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Seasonal HOSPITALITY



WEST BROMWICH ALBION FOOTBALL CLUB



The Hawthorns

HOME OF WEST BROMWICH ALBION FOOTBALL CLUB

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Where Moments Become Memories.

Welcome to the 2026/27 Season Hospitality brochure. We know the importance of delivering a matchday experience that continues to meet your expectations. Our range of packages have been thoughtfully refined to offer greater flexibility across dining, seating, and the overall hospitality experience.

Whether you're an Albion supporter or a business looking to entertain clients or reward your team, our seasonal hospitality packages provide a seamless, premium way to enjoy every moment of the 2026/27 campaign

All our seasonal packages include:

- An average saving of 35% when compared against match prices
- The first home tie of each domestic cup competition (FA & Carabao Cup) included
- An exclusive booking window to secure your existing seat for the 2027/28 season
- Receiving preferential payment terms via direct debit
- Priority access to home and away tickets
- 20% room hire discount for non-matchday events
- 10% discount on extra guest places (Gold and Silver matches)
- 5% discount in the Club Shop
- Invitation to exclusive members events throughout the season
- Secure parking (1 space per four places)



<i>Tier 1</i>		
SUITE	DINING STYLE	PRICES
THE DARREN MOORE	4 Course Fine Dining, Inclusive Drinks, Premium West Stand Balcony Heated Seating	£4,850
THE MILLICHIP	4 Course Fine Dining, Inclusive Drinks, Premium East Stand Seating	£4,750

<i>Tier 2</i>		
SUITE	DINING STYLE	PRICES
THE GRAHAM WILLIAMS	2 Course Buffet, Inclusive Drinks, Premium West Stand Balcony Heated Seating	£3,145
THE RICHARDSON	3 Course Dining, Pay or Complimentary Bar, East Stand Premium Seating	£2,650 CASH BAR £3,150 COMP BAR
THE TONY BROWN	2 Course Dining, Pay Bar, West Stand Balcony Seating	£2,750

<i>Tier 3</i>		
SUITE	DINING STYLE	PRICES
THE DEREK KEVAN	Casual Dining, Arrival Drink, Pay Bar West Stand Balcony Seating	£2,075
THE PENNINGTON	2 Course Carvery, Pay Bar East Stand Seating	£1,800 PREMIUM £2,200
THE BASSETT	Pie & Chips/Mash and Arrival Drink, Pay Bar East Stand Seating	£1,500

20% discount will be applied to members under the age of 17.

All prices are per person except Executive Boxes which are per box.

All prices exclude VAT.

Executive Boxes

NEW We've extended our dining offering for the new season, introducing a new choice menu for all fixtures - bringing greater variety and flexibility to your matchday experience.

Executive Boxes at The Hawthorns deliver the ultimate in VIP matchday hospitality. Designed for groups of 8-10 guests, each private suite offers a stylish and comfortable space to enjoy the game with friends, family, or clients.

Located in the East Stand, every box features its own private balcony with padded seating, placing you at the heart of the action. Thoughtful touches - including Baggies-branded blankets during the colder months, ensure a first-class experience throughout the season.

This is an exclusive offering and with only 27 available, our Executive Box holders are members of an exclusive club.

Your benefits of being a seasonal Executive Box holder include:

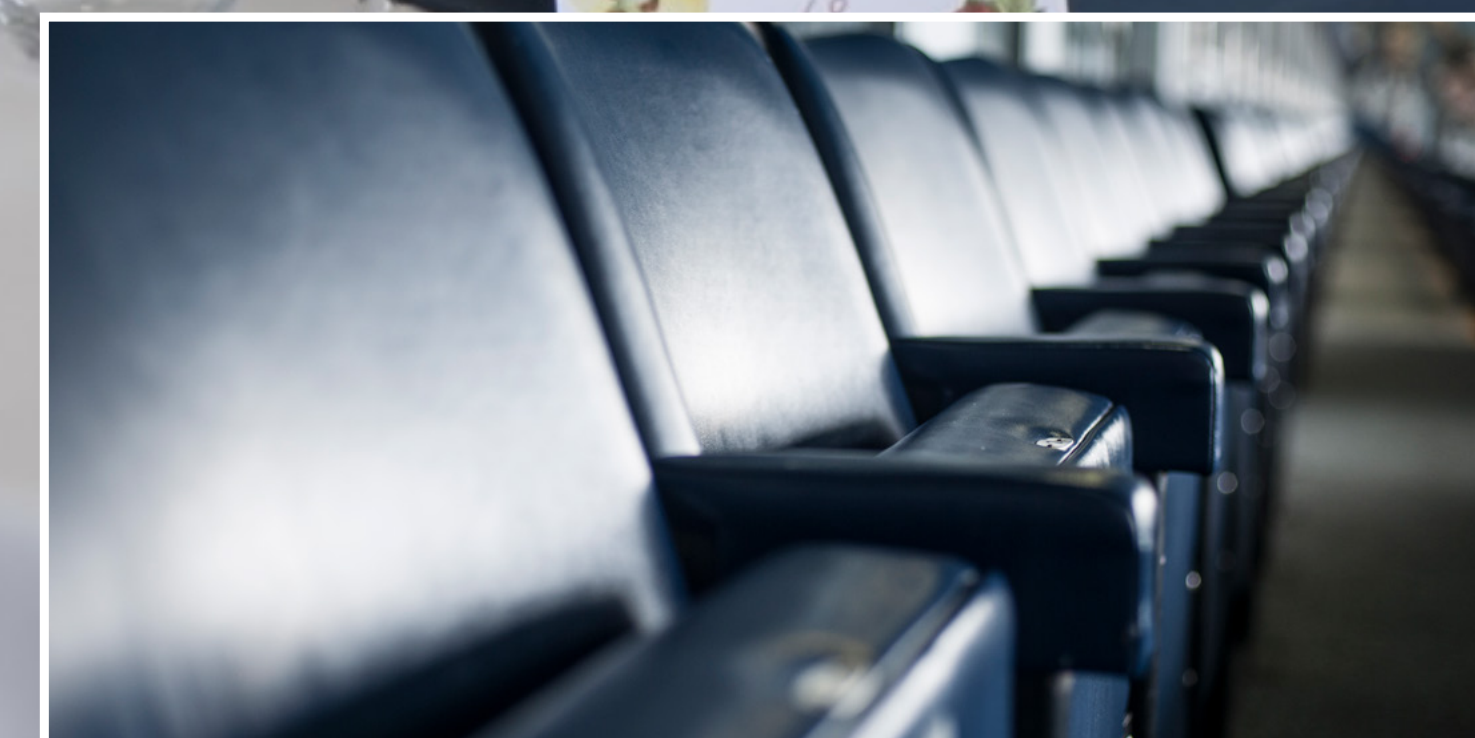
- Your Executive Box for all home league fixtures, plus the first home ties in both the Carabao Cup and FA Cup
- Priority access to purchase additional tickets for all fixtures, home and away
- Complimentary use of your box for meetings on non-matchdays* (refreshments available on request)
- 20% discount on non-matchday venue hire
- Invitations to exclusive members' events throughout the season
- Match Programme
- Plus, every season you will receive an exclusive gift of a signed and framed personalised shirt

Prices exclude VAT.
All prices are per person except Executive Boxes which are per box.

DINING STYLE	PRICES
2 Course, Cash Bar	£27,000
2 Course, Complimentary Bar*	£29,500
4 Course, Cash Bar	£29,500
4 Course, Complimentary Bar*	£32,000

* Excluding champagne

Ask us about our payment options.
We have two payment options; you can either pay upfront or by 25% deposit and then a 10-month interest free direct debit from June - March.



The Darren Moore

The Darren Moore offers an elevated matchday experience, combining exceptional dining with true VIP treatment. Enjoy a champagne reception before taking your private table in a pitch-facing suite, soaking up the pre-match atmosphere in style. When it's time for kick-off, step out to your personalised, heated executive seats on the West Stand balcony - delivering outstanding views in an unparalleled setting.

Your seasonal benefits include:

- Your place at every home league fixture, plus the first home ties in the Carabao Cup and FA Cup
- Champagne reception on arrival
- Four-course boardroom dining served to your private table
- Half-time refreshments
- Complimentary bar (excluding champagne)
- Personalised, padded and heated central executive seating on the West Stand balcony
- In-seat access to mini-TV screens throughout the match
- Personalised crystal table plaque
- Priority access for additional cup or play-off home matches
- Match Programme
- Plus, every season you will receive an exclusive gift of a signed and framed personalised shirt

£4,850
+VAT PER PERSON

£194 PER MATCH

20% DISCOUNT
For Members
Under The
Age of 17

Ask us about our payment options.
We have two payment options; you can either pay upfront or by 25% deposit and then a 10-month interest free direct debit from June – March.





The Millichip

One of our most sought-after experiences, The Millichip is our recently refurbished East Stand suite, designed to deliver a modern, premium matchday.

Guests will enjoy an exceptional four-course dining at a private table, paired with centrally located executive seating and a vibrant, contemporary setting.

Blending elevated cuisine with exclusive touches throughout, The Millichip sets an exceptional standard for hospitality at The Hawthorns.

Your seasonal benefits include:

- Your place at every home league fixture, plus the first home ties in the Carabao Cup and FA Cup
- Champagne reception on arrival
- Four-course dining served to your private table
- Half-time and full-time refreshments
- Complimentary bar (excluding champagne)
- Personalised, centrally located padded Executive seating in the East Stand
- Pre- and post-match Q&A with an Albion legend
- Personalised crystal table plaque
- Priority access for additional cup or play-off home matches
- Match Programme
- Plus, every season you will receive an exclusive gift of a signed and framed personalised shirt

20% DISCOUNT
For Members Under The Age of 17

£4,750 **£190 PER MATCH**
+VAT PER PERSON

Ask us about our payment options.
We have two payment options; you can either pay upfront or by 25% deposit and then a 10-month interest free direct debit from June – March.



The Graham Williams

Take in the action from superb unrivalled central heated seating, complemented by in-seat TV access to keep you close to every moment of the game. The Graham Williams package pairs a relaxed, sociable atmosphere with inclusive drinks and a two-course pre-match buffet - offering a seamless and enjoyable matchday experience throughout the season.

Your seasonal benefits include:

- Your place at every home league fixture, plus the first home ties in the Carabao Cup and FA Cup
- Champagne reception on arrival
- Two course pre-match buffet
- Half time savoury pies
- Complimentary bar (Excludes champagne)
- Personalised central padded Executive seating on the West Stand executive balcony
- Access to mini TVs throughout the match
- Priority access for additional cup or play-off home matches
- Match Programme

£3,145
+VAT PER PERSON

£126 PER MATCH

20% DISCOUNT
For Members
Under The
Age of 17

Ask us about our payment options.
We have two payment options; you can either pay upfront or by 25% deposit and then a 10-month interest free direct debit from June – March.



The Richardson

The Richardson is our largest and most vibrant hospitality offering, delivering a lively matchday atmosphere alongside magnificent cuisine and excellent seating.

Regular appearances from Albion legends and current-day personalities create a strong sense of occasion, offering guests an engaging, behind-the-scenes experience from arrival through to full-time.

Perfect for those who enjoy a social, high-energy setting, The Richardson combines great entertainment with a well-rounded matchday experience.

Your seasonal benefits include:

- Your place at every home league fixture, plus the first home ties in the Carabao Cup and FA Cup
- Three-course pre-match meal
- Half-time tea, coffee and savoury snack
- Full-time refreshments
- Bar service (contactless payment only)
- Personalised, centrally located padded Executive Level Two seating in the East Stand
- Pre and post-match Q&A with an Albion legend
- Priority access for additional cup or play-off home matches
- Inclusive beers, wines and soft drinks at all midweek fixtures*
- Match programme

*Applies to Monday–Wednesday evening games, excluding Bank Holidays

20% DISCOUNT
For Members Under The Age of 17

£2,650

CASH BAR +VAT PER PERSON

£106 PER MATCH

£3,150

COMP BAR +VAT PER PERSON

£126 PER MATCH

Ask us about our payment options.

We have two payment options; you can either pay upfront or by 25% deposit and then a 10-month interest free direct debit from June – March.





The Tony Brown

NEW

The Tony Brown Suite is entering an exciting new era. This season sees a complete refresh of the dining experience, moving away from a traditional buffet to a more immersive, chef-led offering. Guests can now choose from a selection of five freshly prepared dishes per matchday (including a vegetarian option), each served with carefully paired sides for a more personalised experience.

Menus will evolve throughout the season to reflect the occasion – from classic Sunday roasts for weekend fixtures, to relaxed brunch-style dishes for early kick-offs, and themed menus for evening matches inspired by global cuisines such as Italian, Indian, and American. Alongside hot and cold desserts and familiar matchday favourites, the new approach brings greater variety, quality, and theatre to the Tony Brown Suite experience.

Designed for those who value comfort, variety and a sociable atmosphere, the Tony Brown Suite delivers a consistent, high-quality experience throughout the season.

Your seasonal benefits include:

- Your place at every home league fixture, plus the first home ties in the Carabao Cup and FA Cup
- Bar service (contactless payment only)
- Rotating matchday menu featuring five dishes, including vegetarian options, with accompanying sides
- Hot and cold dessert options each fixture
- Half-time refreshments and savoury pies
- Personalised Executive seating on the West Stand balcony
- Priority access for additional cup or play-off home matches
- Match programme

View Sample Menu

20% DISCOUNT
For Members Under The Age of 17



NEW 2026/27 MENU

£2,750
+VAT PER PERSON

£110 PER MATCH

Ask us about our payment options.
We have two payment options; you can either pay upfront or by 25% deposit and then a 10-month interest free direct debit from June – March.



The Derek Kevan

The relaxed setting of the Derek Kevan delivers a social matchday experience in a contemporary bar setting. With unobstructed views of The Hawthorns pitch directly from your suite you can enjoy the pre-match build up while enjoying your dish of the day and complimentary arrival drink.

The Derek Kevan Suite offers a relaxed, sociable matchday experience in a contemporary bar setting with panoramic views of The Hawthorns directly from the suite.

Your seasonal package includes:

- Your place at every home league fixture, plus the first home ties in the Carabao Cup and FA Cup
- Complimentary drink on arrival
- Themed dish of the day
- Half-time refreshments
- Bar service (contactless payment only)
- Personalised Executive seating on the West Stand balcony
- Priority access for additional cup or play-off home matches
- Match programme

£2,075 **£83 PER MATCH**
+VAT PER PERSON

20% DISCOUNT
For Members
Under The
Age of 17

Ask us about our payment options.
We have two payment options; you can either pay upfront or by 25% deposit and then a 10-month interest free direct debit from June – March.



The Pennington

The Pennington offers a balanced matchday experience, combining a relaxed atmosphere with a more exclusive feel. With limited availability, it provides an informal yet refined setting for enjoying the game at The Hawthorns.

Your seasonal benefits include:

- Your place at every home league fixture, plus the first home ties in the Carabao Cup and FA Cup
- Bar Service (contactless payment only)
- Pre match 2-course meal. Hearty Carved Joint and Dish of the Day, accompanied by seasonal potatoes and vegetables, followed by dessert options
- Half time refreshments with savoury pies/cakes
- Personalised central padded Executive Level One seating in the East Stand
- Former Player Q&A
- Priority access for additional cup or play-off home matches
- Match Programme

£1,800

+VAT PER PERSON

£72 PER MATCH

£2,200

PREMIUM +VAT PER PERSON

£88 PER MATCH

20% DISCOUNT
For Members Under The Age of 17

Ask us about our payment options.

We have two payment options; you can either pay upfront or by 25% deposit and then a 10-month interest free direct debit from June – March.

The Bassett

The Bassett offers a relaxed, informal matchday setting, with a laid-back bar atmosphere and prime executive seating, it delivers an easy-going way to enjoy every home fixture.

NEW Following summer kitchen upgrades, the dining experience has also been enhanced, now featuring additional hot options including chips and mash.

As our most accessible hospitality package, The Bassett includes use of a premium bar facility and all the core benefits of seasonal hospitality membership, ensuring a consistent and enjoyable matchday experience throughout the season.

Your seasonal benefits include:

- Your place at every home league fixture, plus the first home ties in the Carabao Cup and FA Cup
- Bar Service (contactless payment only)
- Personalised central padded Executive Level One seating in the East Stand
- A complimentary savoury snack and wine, beer or soft drink
- Half time refreshments
- Former Player Q&A
- Priority access for additional cup or play-off home matches
- Match Programme

£1,500
+VAT PER PERSON

£60 PER MATCH

Ask us about our payment options.

We have two payment options; you can either pay upfront or by 25% deposit and then a 10-month interest free direct debit from June – March.

20% DISCOUNT
For Members Under The Age of 17



CONFERENCES



MEETINGS



WEDDINGS



CELEBRATIONS

FOR SEASONAL HOSPITALITY MEMBERS
WE CURRENTLY OFFER

20% OFF *Room Hire*

FOR NON-MATCHDAY EVENTS.

 [0121 524 2453](tel:01215242453)

 EVENTS@WBAFC.CO.UK

 WBA.CO.UK/EVENTS



Seasonal HOSPITALITY

Reigister your interest

For more information or to view our facilities
please call **0121 524 3455** or email **hospitality@wbafc.co.uk**



WBA.CO.UK/HOSPITALITY



[WEST BROMWICH ALBION FOOTBALL CLUB](#)

*Executive Boxes • The Darren Moore • The Millichip • The Graham Williams
The Richardson • The Tony Brown • The Derek Kevan • The Pennington • The Bassett*

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and then a 10-month interest free direct debit from June – March.