

Premium Membership

# Annual Premium Suites



**first direct bank arena**

# Position your business at the centre stage of world class live entertainment

An Annual Premium Suite is more than a hospitality package it's a strategic business asset. Entertain, reward and elevate your brand at the region's biggest events, all year round.

## Win New Business

Impress prospective clients.

## Strengthen Key Relationships

Host valued clients and partners at world-class events.

## Reward & Retain Your Team

Motivate and recognise employees.

## Elevate Your Brand

Align your business with high-profile events.



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

Michael Bublé, Prince, Fleetwood Mac, Elton John, Bruce Springsteen, Bruno Mars, BBC Sports Personality of The Year, MOBO Awards, Liam Gallagher, Take That, Dianna Ross, Dua Lipa, Rod Stewart, Kylie, Premier League Darts and Disney on Ice to name but a few!



### **Did you know?**

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

# Experience Without Compromise



## Arrive with impact

Dedicated VIP entrance for seamless access. With no queues, no congestion, just a premium arrival experience that reflects your brand and your guests.



## 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 guest 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 365-Day Business Asset

Use your suite year-round for meetings, client briefings and team sessions in a setting that sets you apart.



# Your Experience Amplified



Exclusive level  
for private suites



Post show use  
of suite



Access to any Venue  
after show parties



On the night VIP  
reception service



Souvenir lanyard  
add on available



Access to tickets  
at sister venues



Buy back scheme



Membership  
announcement  
on our socials



Digital advertising  
opportunities



Dedicated account  
manager



Partner discounts



Support for charity  
of your choice.



Guaranteed  
tickets



Networking events  
throughout the year



Referral scheme

# Tastefully Delivered

Exceptional entertainment deserves exceptional hospitality.

Within your private suite, 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 champagnes, premium labels, hot, cold and soft drinks, spirits, mixers and signature cocktails.

Every element enhances the live experience, creating an atmosphere where guests feel valued, relaxed and ready to engage.



# A Calendar Worth Hosting Around

An annual membership 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 content is exceptional, the hosting opportunity becomes powerful.

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

## 2026 Highlights

- 🎯 Westlife
- 🎯 Rick Astley
- 🎯 Kevin Bridges
- 🎯 The Prodigy
- 🎯 Richard Ashcroft
- 🎯 Pete Tong
- 🎯 Lily Allen
- 🎯 Premier League Darts
- 🎯 Kings Of Leon



# A Strategic Business Asset



**Client  
Acquisition**



**Brand  
Positioning**



**Client  
Retention**



**Staff  
Retention**



**Networking &  
Partnerships**



**Charity & Corporate  
Social Responsibility**



# Annual Investment

An annual suite membership goes beyond hospitality. It is a year round business development platform aligned to a world class live entertainment calendar. Your investment secures priority access, premium facilities and a setting designed to drive meaningful connections and measurable return.

**Option 1** – 16 Seat Suite: £80,000 + VAT

**Option 2** – 14 Seat Suite: £60,000 + VAT

From just over £50 per guest, per show, enjoy world-class live entertainment from the comfort of your own private executive suite. A premium corporate hospitality platform unlike anything else in the region.

## Payment Flexibility

- Annual Payment
- Instalment Options
- Multi-year partnership incentives



# Trusted By Leading Brands

An annual hospitality suite is more than a premium experience it is a long-term partnership chosen by organisations that value relationships, reputation and return. Our corporate members span a diverse range of sectors, from finance and professional services to technology, property, healthcare and global brands.

## Hear what our members say...

“Our corporate suite at Leeds Arena has become a standout benefit for our employees and their families, giving them unforgettable experiences throughout the year. It also allows us to support charitable organisations through ticket donations and provides an exceptional setting for hosting clients and colleagues.”

“We have held an annual suite at the first direct bank arena since it first opened. It’s a great way to enjoy any show with family and friends. We value the flexibility of pre-ordering food and drink, or simply turning up and going with the flow.

There is always a dedicated suite host on hand to take orders and answer any queries, and the exclusive suite entrance means no long queues to enter the arena, which is especially beneficial for sold-out shows.”

 **Over 90% of members renew annually**



# Secure 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 2026/27 events: [www.firstdirectbankarena.com/events](http://www.firstdirectbankarena.com/events)

**The stage is set.**

**The calendar is exceptional.**

**The opportunity is yours.**

## Contact Us

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**Limited suites remaining for 2026**

