

UEFA EURO 2028™

Skybox Official Hospitality

UK & Ireland: 9 June to 9 July 2028

BEYOND
HOSPITALITY



The Official Hospitality Provider



A TOURNAMENT FOR THE AGES, THE UEFA EURO 2028™

In 2028, four proud nations across UK and Ireland will host an unforgettable tournament; from 9 June to 9 July, 24 teams compete across 51 matches in eight iconic host cities. Join us where football's story began, where the next chapter will be written...

Together, we raise our voices for the champions, the underdogs, and the rising stars. We raise our hopes for that game-changing goal, that improbable save. Moreover, we raise your expectations for reimagined hospitality with UEFA EURO 2028™ Official Hospitality – new levels of access, connection, and comfort.

In 2028, we all speak football.
In 2028, we **Raise the Game**



RAISE THE GAME

BEYOND
HOSPITALITY



The Official Hospitality Provider



RISE ABOVE

Exclusive skybox hospitality

This is your opportunity to secure the only Official Hospitality product that offers total exclusivity for you and your guests at the UEFA EURO 2028™, with exceptional hosting, service, and pitch views that transform your tournament experience.

From preferential access and welcome staff to plush suite-adjacent stadium seating and generous gourmet dining, Skybox is the pinnacle of access and elegance.

SKYBOX



The Pinnacle of
Access and Elegance

SKYBOX



Skybox offers the most exclusive, private hospitality experience for discerning hosts and elite guests – combining luxurious surroundings with dedicated hosting, an exceptional drinks experience and gourmet dining, all meticulously delivered with a personal touch.

The Experience

-  Exclusive use of a luxury skybox
-  Dedicated welcome area and hosting staff. Stylish interior with a personal, warm and welcoming atmosphere
-  Direct access to premium stadium seats located in front of the skybox. Pitch views depend on skybox location
-  In-skybox dining, offering a progressive menu with a selection of gourmet grazing boards, tasting ‘bites’, and a superbly curated experience of freshly prepared local and international favourites
-  Champagne on arrival and throughout. Luxury beverage selection including alcohol-free alternatives. Exceptional spirits, champagnes, mixologist-curated cocktail menu, sommelier-selected wines, premium beers, soft drinks, speciality teas and coffee service
-  Service before, during halftime, and after the match
-  In-skybox match-day broadcast. Guest Wi-Fi
-  Exclusive commemorative gift and preferential parking

Stadium views depicted are indicative. Skybox views vary according to location.

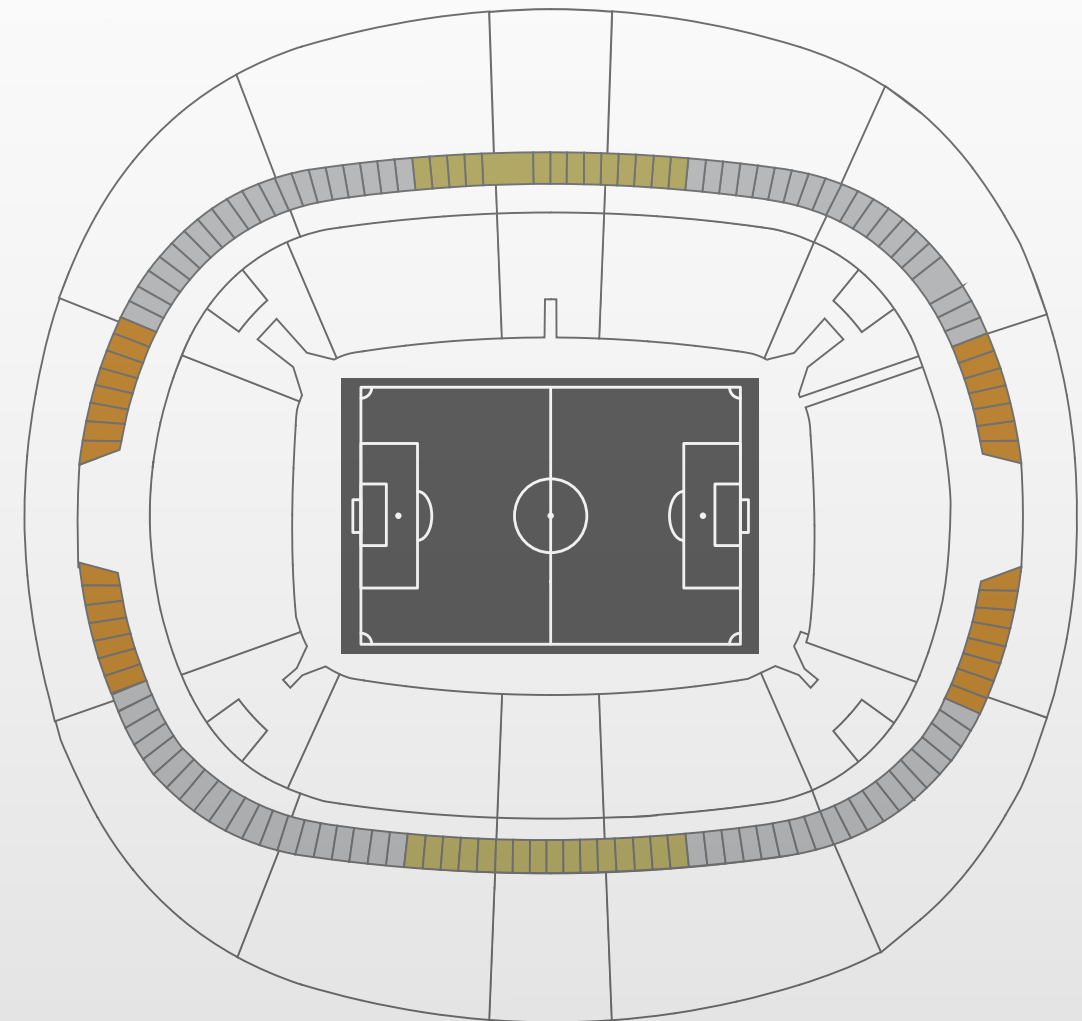




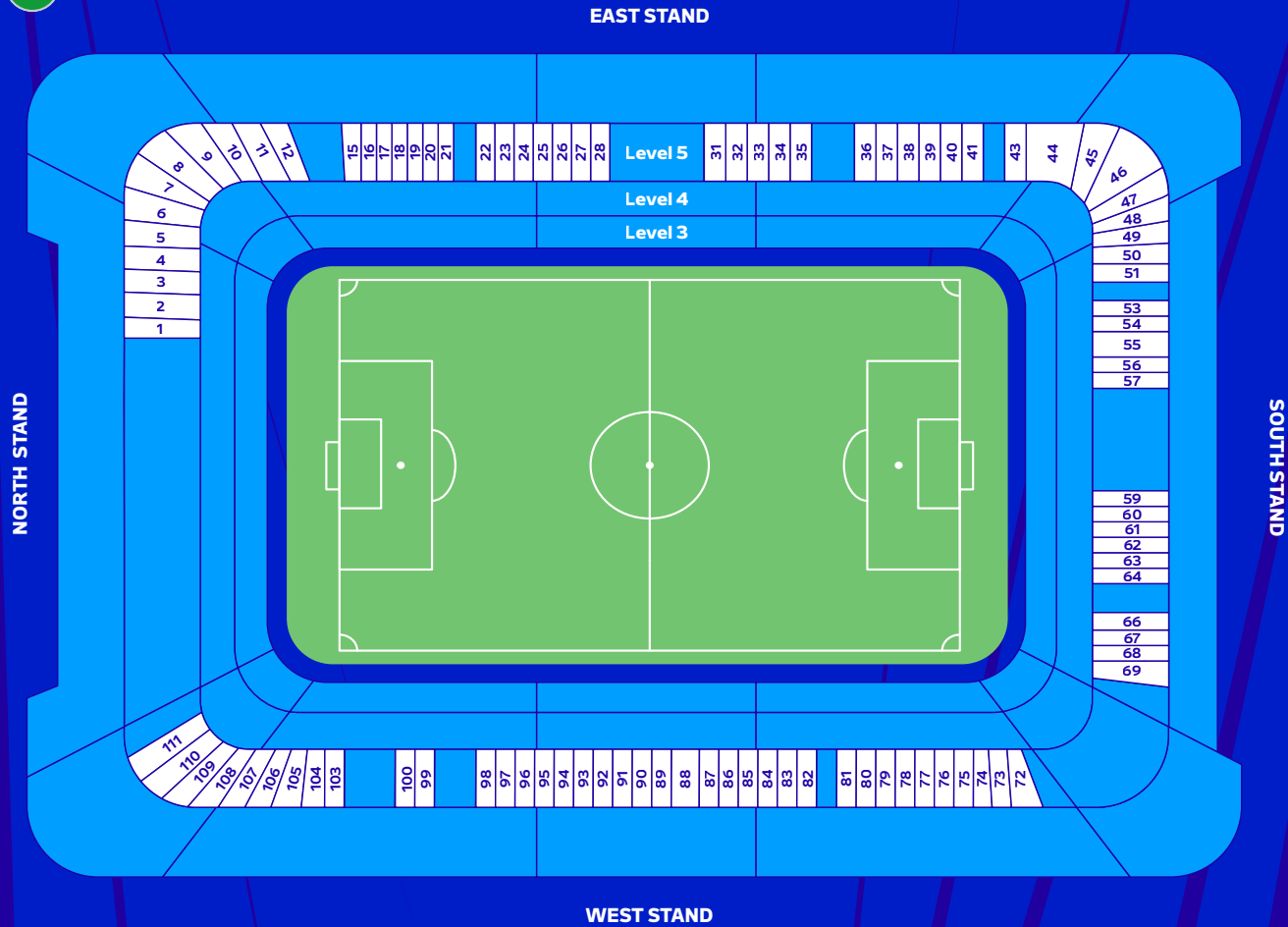
Stadium Seating

Skyboxes are classified into three categories based on their position within each stadium:

- SKYBOX GOLD (CENTRAL)
- SKYBOX SILVER (CORNER)
- SKYBOX BRONZE (BEHIND GOAL)

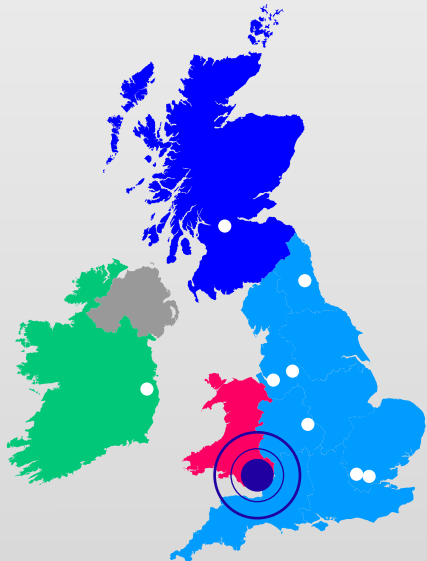


Stadium diagrams are indicative and may vary per stadium.



NATIONAL STADIUM OF WALES

City: Cardiff
Country: Wales
Capacity: 73,000



CONTACT OUR SALES TEAM:

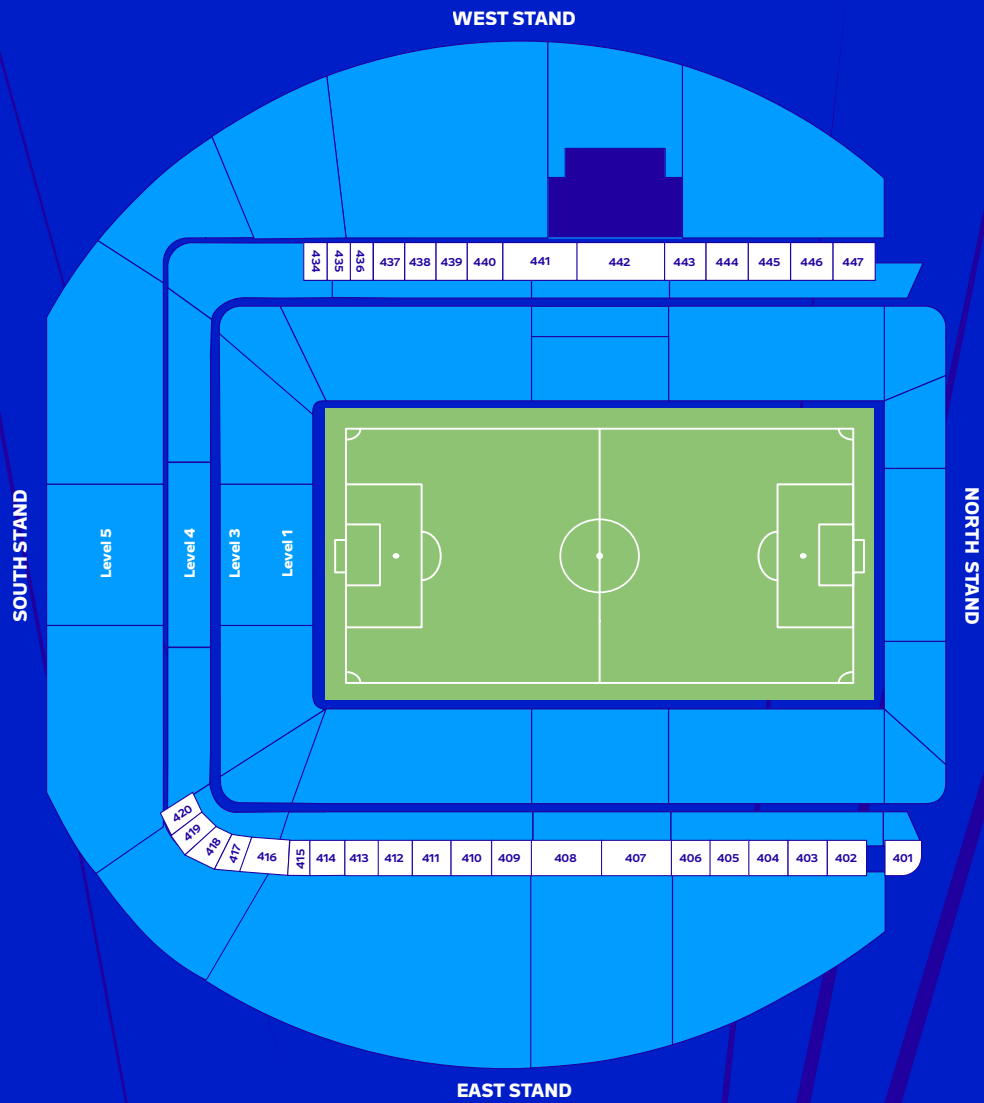


MATCH SCHEDULE

MATCH	TEAMS	DATE	STAGE
Match 1	A1 v A2	Fri 9 June	Group Stage
Match 13	A1 v A3	Wed 14 June	Group Stage
Match 25	A4 v A1	Sun 18 June	Group Stage
Match 36	F2 v F3	Wed 21 June	Group Stage
Match 37	1A v 2C	Sat 24 June	Round of 16
Match 48	W40 v W38	Sat 1 July	Quarter-Final

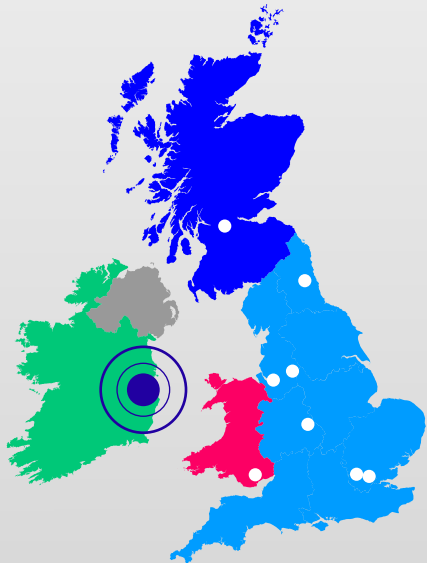
(Per skybox excl. VAT)

SKYBOX - SERIES	GOLD	SILVER	BRONZE
Venue Series	£278,400 (12 seats)	£233,400 (12 seats)	£186,600 (12 seats)



DUBLIN ARENA

City: Dublin
Country: Republic of Ireland
Capacity: 50,000



CONTACT OUR SALES TEAM:



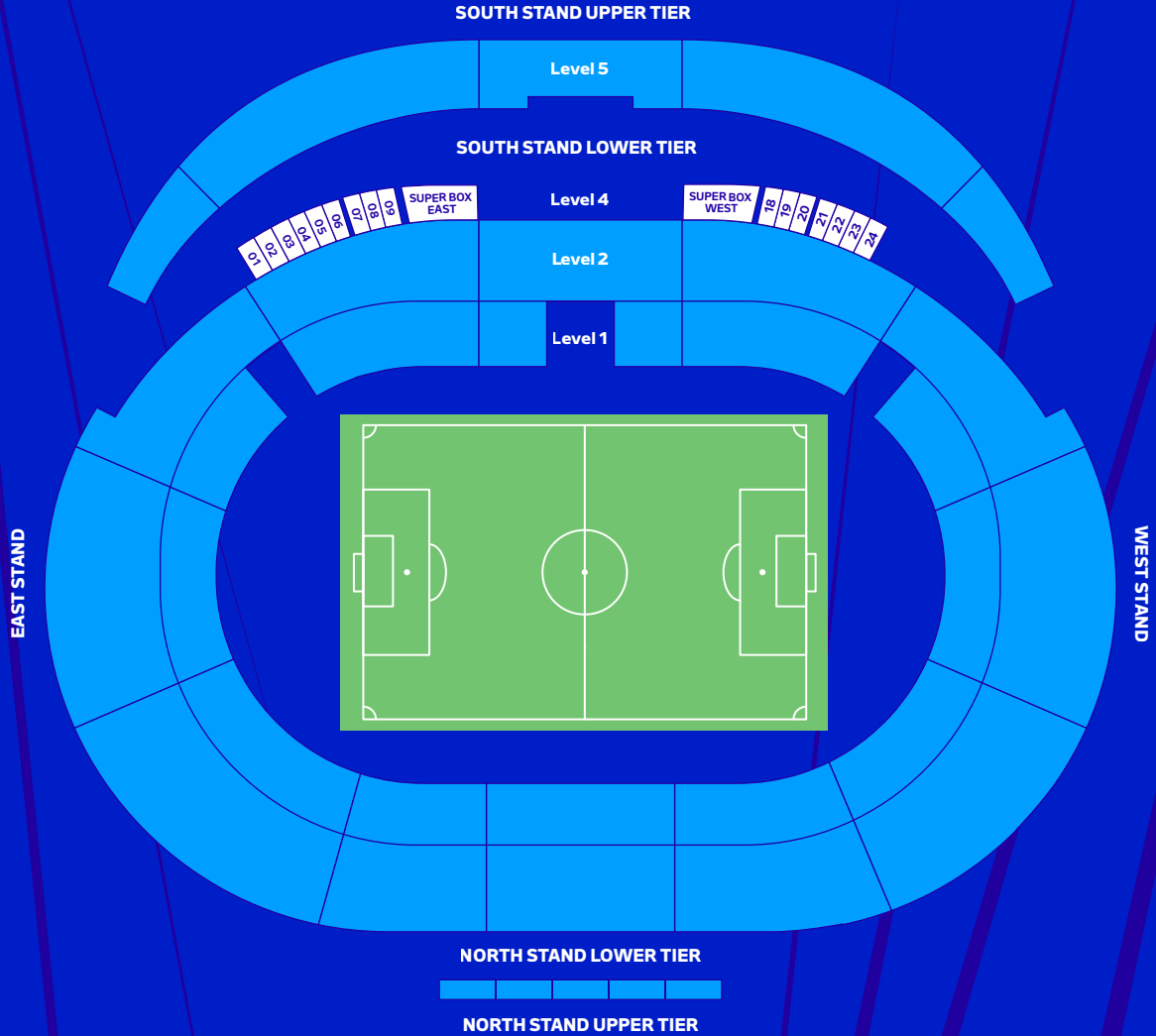
IMAGO © 2026

MATCH SCHEDULE

MATCH	TEAMS	DATE	STAGE
Match 4	B3 v B4	Sat 10 June	Group Stage
Match 9	E1 v E2	Mon 12 June	Group Stage
Match 21	E1 v E3	Fri 16 June	Group Stage
Match 28	B2 v B3	Mon 19 June	Group Stage
Match 33	E4 v E1	Wed 21 June	Group Stage
Match 44	1E v 3A B C D	Tue 27 June	Round of 16
Match 46	W41 v W42	Fri 30 June	Quarter-Final

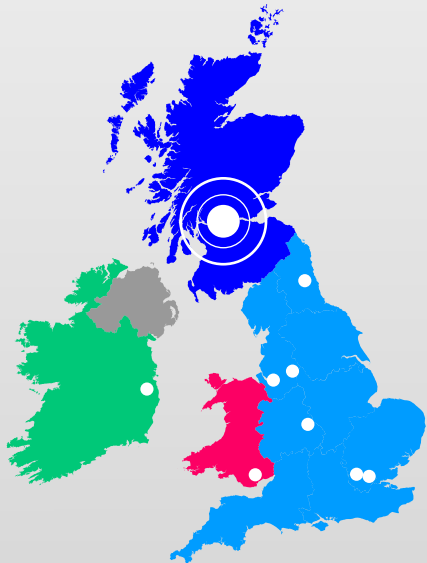
(Per skybox excl. VAT)

SKYBOX - SERIES	GOLD	SILVER	BRONZE
Venue Series	£595,200 (24 seats)	£250,200 (12 seats)	-



HAMPDEN PARK

City: Glasgow
Country: Scotland
Capacity: 51,000



CONTACT OUR SALES TEAM:

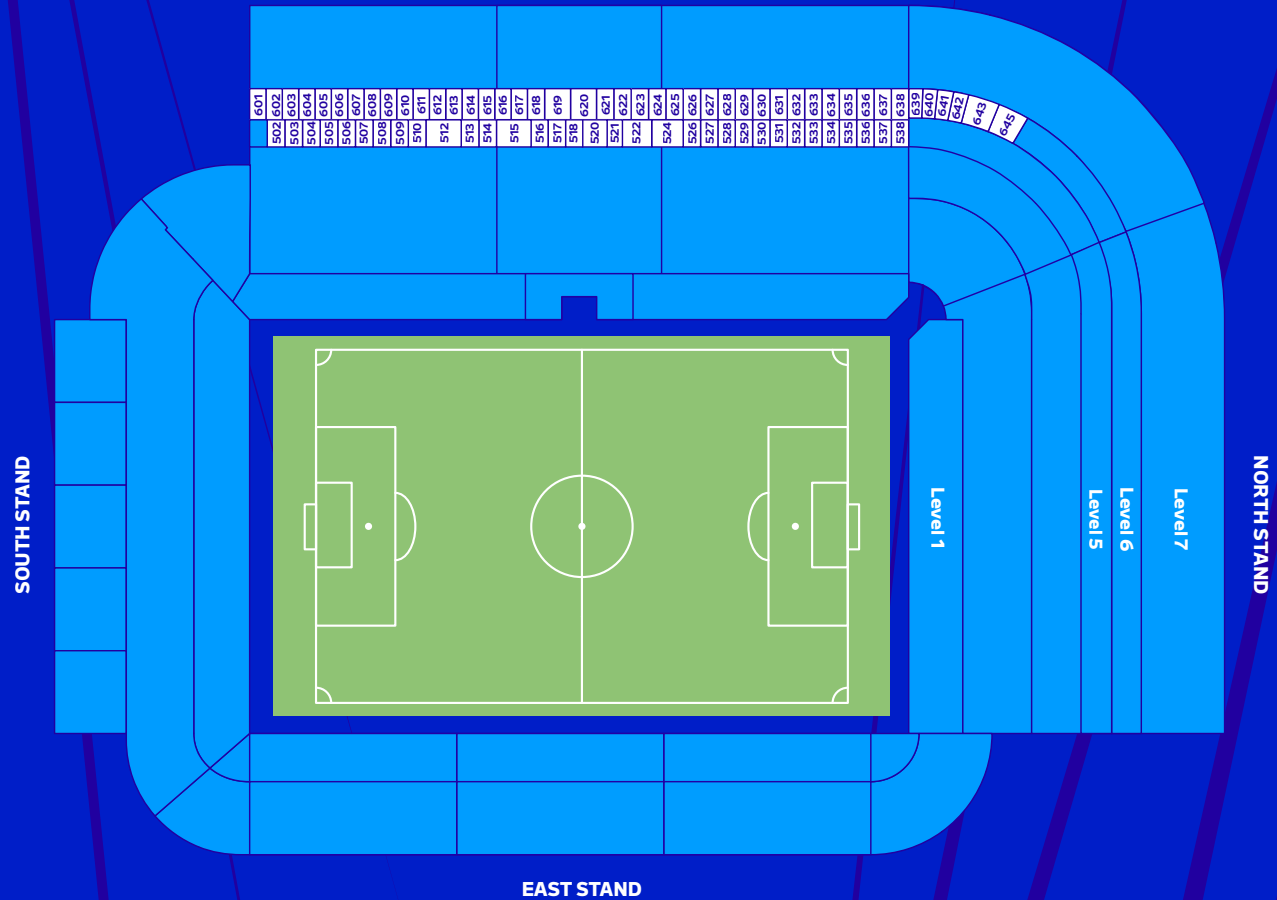


MATCH SCHEDULE

MATCH	TEAMS	DATE	STAGE
Match 2	A3 v A4	Sat 10 June	Group Stage
Match 11	F1 v F2	Tue 13 June	Group Stage
Match 23	F1 v F3	Sat 17 June	Group Stage
Match 35	F4 v F1	Wed 21 June	Group Stage
Match 41	1F v 3A B C	Mon 26 June	Round of 16
Match 47	W44 v W43	Sat 1 July	Quarter-Final

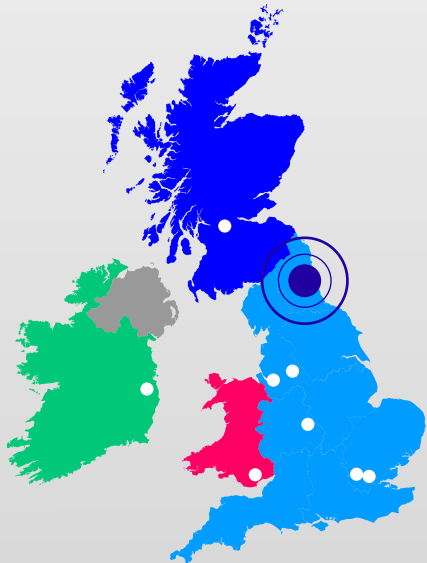
(Per skybox excl. VAT)

SKYBOX - SERIES	GOLD	SILVER	BRONZE
Venue Series	£216,000 (10 seats)	-	-



ST JAMES' PARK

City: Newcastle
Country: England
Capacity: 50,000



CONTACT OUR SALES TEAM:



MATCH SCHEDULE

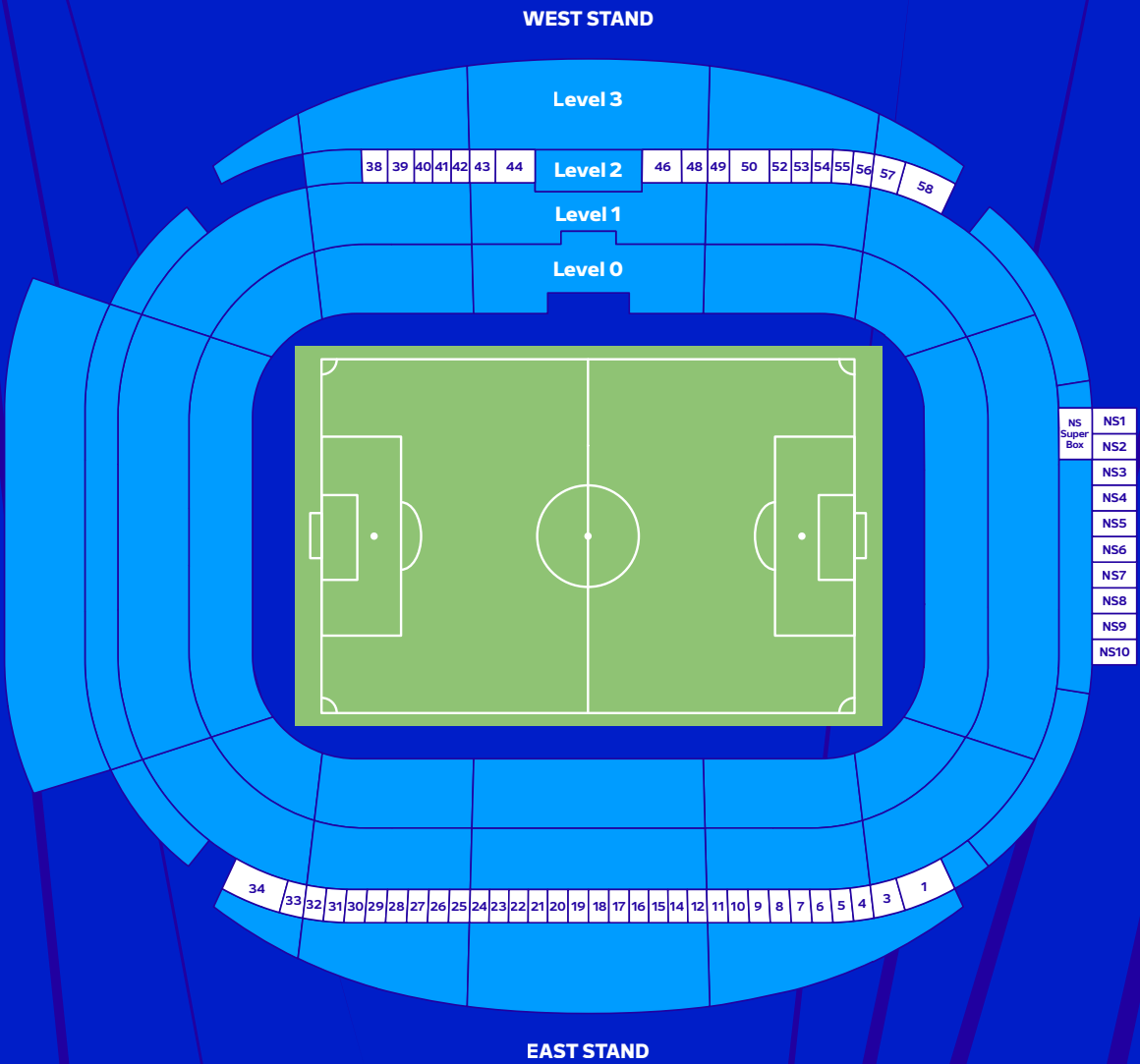
MATCH	TEAMS	DATE	STAGE
Match 10	E3 v E4	Mon 12 June	Group Stage
Match 18	C2 v C4	Thu 15 June	Group Stage
Match 24	F2 v F4	Sat 17 June	Group Stage
Match 32	D2 v D3	Tue 20 June	Group Stage
Match 39	1B v 3A D E F	Sun 25 June	Round of 16

(Per skybox excl. VAT)

SKYBOX - SERIES	GOLD	SILVER	BRONZE
Venue Series	£134,400 (8 seats)	£141,500 (10 seats)	-

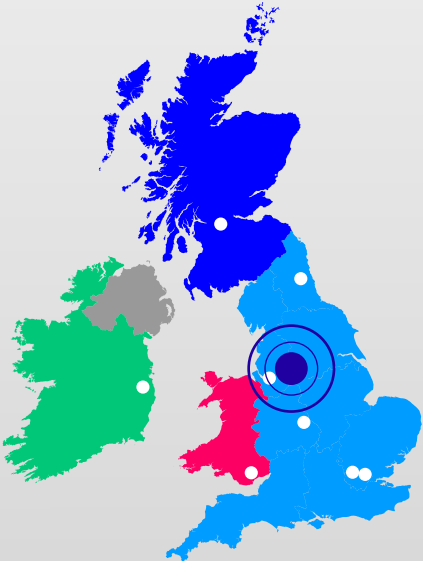


SOUTH STAND



MANCHESTER CITY STADIUM

City: Manchester
Country: England
Capacity: 58,000



CONTACT OUR SALES TEAM:

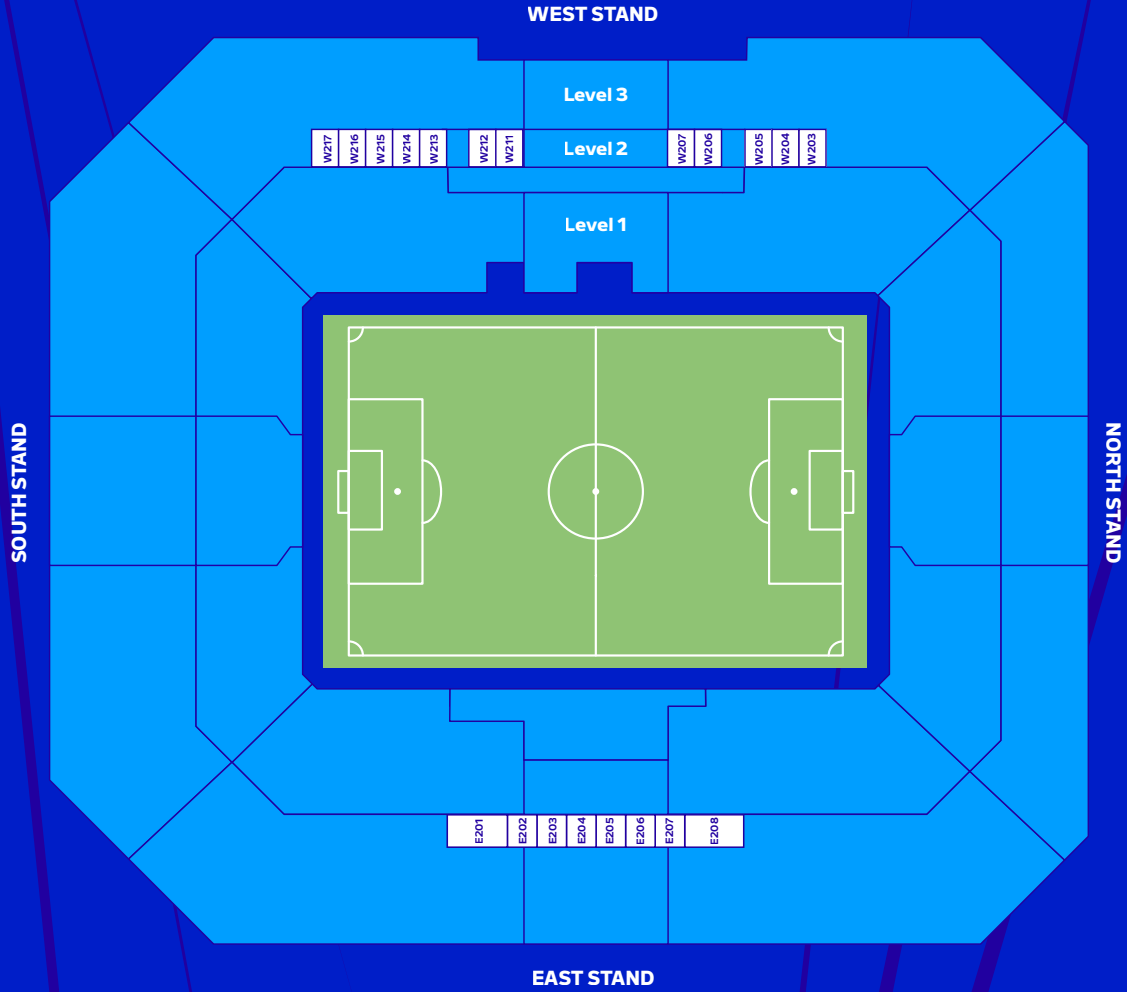


MATCH SCHEDULE

MATCH	TEAMS	DATE	STAGE
Match 3	B1 v B2	Sat 10 June	Group Stage
Match 12	F3 v F4	Tue 13 June	Group Stage
Match 20	D2 v D4	Fri 16 June	Group Stage
Match 29	C4 v C1	Tue 20 June	Group Stage
Match 40	1C v 3D E F	Sun 25 June	Round of 16

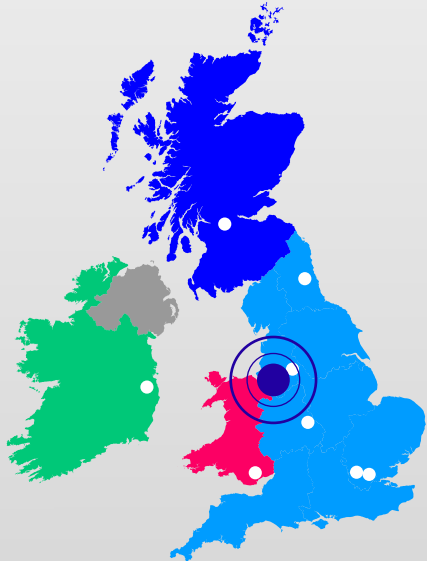
(Per skybox excl. VAT)

SKYBOX - SERIES	GOLD	SILVER	BRONZE
Venue Series	£147,200 (8 seats)	-	£148,200 (12 seats)



EVERTON STADIUM

City: Liverpool
Country: England
Capacity: 50,000



CONTACT OUR SALES TEAM:

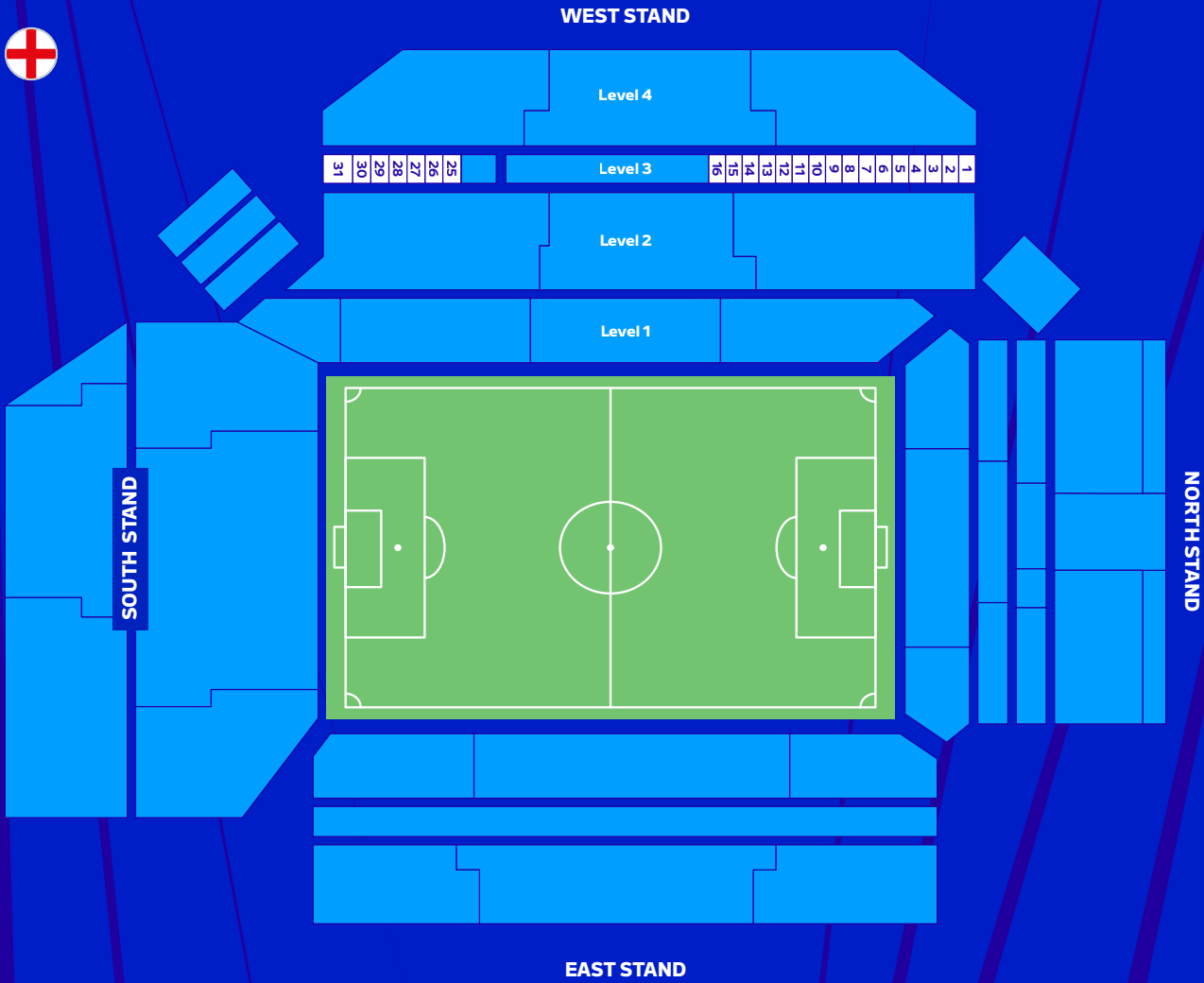


MATCH SCHEDULE

MATCH	TEAMS	DATE	STAGE
Match 7	D3 v D4	Sun 11 June	Group Stage
Match 14	A2 v A4	Wed 14 June	Group Stage
Match 22	E2 v E4	Sat 17 June	Group Stage
Match 30	C2 v C3	Tue 20 June	Group Stage
Match 38	2A v 2B	Sat 24 June	Round of 16

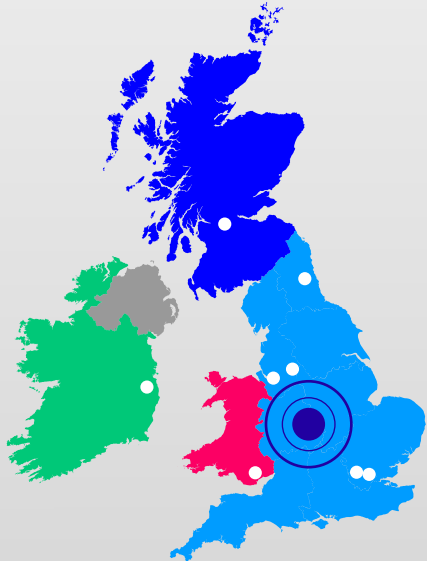
(Per skybox excl. VAT)

SKYBOX - SERIES	GOLD	SILVER	BRONZE
Venue Series	£168,000 (10 seats)	-	-



VILLA PARK STADIUM

City: Birmingham
Country: England
Capacity: 40,000



CONTACT OUR SALES TEAM:



MATCH SCHEDULE

MATCH	TEAMS	DATE	STAGE
Match 6	C3 v C4	Sun 11 June	Group Stage
Match 16	B2 v B4	Thu 15 June	Group Stage
Match 31	D4 v D1	Tue 20 June	Group Stage
Match 43	1D v 2F	Tue 27 June	Round of 16

(Per skybox excl. VAT)

SKYBOX - SERIES	GOLD	SILVER	BRONZE
Venue Series	£136,000 (10 seats)	£114,500 (10 seats)	-



WEST STAND

SOUTH STAND

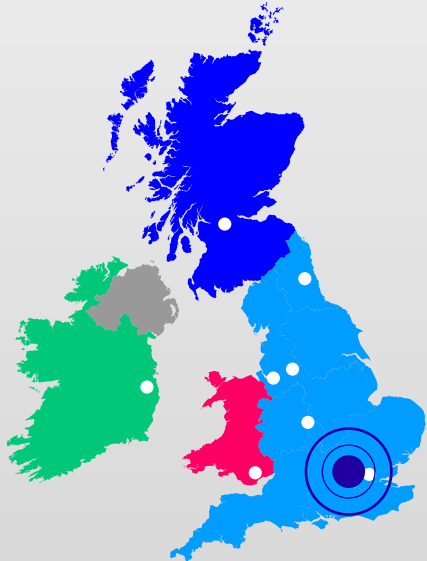
NORTH STAND

EAST STAND



TOTTENHAM HOTSPUR STADIUM

City: London
Country: England
Capacity: 60,000



CONTACT OUR SALES TEAM:

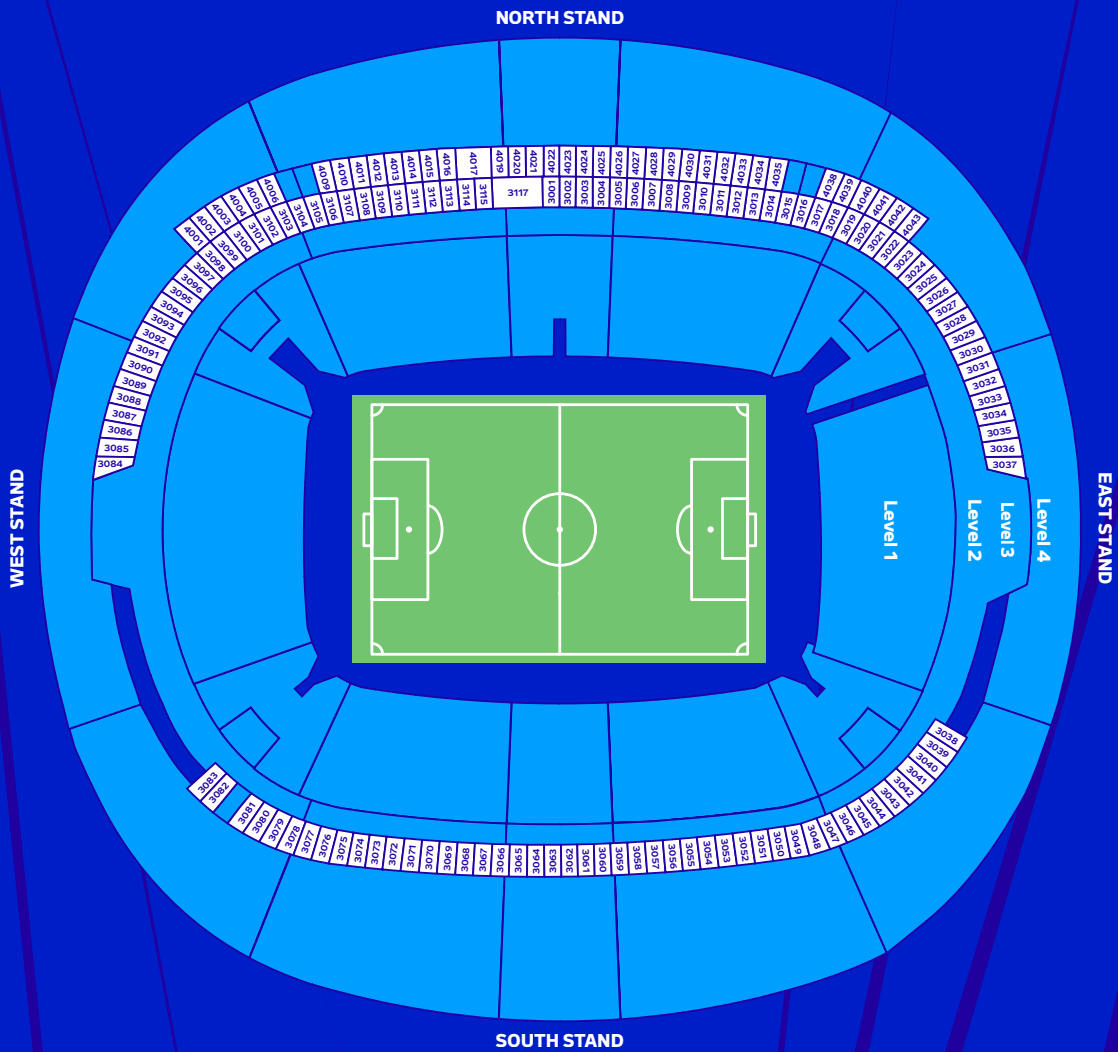


MATCH SCHEDULE

MATCH	TEAMS	DATE	STAGE
Match 8	D1 v D2	Mon 12 June	Group Stage
Match 17	C1 v C3	Thu 15 June	Group Stage
Match 26	A2 v A3	Sun 18 June	Group Stage
Match 34	E2 v E3	Wed 21 June	Group Stage
Match 42	2D v 2E	Mon 26 June	Round of 16

(Per skybox excl. VAT)

SKYBOX - SERIES	GOLD	SILVER	BRONZE
Venue Series	£201,600 (12 seats)	£169,800 (12 seats)	-



CONTACT OUR SALES TEAM:



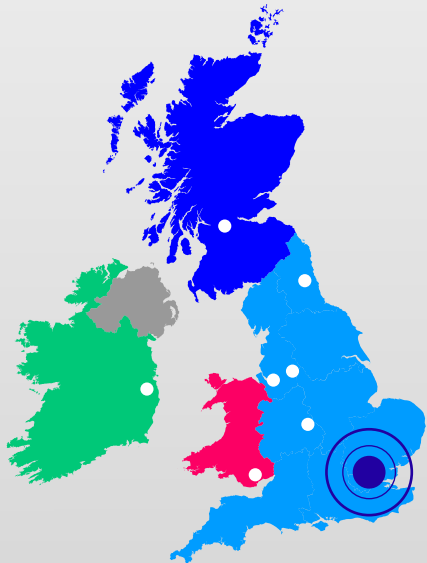
MATCH SCHEDULE

MATCH	TEAMS	DATE	STAGE
Match 5	C1 v C2	Sun 11 June	Group Stage
Match 15	B1 v B3	Wed 14 June	Group Stage
Match 19	D1 v D3	Fri 16 June	Group Stage
Match 27	B4 v B1	Mon 19 June	Group Stage
Match 45	W39 v W37	Fri 30 June	Quarter-Final
Match 49	W45 v W46	Tue 4 July	Semi-Final
Match 50	W47 v W48	Wed 5 July	Semi-Final
Match 51	W49 v W50	Sun 9 July	FINAL



WEMBLEY STADIUM

City: London
Country: England
Capacity: 86,000



(Per skybox excl. VAT)

SKYBOX - SERIES	GOLD	SILVER	BRONZE
Venue Series	£556,800 (12 seats)	£310,800 (8 seats)	£248,400 (8 seats)
Group Matches + QF	£211,200 (12 seats)	£118,400 (8 seats)	£94,400 (8 seats)
Final Round Series	£380,400 (12 seats)	£212,000 (8 seats)	£169,600 (8 seats)

UEFA EURO 28™

Match Schedule

	GROUP STAGE													KNOCKOUT STAGE												
	MATCHDAY 1					MATCHDAY 2				MATCHDAY 3				ROUND OF 16				28 06 29 06	QUARTER - FINALS		02 07 03 07	SEMI-FINALS		06 07 07 07 08 07	FINAL	
	FRI 09 06	SAT 10 06	SUN 11 06	MON 12 06	TUE 13 06	WED 14 06	THU 15 06	FRI 16 06	SAT 17 06	SUN 18 06	MON 19 06	TUE 20 06		WED 21 06	SAT 24 06	SUN 25 06	MON 26 06		TUE 27 06	FRI 30 06		SAT 01 07	TUE 04 07		WED 05 07	SUN 09 07
 CARDIFF NATIONAL STADIUM OF WALES 73,000	1 A1 vs A2					13 A1 vs A3				25 A4 vs A1			36 F2 vs F3	37 1A vs 2C						48 W40 vs W38						
 DUBLIN DUBLIN ARENA 50,000		4 B3 vs B4		9 E1 vs E2				21 E1 vs E3			29 B2 vs B3		33 E4 vs E1				44 1E vs 3A B C D		46 W41 vs W42							
 GLASGOW HAMPDEN PARK 51,000		2 A3 vs A4			11 F1 vs F2					23 F1 vs F3			35 F4 vs F1			41 1F vs 3A B C			47 W44 vs W43							
 NEWCASTLE ST. JAMES' PARK 50,000				10 E3 vs E4				18 C2 vs C4		24 F2 vs F4			32 D2 vs D3			39 1B vs 3A D E F										
 MANCHESTER MANCHESTER CITY STADIUM 58,000		3 B1 vs B2			12 F3 vs F4			20 D2 vs D4					29 C4 vs C1			40 1C vs 3D E F										
 LIVERPOOL EVERTON STADIUM 50,000			7 D3 vs D4			14 A2 vs A4			22 E2 vs E4				30 C2 vs C3		38 2A vs 2B											
 BIRMINGHAM VILLA PARK 48,000			6 C3 vs C4				16 B2 vs B4						31 D4 vs D1					43 1D vs 2F								
 LONDON TOTTENHAM HOTSPUR STADIUM 60,000				8 D1 vs D2				17 C1 vs C3			26 A2 vs A3		34 E2 vs E3			42 2D vs 2E										
 LONDON WEMBLEY STADIUM 86,000			5 C1 vs C2			15 B1 vs B3		19 D1 vs D3			27 B4 vs B1							45 W39 vs W37			49 W45 vs W46	50 W47 vs W48		51 W49 vs W50		
												22 06 23 06	REST DAYS										REST DAYS		REST DAYS	
													REST DAYS										REST DAYS		REST DAYS	
													REST DAYS										REST DAYS		REST DAYS	

GROUP A

GROUP B

GROUP C

GROUP D

GRUPE

GROUP F

Kick-off times will be confirmed after the Final Draw. If qualified at the time of the Final Draw, a designated group position is reserved for the host teams of Wales (A1), England (B1), Republic of Ireland (E1), Scotland (F1), as well as for Northern Ireland (D1).

Kick-off times will be confirmed after the Final Draw. If qualified at the time of the Final Draw, a designated group position is reserved for the host teams of Wales (A1), England (B1), Republic of Ireland (E1), Scotland (F1), as well as for Northern Ireland (D1).



Contact us to secure your Skybox and/or
Venue Series package today, or register
online to be the first to know when the full
product range goes on sale.

RAISE THE GAME IN 2028

LEGAL NOTICE

All sales of Hospitality Packages shall be subject to detailed terms and conditions as set out in BEYOND Hospitality's Sales Agreement. BEYOND Hospitality shall provide the Sales Agreement to customers during the purchasing process.

Customers are not permitted to resell Hospitality Packages, whether individually or as part of a travel or hospitality package (including, without limitation, any combination with flights, accommodation, or other services). Furthermore, Hospitality Packages may not be used in any commercial promotions, advertising campaigns, or as prizes in competitions, lotteries, or sweepstakes.

Hospitality Packages are strictly for the personal use of the customer or, in the case of corporate purchasers, for the use of their privately invited guests. Hospitality Packages may not be transferred or otherwise disposed of for any form of financial or commercial gain. More detailed rules governing use and transfer restrictions are set out in the Sales Agreement.

BEYOND Hospitality has appointed Sales Agents in certain territories to support the identification of potential customers and to facilitate the sales process. Notwithstanding this, all sales of Hospitality Packages are concluded directly between BEYOND Hospitality and the customer. Sales Agents are not authorised to bind BEYOND Hospitality and/or UEFA in any manner.

Hospitality Products, seating configurations and inventory allocations remain subject to final confirmation. Stadia construction and/or refurbishment works may be ongoing at the time of sale. Any drawings, diagrams or images provided are indicative only and are issued or published for the sole purpose of giving an approximate idea of the Hospitality Package inclusions and shall not, under any circumstance, constitute an offer or public offer by BEYOND Hospitality. Each Host Stadium and each match configuration may vary. Final seat and/or suite allocation will be confirmed in due course in accordance with the Sales Agreement and applicable allocation process.

Conceptual images generated using artificial intelligence for illustrative purposes only.

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