerial photograph of the Santiago Bernabéu stadium, showing its distinctive white, ribbed facade. The image is partially obscured by a large, diagonal geometric overlay in shades of yellow and orange. The text 'REAL MADRID MERCHANDISING' is overlaid on this graphic in white, bold, sans-serif capital letters.

# REAL MADRID MERCHANDISING

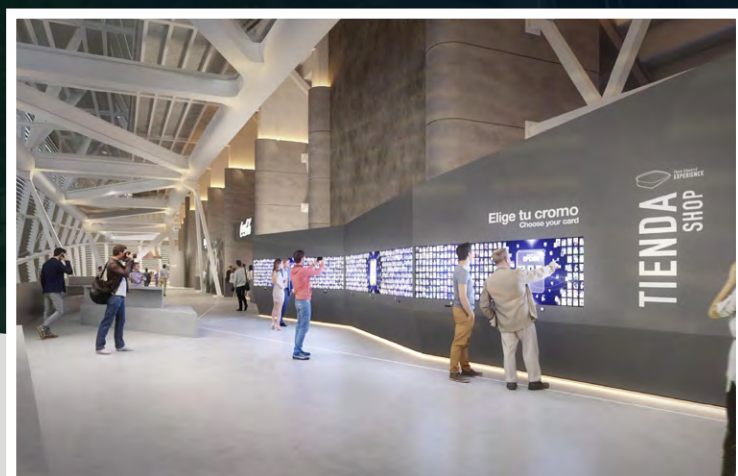


# MERCHANDISING

**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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