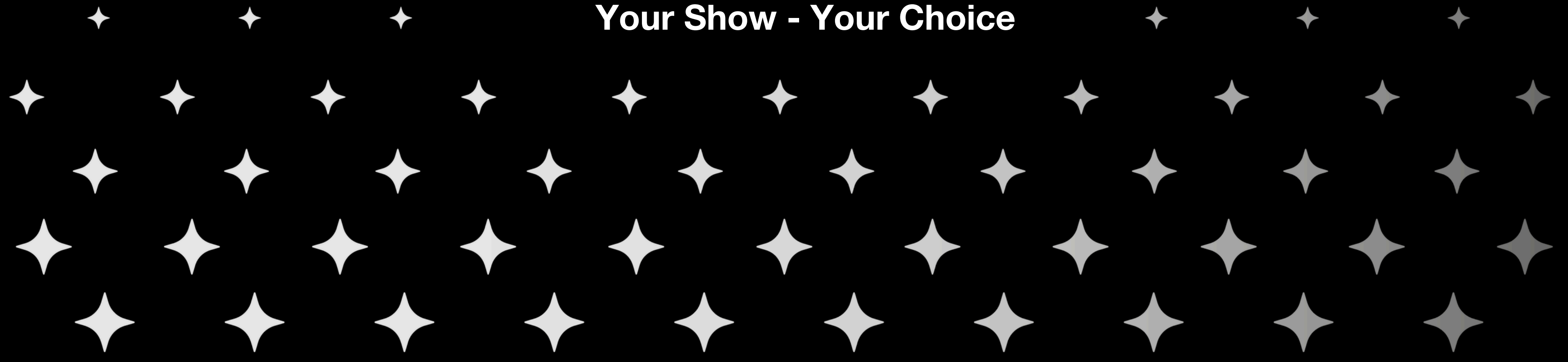


Premium Membership

allstarsclub✦

Your Show - Your Choice



Position Your Business Centre Stage

Experience world class live entertainment with the All Star Club.

More than a premium hospitality package, All Star Club is a strategic business asset. It gives you an exceptional setting to entertain clients, reward your people and elevate your brand at the region's biggest events, all year round.



Win New Business

Impress prospective clients.



Strengthen Key Relationships

Build loyalty through shared experiences.



Elevate Your Brand

Align your business with world class entertainment.



Reward and Retain Your People

Recognise and motivated your team.



Build Connections and Partnerships

Create valuable business relationships.



Support Charities and Communities

Advance your corporate social responsibility goals.



Since opening in 2013, first direct bank arena has played host to some of the biggest names in live entertainment, including:

allstarsclub*

Elton John

Bruce Springsteen

Disney on Ice

Fleetwood Mac

MOBO Awards

Liam Gallagher

Dua Lipa

Prince

Did you know?

Dianna Ross

We stage 100+ events per year and attract an audience of 630,000 visitors

Premier League Darts

Bob Dylan

Bruno Mars

Rod Stewart

Kylie

Peter Kay

Take That

Michael Buble

Experience Without Compromise



Arrive with impact

Dedicated VIP entrance for seamless access.



Private Washrooms

Discreet, self-contained facilities ensure your clients remain within your hosted environment at all times. No public areas, no interruptions

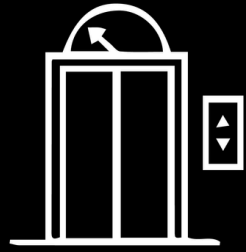


Host without distraction

A dedicated suite host manages service, logistics and guests needs, so you can focus on building relationships and closing deals



Built for Impactful Hosting



Private VIP Lift

Direct access to your suite ensures smooth arrival for high-value guests particularly important for senior executives or time-sensitive schedules



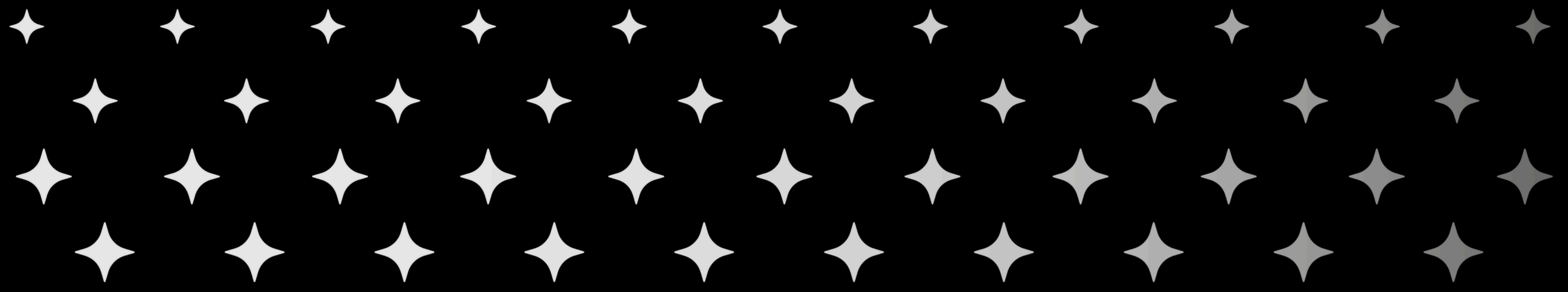
Private Bar Within Your Suite

A fully serviced bar within your exclusive space enables effortless hosting without guests leaving the environment you control



A 360-Day Business Asset

Use our spaces year-round for meetings, client briefings and team sessions in a setting that sets you apart



What's included?

- ✦ Early access to the venue via our dedicated VIP entrance
- ✦ First refusal on every newly announced show and tickets held for 14 days whilst you decide*
- ✦ Wristband for guests at every event
- ✦ Watch the show in style from our comfy padded seats
- ✦ All inclusive drinks
- ✦ All Star Club hosts
- ✦ Post show use of the All Star Club (30 mins post show)
- ✦ Account Manager
- ✦ Invitations to private member events
- ✦ Access to tickets at our other venues
- ✦ Access to pre sale All Star Club tickets if you have additional guests coming
- ✦ Digital advertising opportunities within the venue
- ✦ Support for a charity of your choice



Tastefully Delivered

Exceptional entertainment deserves exceptional hospitality.

Within All Stars Club, every detail of the food and beverage experience is designed to impress, indulge and keep conversations flowing.

A menu designed to impress

Hot and cold dishes, artisan nibbles, desserts and cheese platters

A bar to match the occasion

Selected wines and champagne, premium labels, hot cold and soft drinks, spirits, mixers and signature cocktails

Every element enhances the live experience

An atmosphere where guests feel valued, relaxed and ready to engage



A Calendar Worth Hosting Around

All Star Club unlocks access to every event across a dynamic 12-month programme of world-class entertainment.

From internationally acclaimed artists to high-demand tours and special performances, your suite places you and your guests at the centre of the action in complete comfort and privacy.

Because when the contact is exceptional, the hosting opportunity becomes powerful.

This is where atmosphere drives engagement, and unforgettable live moments become a catalyst for stronger business relationships.

Up and Coming Highlights

Premier League
Darts

Paul Heaton

Jack Whitehall

Pete Tong



Join All Stars Club

**Members
will enjoy 12 months
of membership**

Each membership
is per seat,
per person

Shows are
priced at

**1 star
1.5 star
2 star**

Stars are your
currency to purchase
tickets to
shows

20 Stars
£3500

The All Stars Code

- ✦ All membership to be taken over a 12 month period starting the day the signed contract is returned to us or/ on an agreed date between all parties.
- ✦ Stars must be used within the contracted 12 month period. You will lose your stars if not used within this time frame.
- ✦ All shows will either cost 1 star, 1.5 stars or 2 stars at the time of announcing dependent on the show.

Examples below:

Shows similar to Lily Allen, Jane McDonald, World of Hans Zimmer, Barry Manilow would cost 1 star

Shows similar to Kevin Bridges, Pete Tong, Kings of Leon, Myles Smith would cost 1.5 Stars

Shows similar to Westlife, Take That, Darts would cost 2 stars

- ✦ If the All Stars Club is not in use (due to stage position or show set up) then we will offer your alternative seats.
- ✦ If a new show is announced outside of your membership period, and you wish to use your beats to attend then you must sign up for an additional 12 months to cover this time period and show.
- ✦ The All Star Club is a shared suite experience where you will enjoy the show with other like-minded people

*14 days as standard but this may be reduced if the announcement and event date is within a short time frame. eg in 2024 we only had 6 weeks between Sam Fender announcement to the event date.

Support Your Year of Opportunity

Next Steps

1. Contact us to discuss availability and details
2. Arrange a private viewing
3. Visit our what's on page to view all 2026/2027 events: firstdirectbankarena.com

**The stage is set.
The calendar is exceptional.
The opportunity is yours.**

Contact us
leeds.hospitality@firstdirectbankarena.com
0113 3863 631



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Your Show - Your Choice

