



2024 — 2025

MATCHDAY HOSPITALITY GUIDE



**AMERICAN
EXPRESS**
STADIUM



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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

Mullery's



BRUNO'S

LEGENDS BOX



“
**THE SERVICE
WAS VERY
PROFESSIONAL BUT
RELAXED, FOOD
WAS SUPERB AND
ACCESS TO STADIUM
WAS PERFECT**
”

KEITH HAYES
THE GOLDSTONE RESTAURANT



PRIOR TO ARRIVAL



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 on 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.

It is the lead bookers responsibility to pass on all the relevant matchday information as failure to do so may negatively effect their guests experience.

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 14s are permitted to wear home 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.

PRIOR TO ARRIVAL

DRESS CODE

- 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 maybe refused entry to the Stadium.
- We 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 **1901@brightonandhovealbion.com** or call **01273 668855** (option 2).

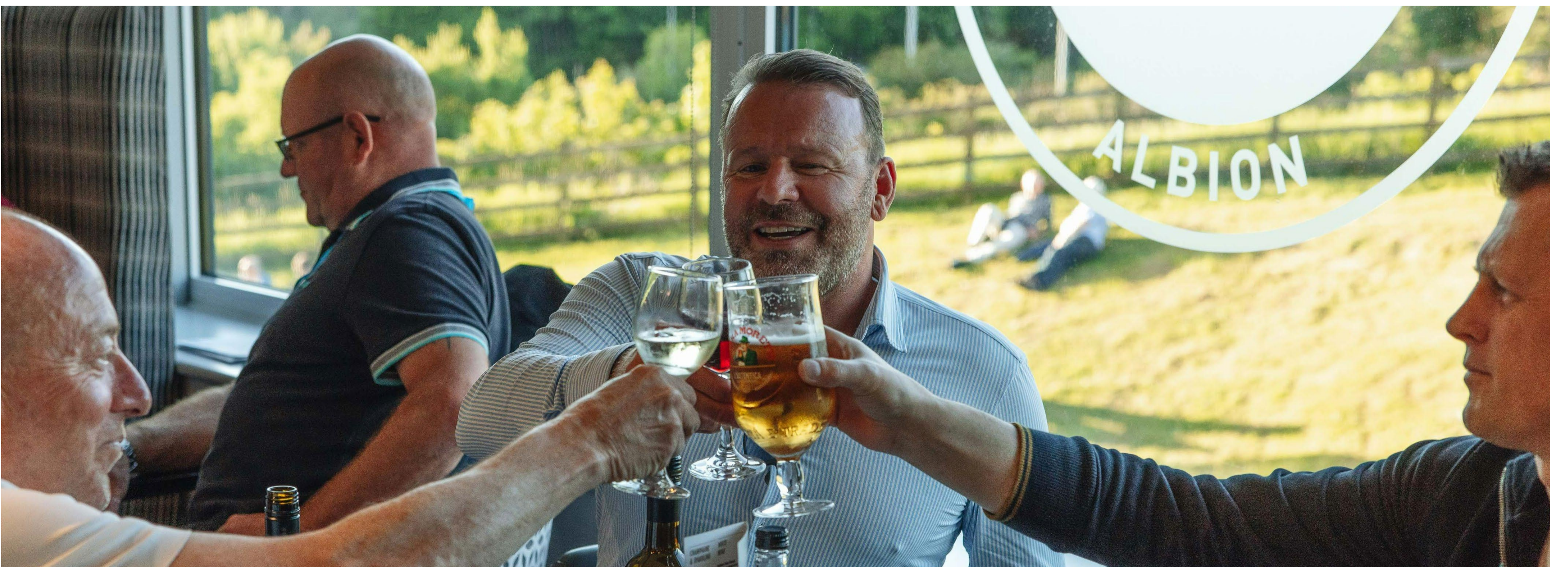
MATCHDAY MENUS

FOOD & DRINK

Each matchday hospitality restaurant has its own sample menu online which can be seen at any time via:

BRIGHTONANDHOVEALBION.COM

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 1901 team at any time if needed.



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](https://www.brightonandhovealbion.com)**



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 three hours prior to kick-off. Your designated car park for your hospitality package will be communicated to you in due course following your booking.

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.



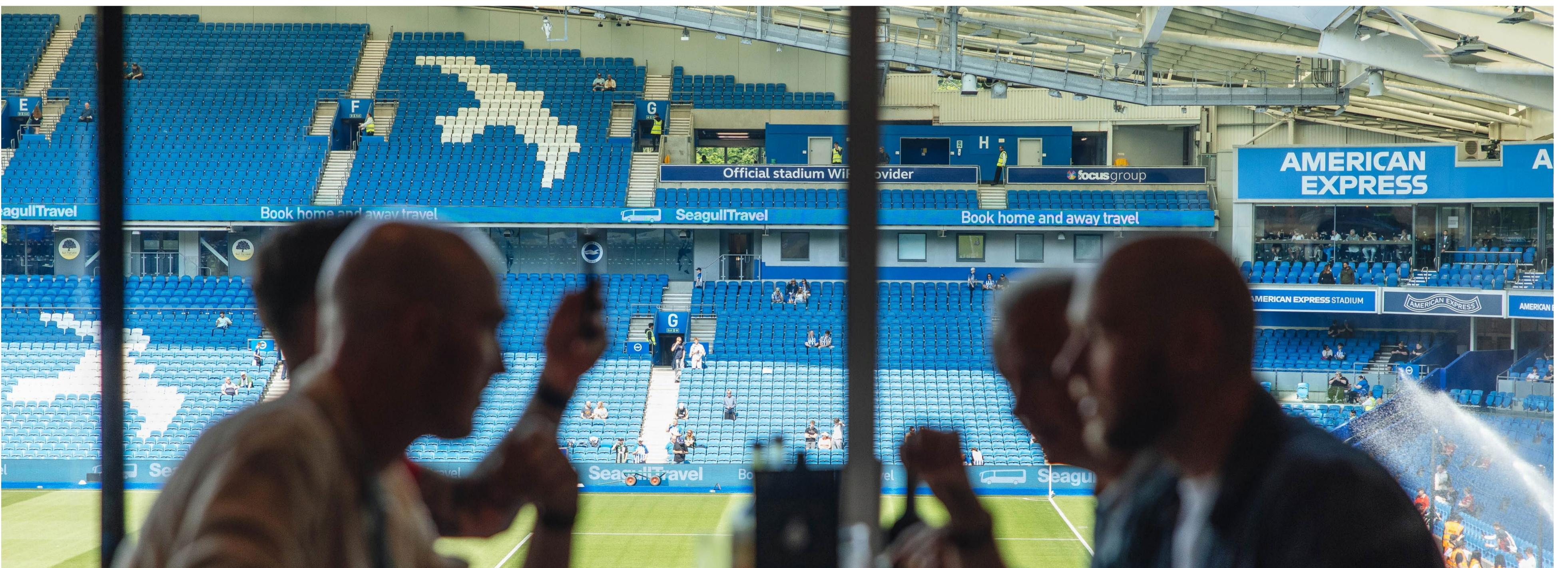
SUBSIDISED TRAVEL TO THE AMEX

All home league hospitality packages, for both home and away fans, include subsidised travel within the free travel zone.

We may also provide free travel for friendly and cup fixtures, but please check with the club first.

You can use your matchday ticket, season ticket, or proof of matchday ticket purchase to use on most rail and bus services between 11.30am and 9pm for a 3pm kick-off.

You can view the travel guide at
BRIGHTONANDHOVEALBION.COM



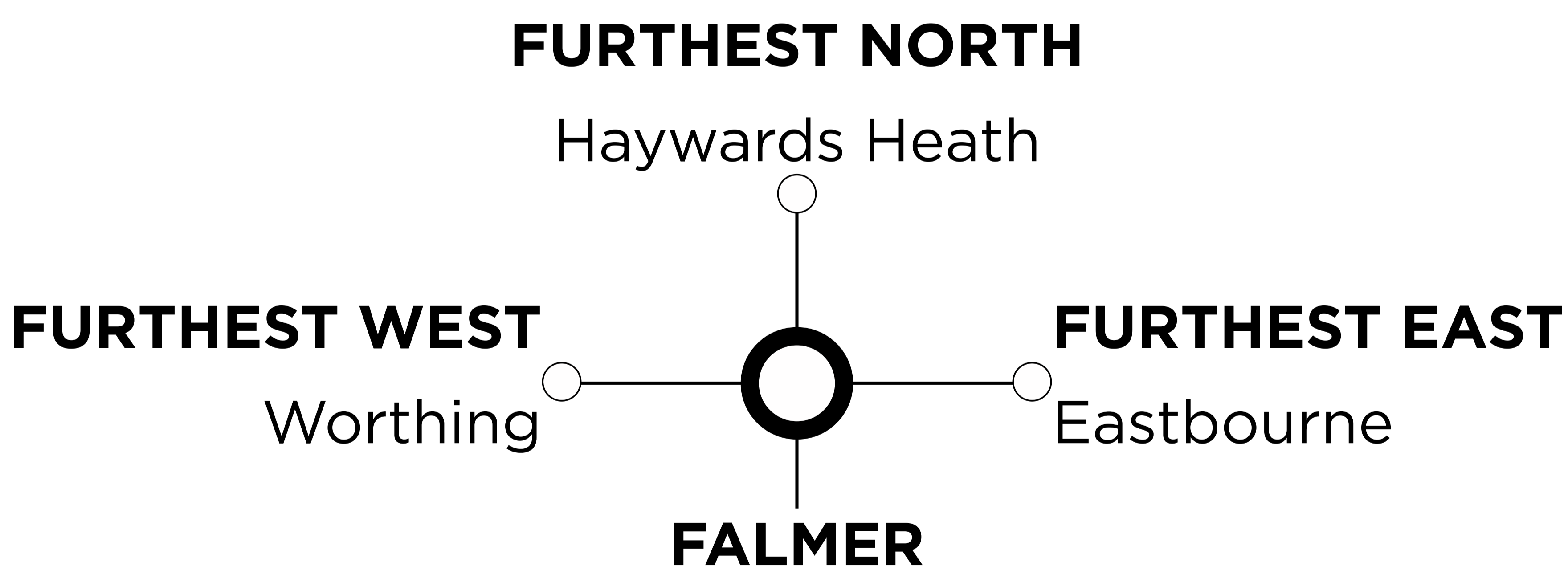
RAIL SERVICES

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

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 timetables, please visit
SOUTHERNRAILWAY.COM

BUS SERVICES

All Brighton and 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 and 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 & 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 half hours prior to kick off and we strongly advise all diners to arrive for opening to ensure smooth service.

ARRIVAL AT THE AMEX



A R E A S

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

West Reception:

HB's Restaurant
Bruno's Restaurant
Mullery's Restaurant
Legends' Boxes
1901 Club Ticket Office
Executive Boxes 1-14
The Tunnel Club

East Reception:

The Goldstone Restaurant
Sun Harvest Restaurant

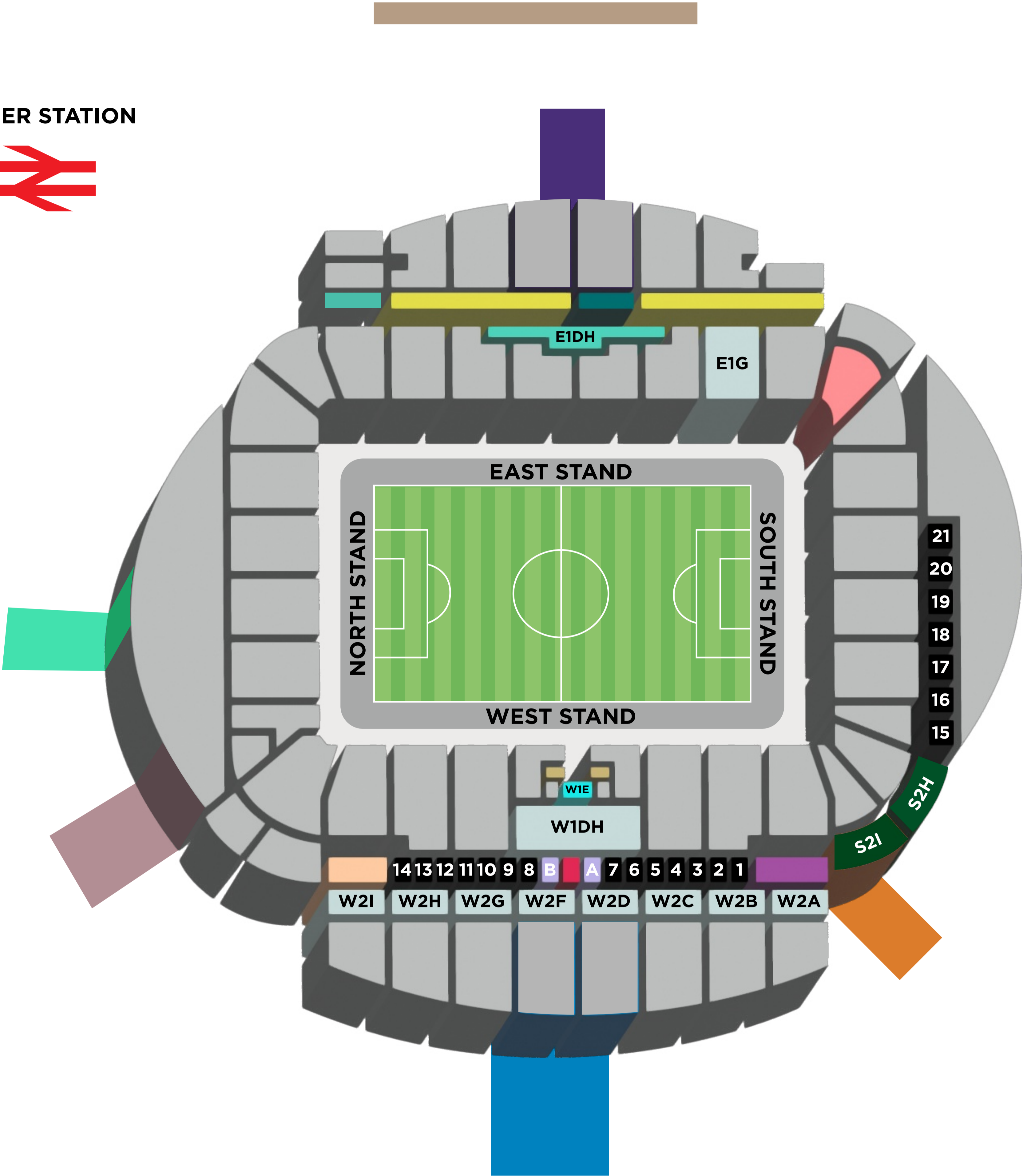
South Reception:

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



KEY

- | | |
|--------------------------|-------------------------|
| 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 Superstore | 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

Your tickets will be scanned at reception upon arrival. If you do not have your match tickets with you, you will need to 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

01273 668855 (option2)

Email

1901@brightonandhovealbion.com

Web

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

”

ANTHONY BEAL

MULLERY'S RESTAURANT





Brighton & Hove Albion Football Club

The American Express Stadium,
Village Way, Brighton, BN1 9BL

      **@officialBHAFC**

