



UK



Manchester United Football Club

Case Study

GL events provided a bespoke VIP pavilion at Old Trafford, in response to the Premiership giant's match day hospitality challenge.

Manchester United Football Club had previously hosted its VIP guests off-site, but our giant structure, installed just metres away from the world's most famous football stadium, offered a more impactful, atmospheric and intimate temporary hospitality solution.



The 3,000sqm structure supplied included two 150sqm reception areas, as well as 600sqm of catering and cloakroom facilities. It was used exclusively at select, high-profile matches, including the Manchester city derby, giving the club the profitable, not to mention flexible option of additional hospitality as and when it was required.

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