



Matchday Hospitality Guide

2025 – 2026



**AMERICAN
EXPRESS**
STADIUM



**Premier
League**

Contents

Welcome	3
Tickets	5
Dress code	6
Food & drink	8
Supporters	9
Car parking	11
Taxi drop-off	12
Rail services	14
Bus services	15
Timings & tickets	16
Areas	17
Stadium map & key	18
Stadium entry info	19
Contact us	21



The perfect matchday experience

Welcome

We are delighted that you have decided
to sample Brighton & Hove Albion's
award-winning hospitality at the
American Express Stadium.

To ensure you enjoy the perfect matchday
experience at The Amex, we have
prepared some useful information
regarding your visit. We look forward
to meeting you on matchday.

The 1901 Club team.

THE GOLDSTONE



EXECUTIVE BOX

BRUNO'S

LEGENDS BOX



*“From the moment we arrived,
the team made us feel very
welcome. We had a great table by
the window, which gave us a view
of the activity before the game.*

*The food was amazing, and the
lounge itself had a really nice,
friendly atmosphere. The seats
were great too – the views of the
game were epic!”*

– Guest, HB’s Restaurant –



Prior to arrival

Your digital match tickets

Tickets will either be sent to you at the time of booking, or will be sent no later than a week prior to the fixture date.

These will be received as PDF attachments and can either be printed to A4 paper, or downloaded to your phone by clicking the 'add to wallet' link within each PDF ticket.

Please note, if opting to 'add to wallet', then you must download the ticket(s) to the mobile device you will be using on matchday.

You can also hold multiple tickets and scan through your guests should you prefer.

For larger group bookings, we advise one individual to hold all tickets on a single device and scan guests through one at a time, to avoid potential errors across multiple devices.

Prior to arrival

Dress code

- Dress code within hospitality is smart casual.
- Regular jeans are acceptable, but please note that ripped or distressed jeans are not permitted. While a collared shirt is no longer required, sportswear, including tracksuits and athletic jerseys, is not allowed. Shorts of any type are also not permitted.
- Under 14's are permitted to wear Brighton & Hove Albion replica shirts, but other guests should refrain from wearing team colours, whether home or away.
- Footwear is an important part of our dress code; shoes, boots, trainers, and canvas shoes are all suitable. However, flip flops are not permitted.
- All guests attending should be made aware of the dress code by the lead booker to avoid any embarrassment on the day.

- Anyone who does not comply with the dress code may be refused entry to the Stadium.
- Our hospitality stewards and security personnel enforce this dress code strictly to maintain the club's standards, and anyone not complying will be refused entry into hospitality. We request you, as the lead booker, to inform your guests of these guidelines to avoid any inconvenience on match day.

Should you have any questions or queries regarding the above, please contact:

hospitality@brightonandhovealbion.com

or call: 01273 668855 (option 2).



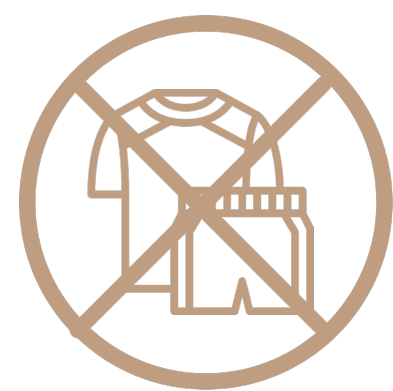
No
Shorts



No
Flip-flops



No
Replica shirts



No
Sportswear

Matchday menus

Food & drink

Each matchday, every hospitality restaurant offers its own unique menu, available to view online via: brightonandhovealbion.com/hospitality-matchday-guide

We ask that dietary requirements (allergies and intolerances) are given at the time of booking or with a minimum of one week's notice prior to the fixture. If you are booking online, you can enter your dietary requirements prior to purchase, but please contact the hospitality team at any time if needed.

Should we be unaware of any dietary requirements or allergies on matchday, we will work closely with our catering team to do our very best. However, we cannot make any guarantees due to the short notice or complexity of the request.



Prior to arrival

Home & away supporters

Supporters of both home and away teams are welcome within our hospitality areas.

Hospitality bookers are entitled to bring guests who are supporters of other teams or to allocate their tickets to guests.

Supporters of the away team benefiting from such gestures must however behave appropriately.

If visiting supporters are behaving inappropriately, please ensure our staff are made aware and we will take any necessary action.

We ask all visiting supporters to remain respectful and to conduct themselves appropriately as failure to do so may result in stadium ejection in accordance with the Club's T&Cs.

Your journey to The Amex

There are a number of travel options for your journey to The Amex. All travel options are fully accessible to supporters with a disability.

Further details on each option can be found at:
brightonandhovealbion.com/amex-travel



Car parking at The Amex

Guests who have a booked party of four or more are eligible for complimentary parking; however, this must be requested at the time of booking and is subject to availability.

Hospitality packages

(1 space per minimum number of 4 guests per booking)

Executive box packages

(3 parking spaces per box of 12 guests)

The car park opens 3.5 hours prior to kick-off and closes 2 hours after the final whistle. Your designated car park for your hospitality package will be communicated to you in due course following your booking. Parking outside of these hours may result in a Parking Charge Notice (PCN), issued by the car park management company appointed by the University of Sussex.

Parking requests must be made to a member of the hospitality team no later than 72 hours prior to the fixture date.

Taxi / drop-off at The Amex

Our official pick-up / drop-off point is located in the Sussex University Car Park (Car Park 5). This area is a short ten-minute walk to the Amex.

An exclusive 1901 Club member and hospitality guest shuttle bus, with wheelchair access, will be operating a frequent shuttle service to and from The Amex should guests require assistance.



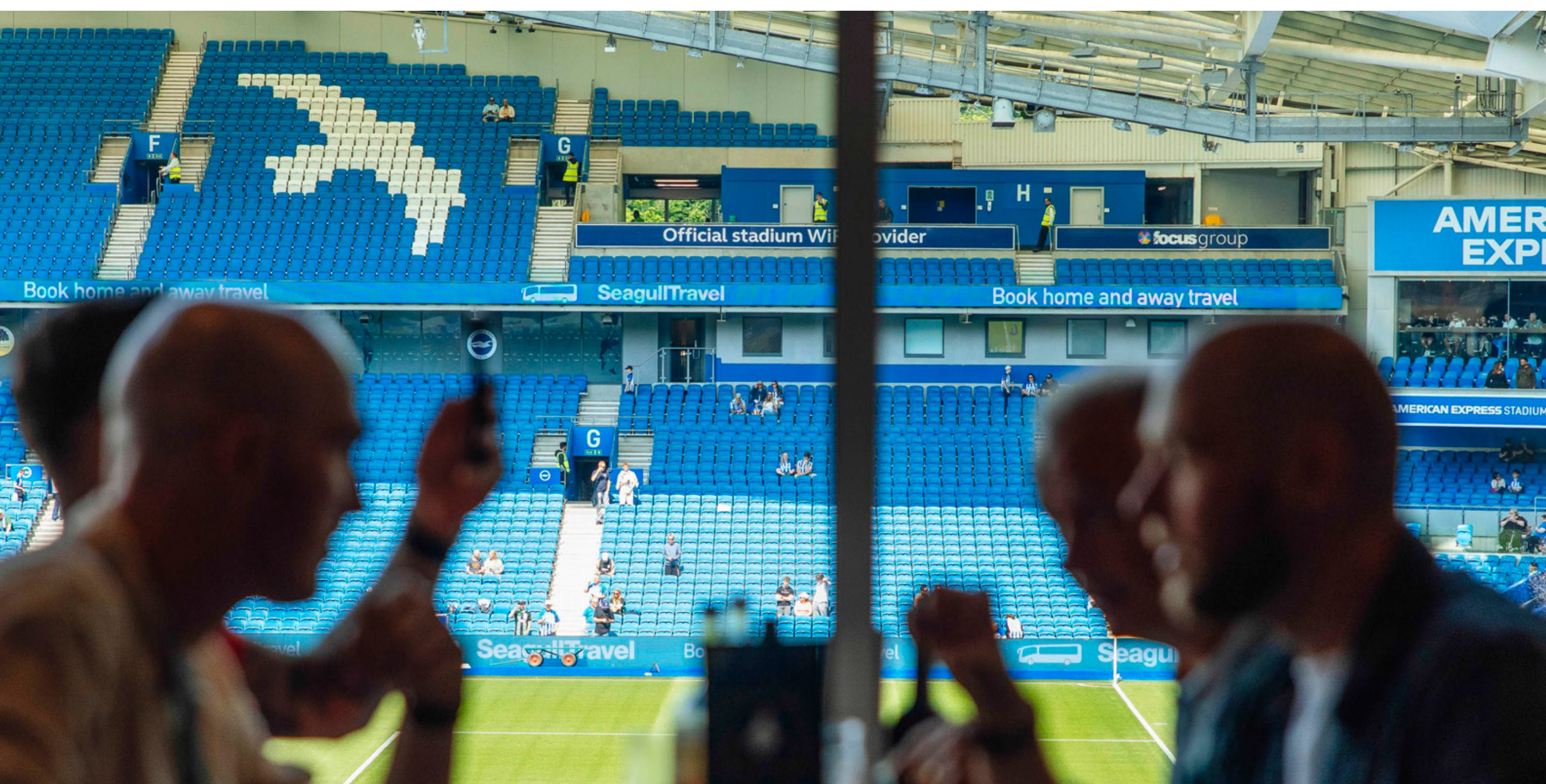
Subsidised travel to The Amex

Unless stated otherwise, subsidised travel within the travel-free zone is available to both home and away fans for all home league and domestic cup hospitality packages.

You can use your matchday ticket, season ticket, or proof of matchday ticket purchase to use on most rail and bus services from 3.5 hours before kick-off and up until 4 hours (bus) or 5 hours (train) after the final whistle.

You can view the travel guide at:

brightonandhovealbion.com/amex-travel



Rail services

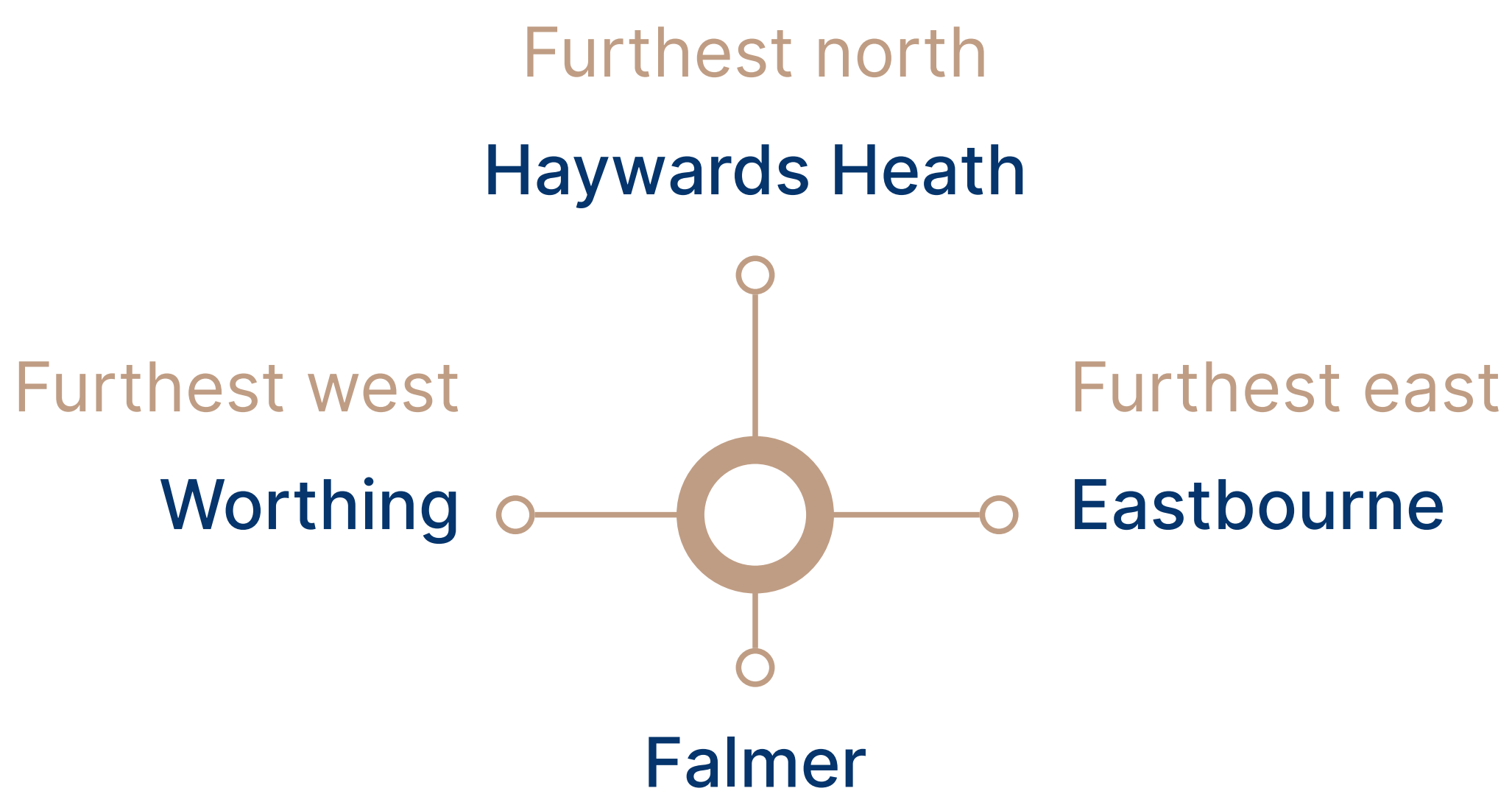
Falmer station is just a couple of minutes' walk from the north concourse of The Amex.

Trains from Brighton to Falmer are every ten minutes on a matchday with the journey time approximately nine minutes.

You can view the travel guide at:

brightonandhovealbion.com/amex-travel

If you are travelling from outside the free travel zone, simply buy a ticket to the last station on the zone perimeter, listed below:



For Southern rail timetables, please visit:

southernrailway.com

Bus services

All Brighton & Hove buses (including services Lewes to Ringmer, Uckfield and Royal Tunbridge Wells) and Stagecoach Coastline 700 and N700 services from Worthing are included within the free travel zone.

Park & Ride

The club offers two Park & Ride sites, both sites served by at least one wheelchair accessible bus:

Mill Road

(Post Code: BN1 8ZF) 450 spaces

Brighton Racecourse

(Post Code: BN2 9XZ) 700 spaces



Arrival at The Amex

Timings and tickets

You will receive your ticket(s) as a PDF attachment no later than one week prior to matchday. Tickets can be printed on A4 paper or downloaded to a smartphone.

We recommend having your tickets ready to scan upon arrival to ensure a smooth entry for all supporters.

Our most common opening times for fixtures at The Amex are below:

Kick-off	12.30pm	3pm	5.30pm	7.30pm	8pm
Restaurants open	10am	12.30pm	3pm	5pm	5.30pm
Last orders	4pm	6.30pm	9pm	10.15pm	10.30pm
Restaurants close	4.30pm	7pm	9.30pm	11pm	11pm

A detailed itinerary will be sent to the lead booker a week prior to the fixture date. All hospitality areas open two and a half hours prior to kick-off and we strongly advise all diners to arrive for opening to ensure smooth service.

Arrival at The Amex

Areas

Upon arrival at The Amex, you can make your way to the following hospitality receptions for each of the following restaurants:

West Reception:

Bruno's Restaurant

HB's Restaurant

Mullery's Restaurant

Executive Boxes 2–14

Legends' Boxes

The Tunnel Club

1901 Club Ticket Office

East Reception:

The Goldstone Restaurant

Sun Harvest Restaurant

South Reception:

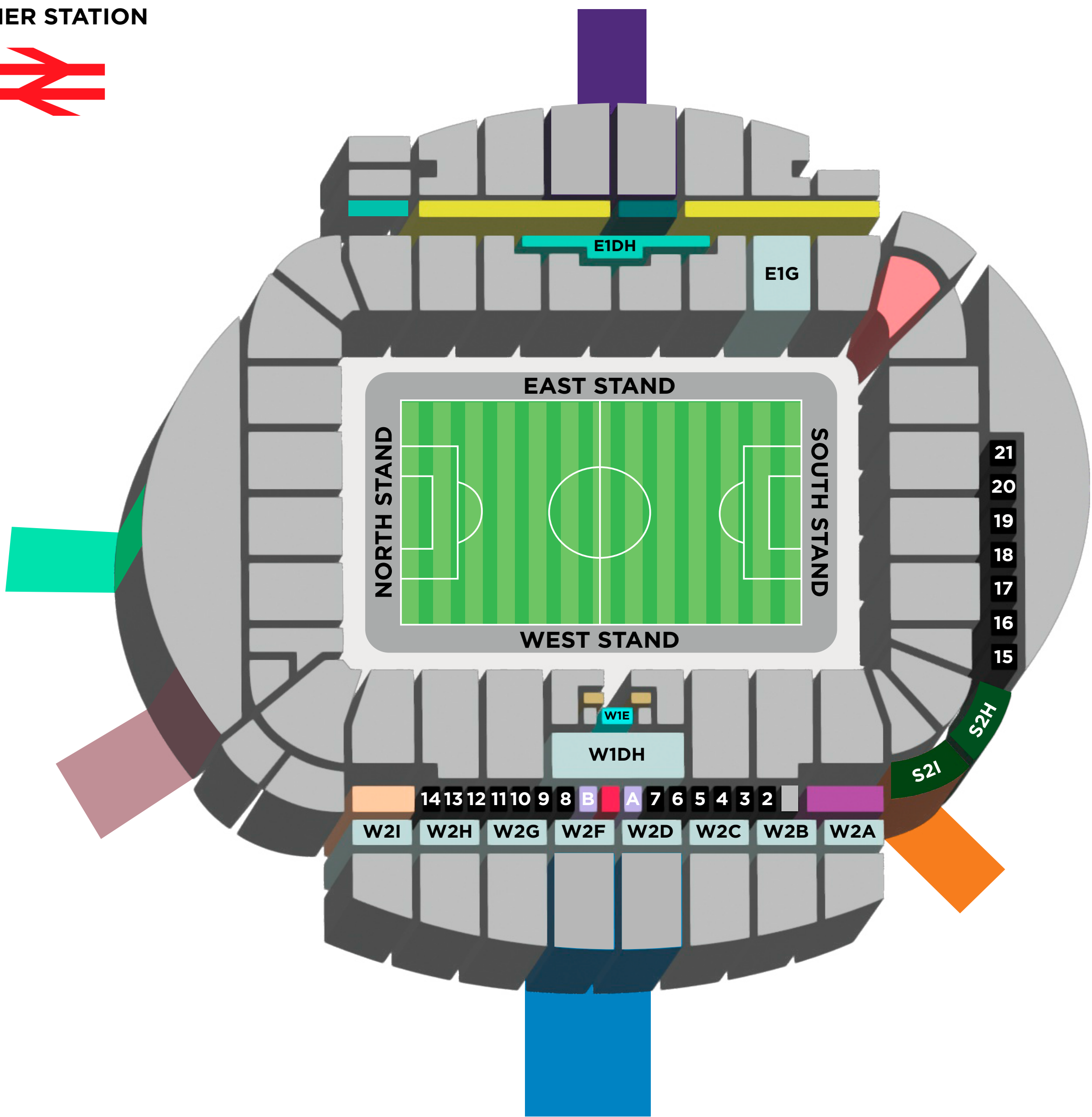
Executive Boxes 15–21

Heineken Experience

Signage around the stadium will direct you to the correct entrance, as well as our friendly stewards who are there to help.

Stadium map & key

FALMER STATION



- | | |
|--------------------------|-------------------------|
| HB's Restaurant | American Express Lounge |
| Bruno's Restaurant | North Reception |
| The Goldstone Restaurant | West Reception |
| Mullery's Restaurant | South Reception |
| The Dugout | East Reception |
| The Tunnel Club | Executive boxes |
| Sun Harvest Restaurant | Legend's boxes |
| Club Megastore | Heineken Experience |
| Rockwater Lounge | Seating areas |

Arrival at The Amex

Stadium entry info

Security

Upon arrival at reception, all guests should expect to be searched by our Security team, in the interests of everyone's safety.

We do not offer bag storage facilities, and respectfully ask our guests to not bring bags larger than A4 in size to the stadium. Those bringing bags larger than A4 size will need to utilise the bag drop facilities outside the South East entrance. Note, these are chargeable.

Tickets

Please arrive with your match tickets downloaded or printed and ready to be scanned. If you experience any issues with your tickets or cannot add them to your device, please visit the 1901 Club Members' Office located in the West Stand Reception.

Ticket reprints may be subject to a reprint fee on the day.

Access

Once past the turnstile, please make your way to your respective hospitality lounge. Signage and way-finding is available throughout but please ask a member of staff for directions if needed. Upon arrival to your hospitality restaurant, you will be welcomed by the hospitality team and then guided to your private table where your wonderful hospitality experience can truly begin.

No re-admittance

Please note that once you have entered via the turnstile, you cannot leave and then re-enter the stadium until the match is over. Once the match is finished, you are welcome to leave and re-enter (you will need your accreditation to re-enter the stadium).

Smoking

There is a no smoking policy within the stadium, which includes e-cigarettes. There are designated smoking areas around the outside of the stadium.

Contact us

We look forward to welcoming you to the American Express Stadium, and hope you enjoy your matchday hospitality experience.

Please do not hesitate to get in touch with the hospitality team should you have any queries. Please liaise with a member of staff on matchday, should anything not meet your expectations.

Call us

01273 668855 (option 2)

Email us

hospitality@brightonandhovealbion.com

Our website

brightonandhovealbion.com



“We will definitely be back next season. It is such a great experience, and the staff are so welcoming. Such a long way from when I was a lad standing on a stool at the Goldstone Ground cheering on when Mullery was manager”

– Guest, Mullery’s Restaurant –





**AMERICAN
EXPRESS**

EXPERIENCE
Kissimmee
FLORIDA



@officialBHAFC

Brighton & Hove Albion Football Club
The American Express Stadium,
Village Way,
Brighton & Hove
BN1 9BL