

26
27

Match 2 Match HOSPITALITY



WEST BROMWICH ALBION FOOTBALL CLUB



26
27

ALL ROADS
lead to the
ALBION

FIXTURES

PLATINUM

Birmingham City
Wolverhampton Wanderers
West Ham United

GOLD

Bristol City
Bolton Wanderers
Cardiff City
Derby County
Middlesbrough
Millwall
Norwich City
Preston North End
Queens Park Rangers
Sheffield United
Southampton
Stoke City
Watford
Wrexham

SILVER

Blackburn Rovers
Burnley
Charlton Athletic
Lincoln City
Portsmouth
Swansea City

26
27
Match 2 Match
HOSPITALITY



Where Moments *Become Memories.*

Our hospitality packages have been carefully curated to combine the iconic atmosphere of The Hawthorns with contemporary surroundings and first-class service.

From relaxed social lounges and elevated dining experiences to exclusive private boxes, every package is designed to deliver a triple award-winning match day hospitality experience, complete with premium seating and an award-winning catering team behind your matchday food menu's.

Whether you are entertaining clients, celebrating a special occasion, or simply enjoying a matchday in comfort and style, our hospitality packages provide the perfect setting to watch the Baggies!



Match Sponsorships

THE ULTIMATE VIP EXPERIENCE



Elevate your Matchday with a VIP experience that starts with a champagne reception.



Experience a behind-the-scenes tour of The Hawthorns, including access to the first-team dressing room.



Enjoy a three-course dining experience, a complimentary bar, and receive a matchday programme and commemorative gift.



Two guests to line up in the centre circle with the team captains and match officials.



Take in every moment from unrivalled views of the action from premium central seating.



Receive a commemorative match ball or signed shirt, complete with a presentation photograph.



“ ”

We never fail to have a fantastic time, the whole experience is thoroughly enjoyable - welcoming, friendly staff coupled with great food and service ensure we always leave happy, even if the result did not go our way. A family club with high values that always fully appreciates our support.

Phil Salmon,
Director, ATL Dunbar



Matchball *Sponsor*

Your Matchball Sponsor package includes:



Champagne on arrival in the Bassett Suite



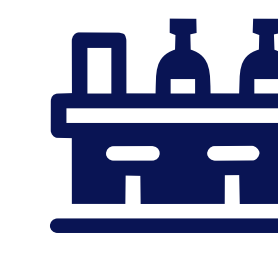
A pre-match tour including changing rooms and tunnel



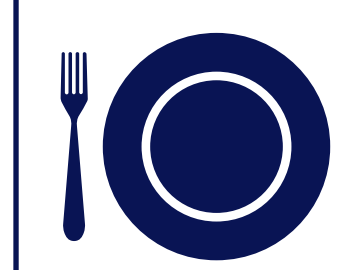
An exclusive gift for each guest



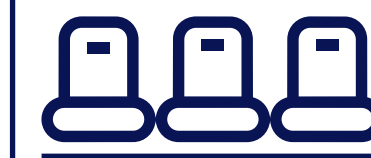
Match programme



Complimentary bar (excludes champagne)



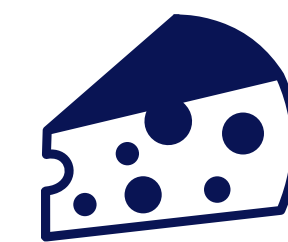
Three-course pre-match meal, post-match selection and complimentary bar*



Unrivalled views of the action from premium central seating.



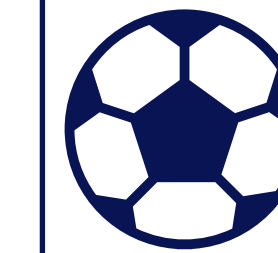
Two guests will have the exclusive opportunity to line up in the centre circle alongside the team captains and match officials ahead of kick-off.



Half-time cheese course and refreshments



Logo and acknowledgment featured in the official match programme and on the stadium's big screens.



Presentation of the matchball in a commemorative display case following the game.

You can upgrade to a full signed matchball for an **Additional £300**

PLATINUM

£3,500

+VAT FOR 10 GUESTS

GOLD

£3,000

+VAT FOR 10 GUESTS

£2,500

+VAT FOR 6 GUESTS

SILVER

£2,500

+VAT FOR 10 GUESTS

£2,000

+VAT FOR 6 GUESTS

*Complimentary bar excludes champagnes, double spirit measures and doubling up on rounds. They are available up to 3 hours prior to kick off, half time and up to 1 hour after final whistle.



“ ”

Win, lose or draw – the real result is always the hospitality. West Brom makes every matchday feel like a VIP occasion with superb food, great company, and outstanding service.

Josh Salmon,
Director, Elite Plastics



Kit Sponsor

Your Kit Sponsor package includes:



Champagne on arrival in the Bassett Suite



A pre-match tour including changing rooms and tunnel



An exclusive gift for each guest



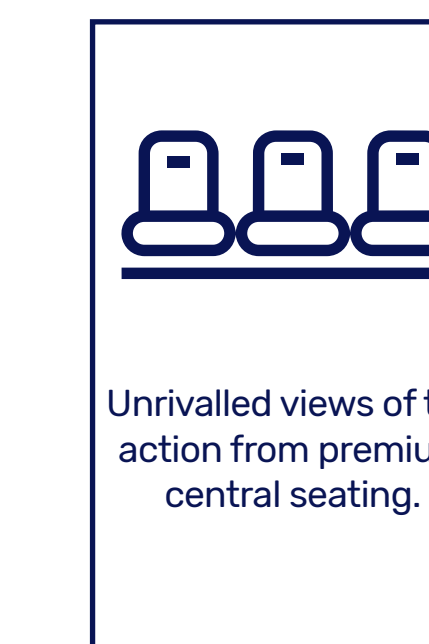
Match programme



Premium complimentary bar (excludes champagne)



Three-course pre-match meal, post-match selection and complimentary bar*



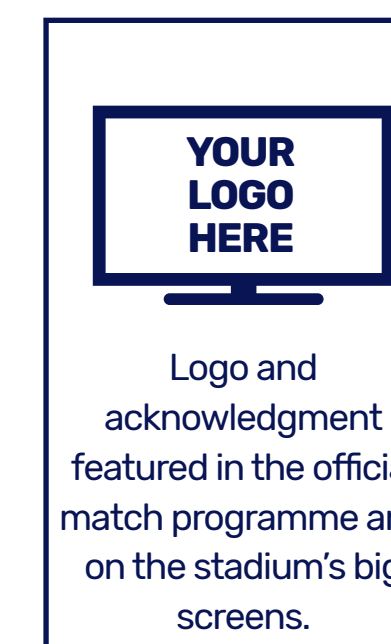
Unrivalled views of the action from premium central seating.



Two guests will have the exclusive opportunity to line up in the centre circle alongside the team captains and match officials ahead of kick-off.



Half-time cheese course and refreshments



Logo and acknowledgment featured in the official match programme and on the stadium's big screens.



Receive a signed shirt from your chosen player, presented after the match



*Complimentary bar excludes champagnes, double spirit measures and doubling up on rounds. They are available up to 3 hours prior to kick off, half time and up to 1 hour after final whistle.

Executive *Boxes*

Executive Boxes at The Hawthorns offer the ultimate VIP matchday hospitality experience. Designed for groups of 8 guests, each private box provides an exclusive and comfortable setting to enjoy the action with friends, family, colleagues, or clients.

Located in the East Stand, your own private box to indulge in a four-course fine dining menu paired with a premium complimentary drinks package, adding to the premium experience take your extra padded seat on your private balcony, with the best view in the house.

Your package includes:



Two secure reserved VIP car parking spaces
(Two Per Executive Box)



Complimentary bar
(excludes champagne)



Match programme



Dedicated host



Private bar facility and service directly to your box



Four-course pre-match dining experience



Eight luxury padded balcony seats located directly outside your Executive Box



Half-time savoury snack and full-time refreshments

PLATINUM

£3,000
+VAT FOR 8 GUESTS

GOLD

£2,500
+VAT FOR 8 GUESTS

SILVER

£2,250
+VAT FOR 8 GUESTS





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.

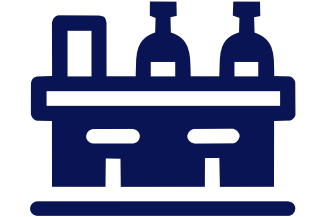
Guests will enjoy an exceptional four-course dining at a private table, paired with centrally located executive seating and a vibrant, contemporary setting.

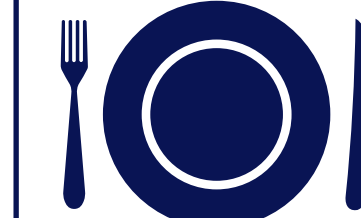
Blending elevated cuisine with exclusive touches throughout, The Millichip sets an exceptional standard for hospitality at The Hawthorns.

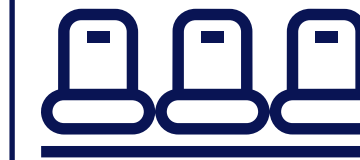
Your package includes:

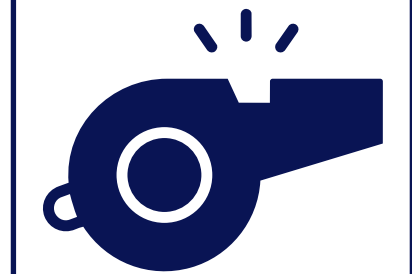
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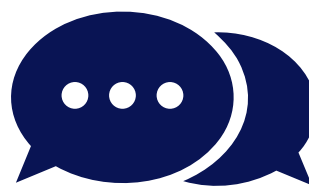
Champagne reception
- 

Match programme
- 

Complimentary bar
(excludes champagne)
- 

Boardroom four-course menu served to your private table
- 

Premium Executive Seating in the East Stand
- 

Half-time refreshments
- 

Pre and post match Q&A with an Albion Legend
- 

Full-time refreshments



Click here to watch now

PLATINUM
£400 +VAT PER PERSON

GOLD
£325 +VAT PER PERSON

SILVER
£275 +VAT PER PERSON

The Darren Moore

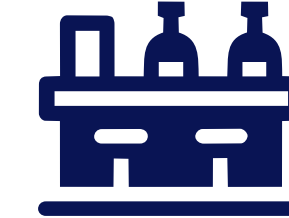
The Darren Moore Suite delivers an elevated matchday experience, combining exceptional dining with exclusive VIP hospitality.

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 heated executive seats on the West Stand balcony - delivering outstanding views in an unparalleled setting.

Your package includes:



Champagne
reception



Complimentary
bar
(excludes champagne)



Match
programme



Boardroom
four-course
menu served to
your private table



Premium
centrally located
padded seating



Half-time
refreshments



Access to
mini-televisions in
your seat throughout
the game



Full-time
refreshments

PLATINUM

£400

+VAT PER PERSON

GOLD

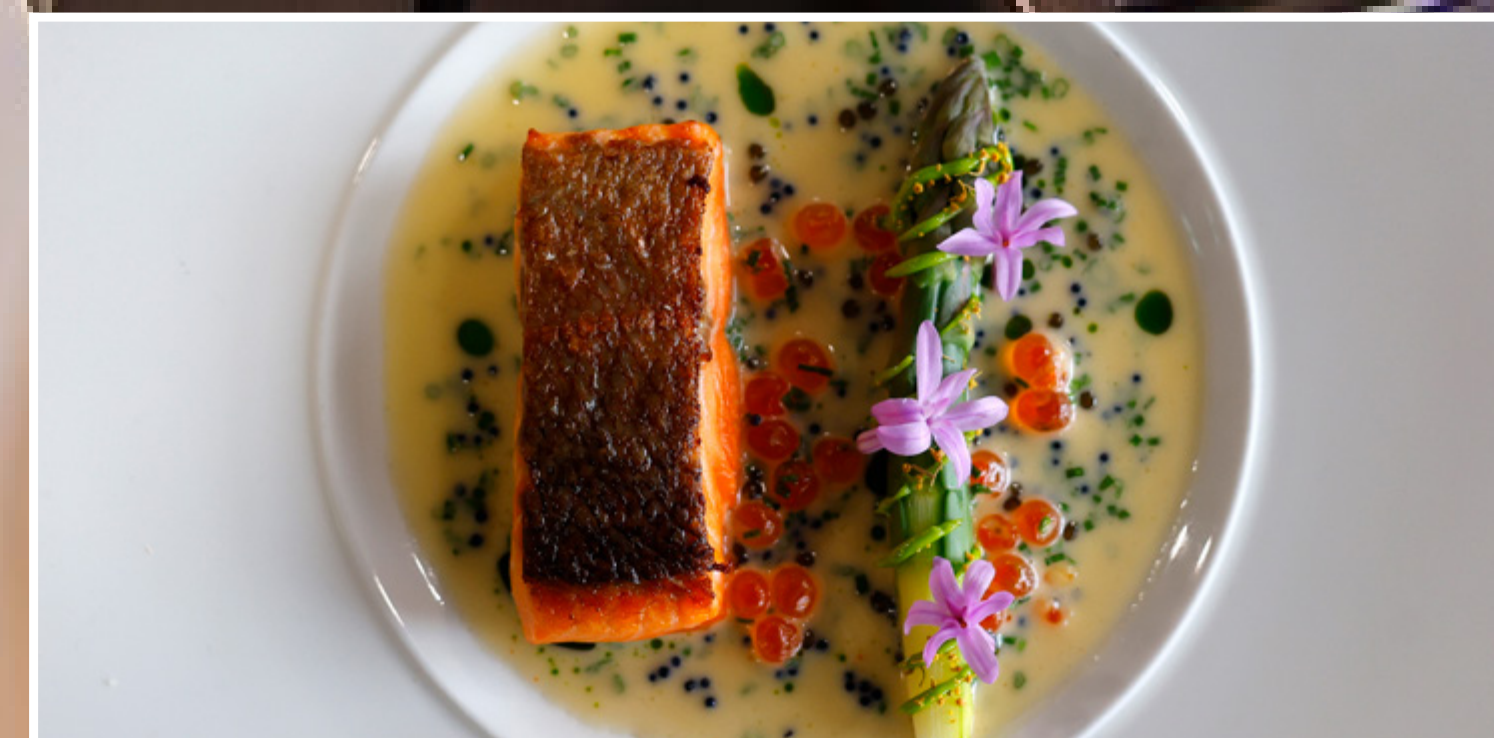
£325

+VAT PER PERSON

SILVER

£275

+VAT PER PERSON

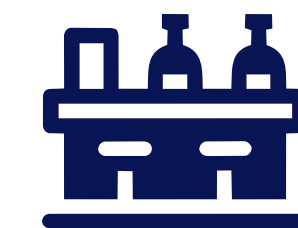


The Richardson

The Richardson is our largest and most vibrant hospitality offering, delivering a lively matchday atmosphere alongside magnificent cuisine and excellent seating, designed for those who enjoy a lively and social environment.

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.

Your package includes:



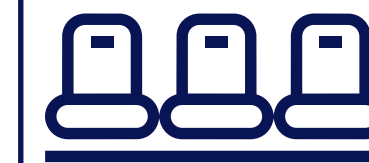
Bar service
(Contactless
Payment Only)



Match
programme



Three course
pre-match
meal



Central padded
Executive Level Two
seating in the
East Stand



Half-time tea,
coffee and savoury
snack



Pre and post match
Q&A with an
Albion Legend



Full-time
refreshments



[Click here
to watch now](#)

Add-on
DRINKS PACKAGE
Unlimited Beer, Wine
and Soft Drinks

£35
+VAT PER PERSON

PLATINUM

£225

+VAT PER PERSON

GOLD

£165

+VAT PER PERSON

SILVER

£135

+VAT PER PERSON



The Graham Williams

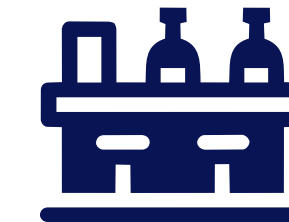
Take in the action from superb unrivalled central seating, complemented by in-seat TV access to keep you close to every moment of the game.

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.

Your package includes:



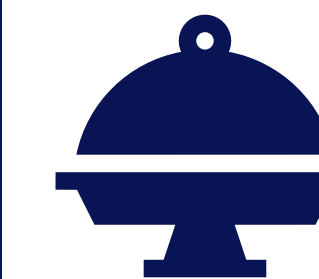
Champagne reception



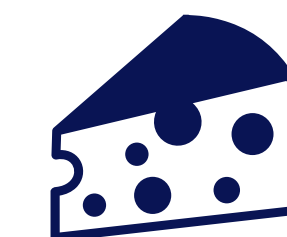
Complimentary bar
(excludes champagne)



Match programme



Two course
Pre-match buffet



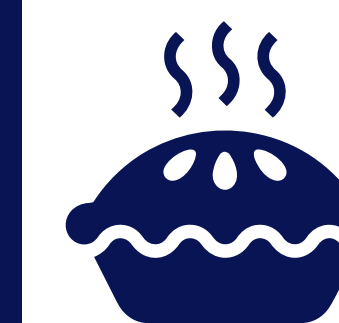
Cheese course selection



Premium centrally located padded seating



Access to mini-televisions in your seat throughout the game



Half-time savoury pies

PLATINUM

£265

+VAT PER PERSON

GOLD

£195

+VAT PER PERSON

SILVER

£165

+VAT PER PERSON

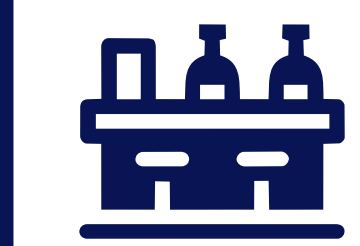


The Tony Brown

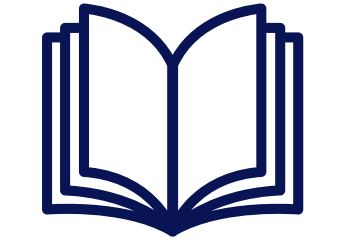
The Tony Brown Suite is entering an exciting new era. This season sees a complete refresh of the dining experience, moving away from a traditional buffet to a more immersive, chef-led offering. Guests can now choose from a selection of five freshly prepared dishes per matchday (including a vegetarian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

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.

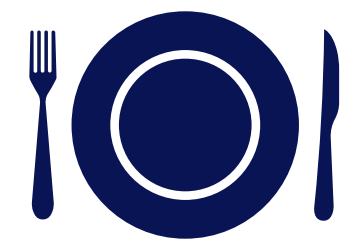
Designed for those who value comfort, variety and a sociable atmosphere, the Tony Brown Suite delivers a consistent, high-quality experience throughout the season.



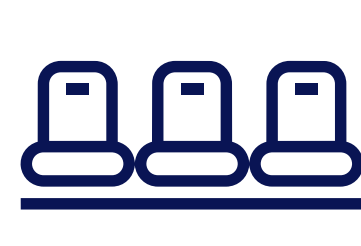
Bar service
(Contactless
Payment Only)



Match
programme



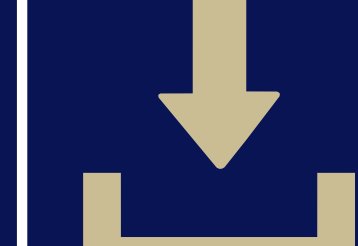
Dedicated table
service with a
rotating matchday
menu



Premium seating
on the West Stand
executive balcony



Half-time
refreshments
and savour pies



*View
Sample
Menu*

PLATINUM

£195
+VAT PER PERSON

GOLD

£145
+VAT PER PERSON

SILVER

£130
+VAT PER PERSON



NEW 2026/27 MENU



The Derek Kevan

The relaxed setting of the Derek Kevan delivers a sociable matchday experience in a contemporary bar-style environment.

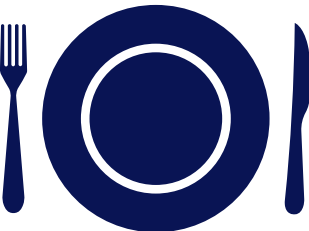
Boasting unobstructed views of the pitch directly from the suite, guests can soak up the pre-match atmosphere while enjoying a complimentary arrival drink and the chef's dish of the day.

The Derek Kevan Suite combines casual hospitality with panoramic views of The Hawthorns, creating the perfect setting to enjoy matchday with friends, family, colleagues, or clients.

- 

Complimentary arrival drink
- 

Bar service
(Contactless Payment Only)
- 

Match programme
- 

Themed dish of the day
- 

Half-time refreshments
- 

Executive seating on the West Stand balcony

PLATINUM

£165
+VAT PER PERSON

GOLD

£125
+VAT PER PERSON

SILVER

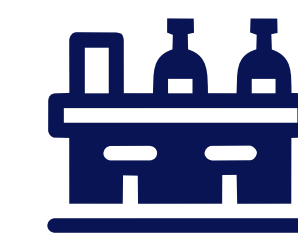
£105
+VAT PER PERSON



The Pennington

The Pennington delivers a welcoming and relaxed matchday experience.

Enjoy a traditional two-course carvery before taking your seat to watch the action unfold, making The Pennington an ideal choice for those seeking quality hospitality and an authentic matchday atmosphere at The Hawthorns.



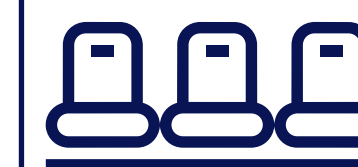
Bar Service
(Contactless
Payment Only)



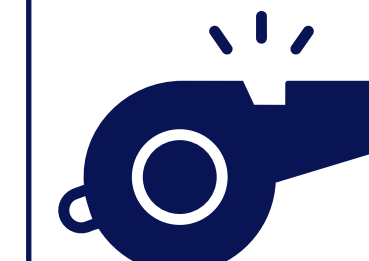
Match
programme



Pre-Match
2-Course
carvery meal



Central padded
Executive Level One
seating in the East
Stand



Half-time
refreshments with
savoury pies/cakes



Pre and post match
Q&A with an
Albion Legend

PLATINUM

£135
+VAT PER PERSON

GOLD

£120
+VAT PER PERSON

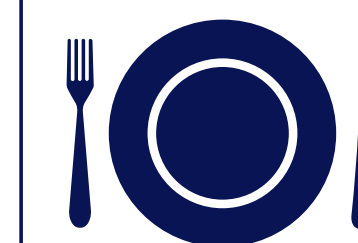
SILVER

£100
+VAT PER PERSON

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.

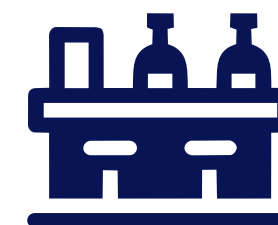
NEW Following summer kitchen upgrades, the dining experience has also been enhanced, now featuring additional hot options including chips and mash.



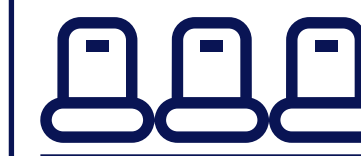
Pre-match meal
Pies, chips, mash



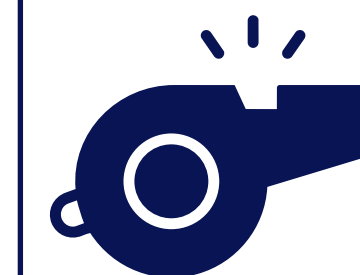
Complimentary
arrival drink



Bar service
(Contactless
Payment Only)



Central padded
executive level one
seating in the East
Stand



Half-time
refreshments



Match
programme



Pre and post match
Q&A with an
Albion Legend

PLATINUM

£120

+VAT PER PERSON

GOLD

£100

+VAT PER PERSON

SILVER

£85

+VAT PER PERSON



Match 2 Match HOSPITALITY

Register 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](https://www.westbromwichalbion.co.uk)

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