

# **BENFICA**

# EVENTS

Much more than a sports icon, Benfica is the most known Portuguese brand in the 4 corners of the world. Awarded Superbrand™ since 2006 for its innovative and aggressive communication,, it entered the Guinness World Records as the club with the Most Members in the World (160.398).

A unique brand of borderless membership with about 14 million fans across the world, 5 million of them in Portugal. And with a history filled with glorious chapters which will forever be remembered.



Any event should be memorable.  
So what better place to do it than the  
Benfica Stadium?

Sport Lisboa e Benfica offers you all  
conditions to hold an event for your  
company. From small conferences to  
special events, here you can find the best  
areas and infrastructures, with the most  
modern technologies and a specialized and  
dedicated team at your disposal to help you  
in the organization.

So it may be a truly memorable occasion.

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Presentation and type of events

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# BENFICA STADIUM

This Stadium provides entertainment, commerce and leisure.

All emotions are allowed at the Benfica Stadium. The Club built an infrastructure envisaging numerous possibilities: excitement, leisure, commerce and a glorious and complete show on the pitch. It's more than a centre or meeting point for many activities, it's a venue of emotions where you can share victories with family and friends.

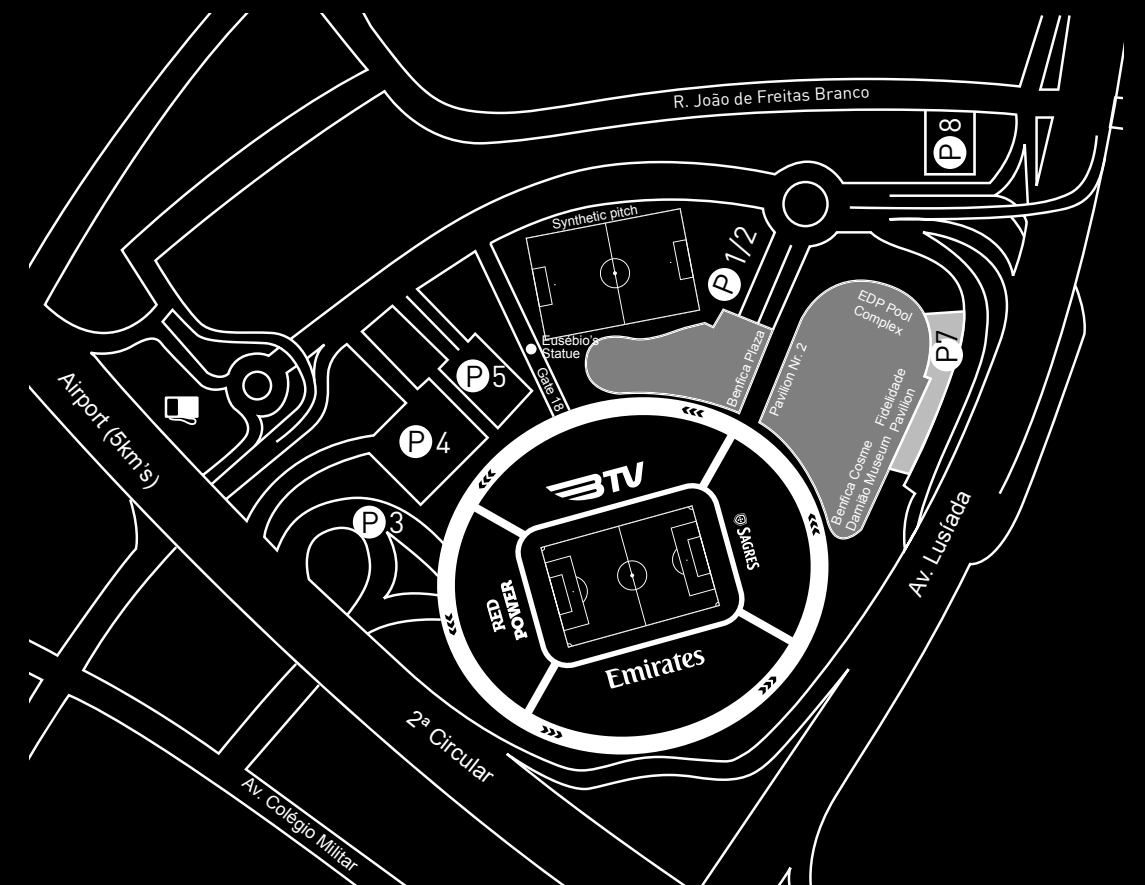
Located in the capital of Portugal, Lisbon, it was inaugurated on 25 October 2003. The Benfica Stadium is a worldwide reference, being the stage of major events not only in sports, but also in culture.

It hosted the Euro 2004 final, the event of the new 7 Wonders of the World and the Champions League Final 13/14.

Designed by HOK, the Benfica Stadium was built according to the most innovative technologies for modern venues and meets the most rigorous safety standards and recommendations by both FIFA and UEFA.

The Benfica Stadium is the centre for all emotions as well as the great business centre in Lisbon.

A multifunctional complex where you can find a diverse set of spaces, including one health club, one museum, one panoramic restaurant, rooms for organizing events, one sports complex with two pavilions and one swimming pool, one shopping area, good accesses and over 2200 parking spaces. The Stadium provides a widely diversified complex either for sporting events or for cultural, business, commercial and private ones.





# BENFICASTADIUM



BENFICA STADIUM

STANDS					
CAPACITY	LEVEL 0	LEVEL 1	LEVEL 2	LEVEL 3	TOTAL
	21.962	7.367	2.468	33.035	65.012
TYPES OF SEATS					
CAPACITY	PUBLIC	GRANDSTAND (PRESIDENTIAL BOX)	VIP SEATS	SEATS IN BOXES	
	55.397	184	7.367	2.064	
PARKING (available for buses and large vehicles)					
CAPACITY	SUBTERRANEAN			EXTERIOR	
	1.958			281	







Have you ever imagined holding an event in the Benfica Stadium's pitch? Stop imagining, it is now possible to carry out a product presentation, a gala dinner and team building activities, among other things, always with the impact the Benfica Stadium has on its guests.

The Sport Lisboa e Benfica's events team is at your disposal to provide a comprehensive service in organizing an event tailored to your company.

The multifunctional spaces and services are available to meet your company's needs, allowing

you to perform from a company meeting of just two persons to an event for 65,000 people, always with the support and commitment of Sport Lisboa e Benfica's professionals.

We are able to perform all kinds of events, such as: product presentations, conferences, meetings, seminars, workshops, team building activities, cocktails, Stadium and Museum tours, weddings, concerts, filming of commercials and football matches.

And much more!



# BENFICA STADIUM PITCH



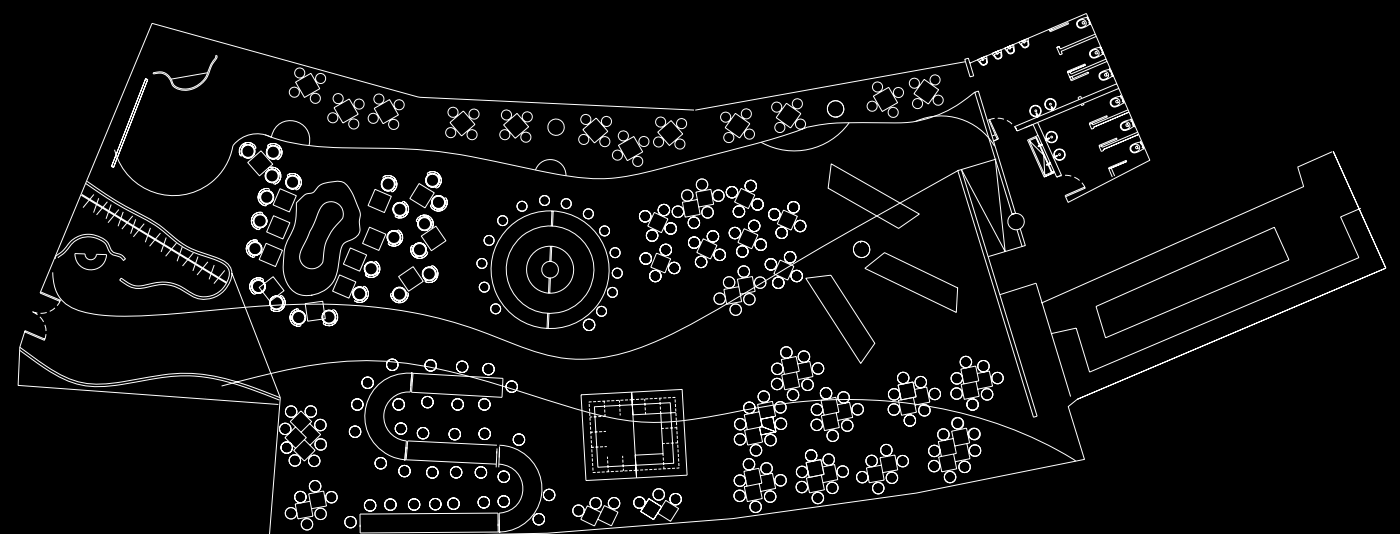


HUBLOT LOUNGE		16,00x36,00m						
TYPE OF SERVICE (NUMBER OF PERSONS)								
AREA	AUDIENCE	SEATING	STANDING	BAR	PITCH VIEW	AREA (M²)	HEIGHT	TOILETS
	NO	250	350	YES	YES	712	2,50m	YES

# HUBLOT LOUNGE



Hublot Lounge - Technical equipment:  
 Funktion-One distributed throughout the space with control volume in 4 areas.  
 1 Wireless Handheld Microphone  
 1 Screen for projection with 244x137 (stage)  
 1 Video Projector 4500 lumens FULL HD (stage)  
 1 DVD player / TV tuner  
 12 FULL HD led monitors distributed throughout the space  
 1 FULL HD led monitor at the entrance  
 1 Video table  
 RGBW LED service, ambient and decorative lighting  
 RGBW LED control system with pre-defined colours



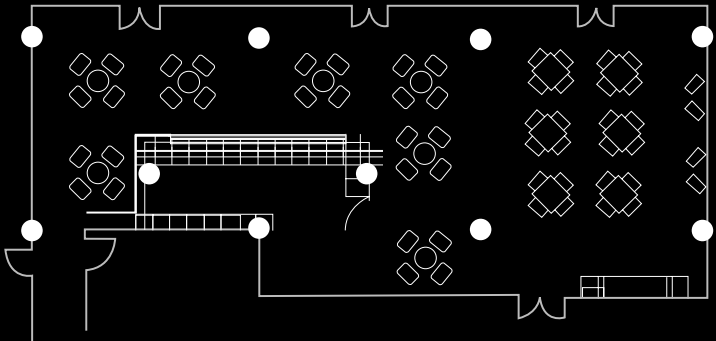
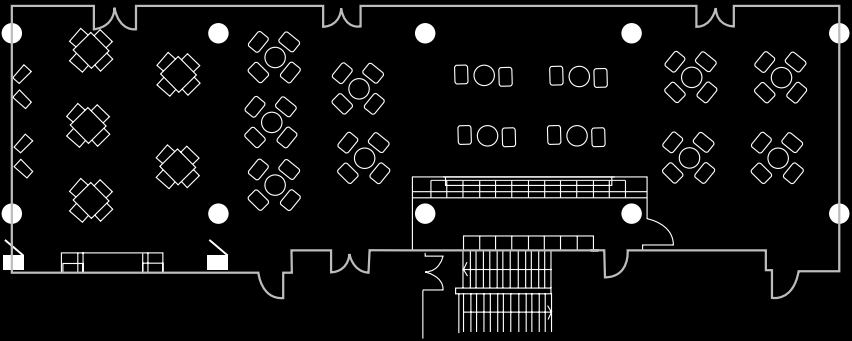




# ROOMS

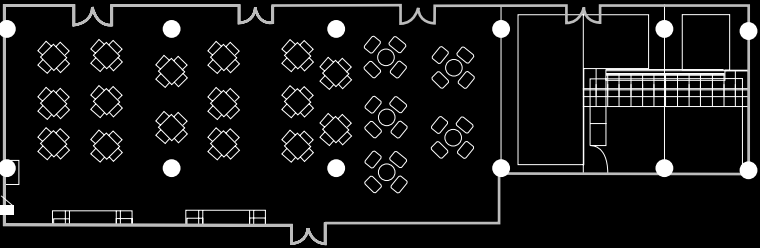
PRESIDENTIAL BOX + SUPPORT ROOM					9,00x23,00m			
TYPE OF SERVICE (NUMBER OF PERSONS)								
PRESIDENTIAL BOX	AUDIENCE	SEATING	STANDING	BAR	PITCH VIEW	AREA (M²)	HEIGHT	TOILETS
	90	130	160	YES	YES	200	2,60m	YES
TYPE OF SERVICE (NUMBER OF PERSONS)								
SUPPORT ROOM	AUDIENCE	SEATING	STANDING	BAR	PITCH VIEW	AREA (M²)	HEIGHT	TOILETS
	50	50	70	YES	YES	80	2,60m	YES

LATIN CUP ROOM								
TYPE OF SERVICE (NUMBER OF PERSONS)								
AREA	AUDIENCE	SEATING	STANDING	BAR	PITCH VIEW	ÁREA (M2)	HEIGHT	TOILETS
	80	110	130	YES	YES	165	2,60m	

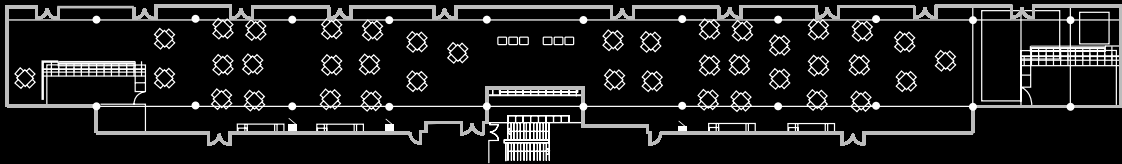




EUROPEAN CHAMPIONS ROOM						9,00x27,00m		
AREA	TYPE OF SERVICE (NUMBER OF PERSONS)					AREA (M²)	HEIGHT	TOILETS
	AUDIENCE	SEATING	STANDING	BAR	PITCH VIEW			
	160	210	240	YES	YES			



PRESIDENTIAL BOX + SUPPORT ROOM + LATIN CUP ROOM + EUROPEAN CHAMPIONS ROOM									9,00x80,00m	
AREA	TYPE OF SERVICE (NUMBER OF PERSONS)					AREA (M²)	HEIGHT	TOILETS		
	AUDIENCE	SEATING	STANDING	BAR	PITCH VIEW					
	380	500	600	YES	YES					

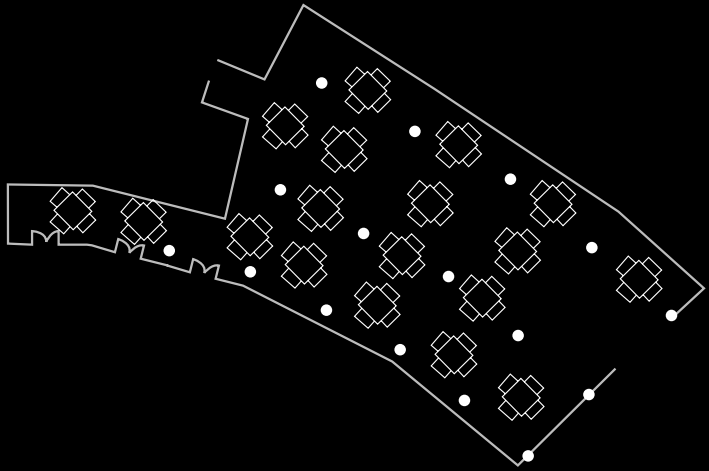




CHAMPIONS ROOM		16,00x30,00m					
TYPE OF SERVICE (NUMBER OF PERSONS)							
AREA	SEATING	STANDING	BAR	PITCH VIEW	AREA (M²)	HEIGHT	TOILETS
	240	300	YES	YES	400	2,60m	YES

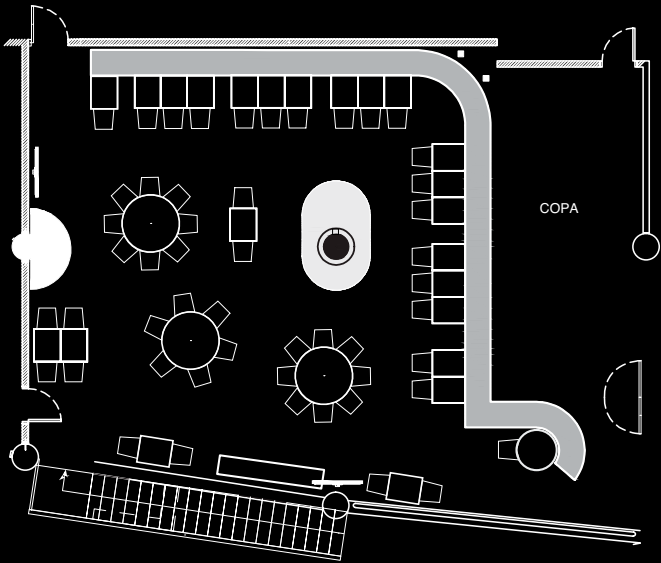


The Champions Room overlooks the pitch and the Bern and Amsterdam Rooms have exterior views.

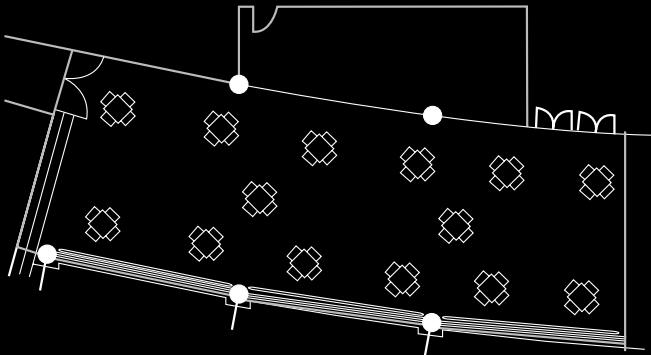




BERN ROOM		7,80x23,00m						
TYPE OF SERVICE (NUMBER OF PERSONS)								
AREA	AUDIENCE	SEATING	STANDING	BAR	PITCH VIEW	AREA (M²)	HEIGHT	TOILETS
	160	140	170	NO	NO	180	7,25m	YES

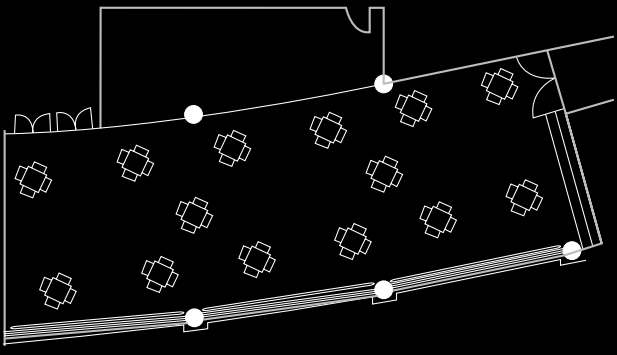


floor 2

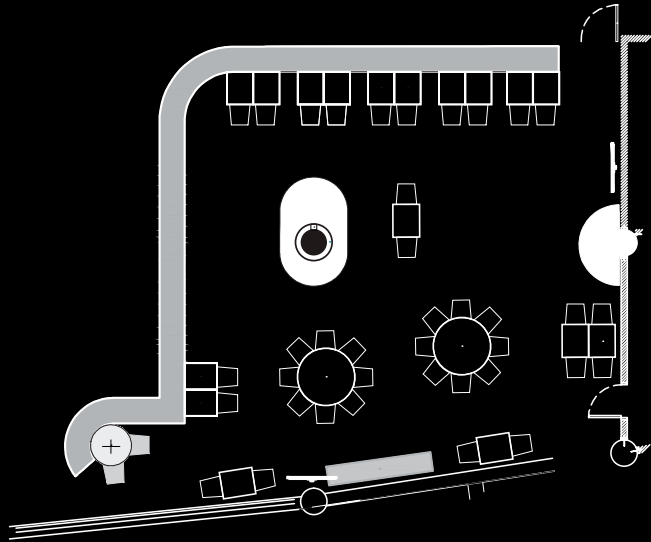


floor 1

AMSTERDAM ROOM		7,80x23,00m						
TYPE OF SERVICE (NUMBER OF PERSONS)								
AREA	AUDIENCE	SEATING	STANDING	BAR	PITCH VIEW	AREA (M²)	HEIGHT	TOILETS
	160	140	170	NO	NO	175	7,25m	YES



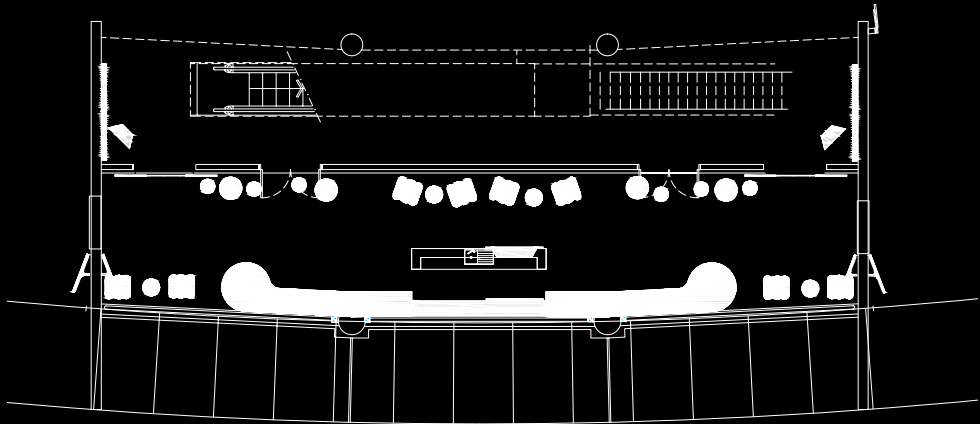
floor 1



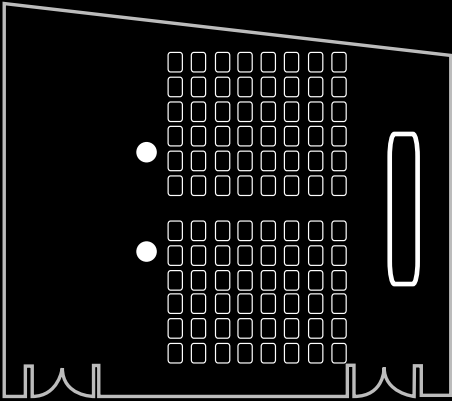
floor 2



BAR CORPORATE		6,50x23,00m		TYPE OF SERVICE (NUMBER OF PERSONS)				
PISO 1	AUDIENCE	SEATING	STANDING	BAR	PITCH VIEW	ÁREA (M²)	HEIGHT	WC's
	n/a	000	n/a	SIM	NÃO	000	000	SIM







Auditorium with 130 seats, equipped with projector, screen, 1 wireless microphone, 4 table microphones, sound system and DVD player.

A room with the right conditions for filming events and catering, being ideal for presentations, conferences and seminars

PRESS CONFERENCE ROOM						14,00x17,00m		
AREA	TYPE OF SERVICE (NUMBER OF PERSONS)					AREA (M²)	HEIGHT	TOILETS
	AUDIENCE	SEATING	STANDING	BAR	PITCH VIEW			
	130	140	170	NO	NO	175	7,25m	YES





# PAVILIONS



A sports complex consisting of 2 pavilions, two swimming pools (one 25 meter pool, with 10 lanes, and one learning pool), a billiard room with 60 seats and 4 competition tables, a table tennis room with 50 seats and 8 competition tables.

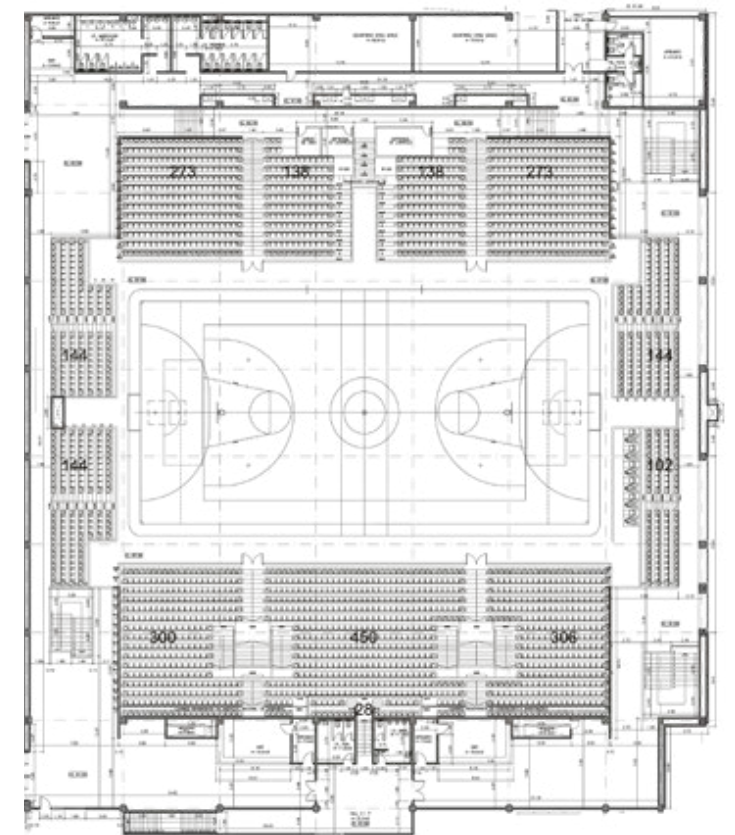
An air-conditioned area, equipped for carrying out filming activities, with fully equipped rooms for the media, a press conference room, 1 medical clinic, an anti-doping control room and various rooms for physiotherapy and weight training.



## FIDELIDADE PAVILION

A pavilion with 4 stands and 2,440 seats, including for the disabled. Floor with 40/25m.

Sections: Basketball, Roller Hockey and Futsal;  
 5 Dressing rooms for teams, 2 for referees and 3 for coaches;  
 4 giant screens with sound system;  
 5 Bars;  
 Wood flooring with air box;  
 52 Searchlights;  
 The Pavilion's height is 10 m.



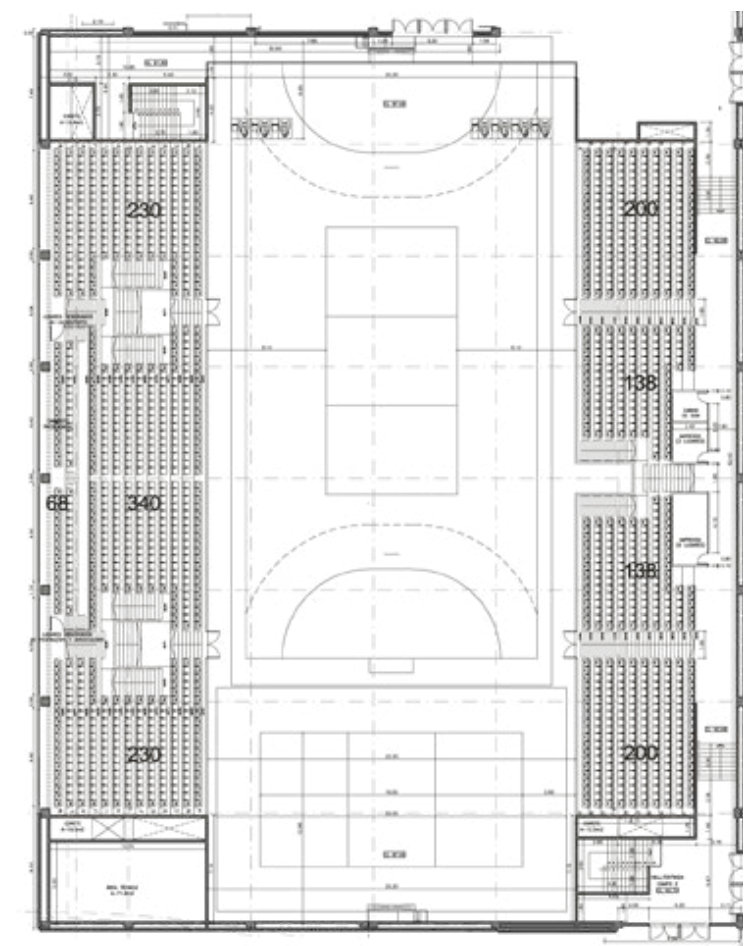




#### PAVILION 2

A pavilion with 2 stands and 1.500 seats, including for the disabled.

Sections: Handball and Volleyball;  
 5 Dressing rooms for teams, 2 for referees and 2 for coaches;  
 2 Giant screens on the tops with sound system;  
 4 Bars;  
 Wood flooring with air box;  
 52 searchlights;  
 The Pavilion's height is 15m.





# CENTENARIUM SQUARE

Outdoor area with 10,000 m<sup>2</sup> suitable for holding concerts, shows, fairs, exhibitions, fun parks and all kinds of events requiring large outdoor spaces.



# SYNTHETIC TURF PITCH



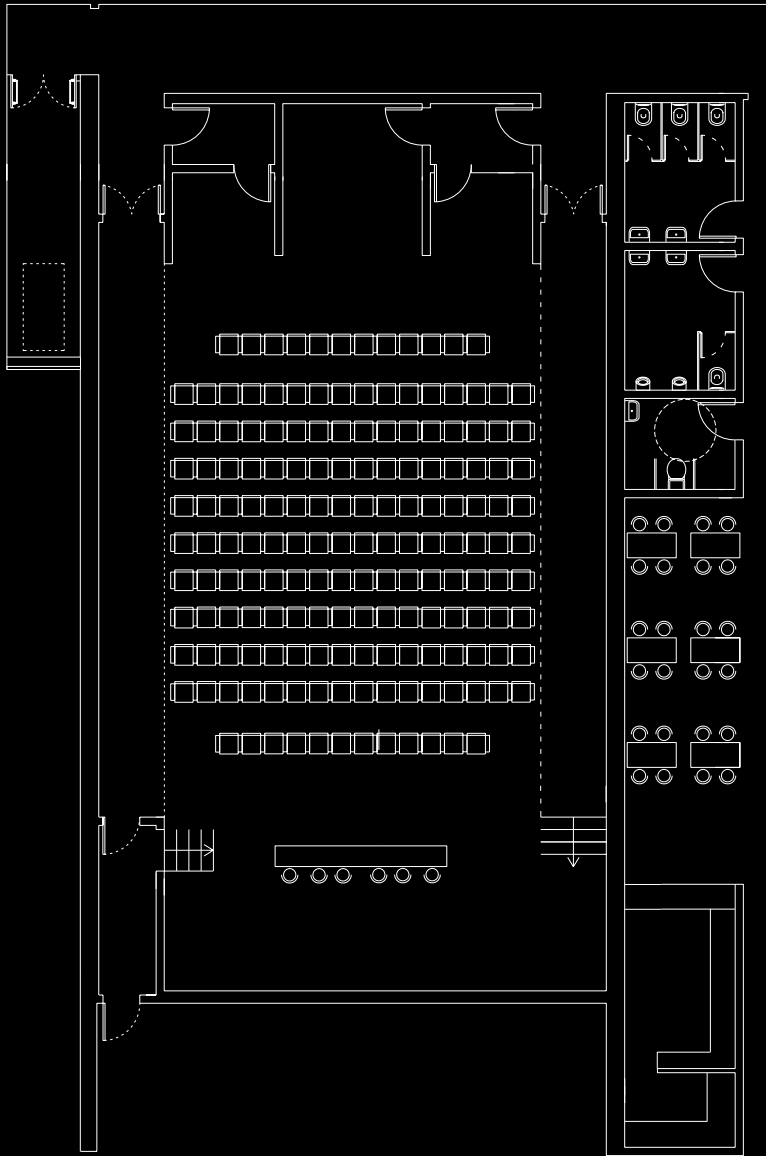
With a play area of 48X90m, this synthetic turf pitch - Mondoturf Monofibre NSF - certified by FIFA has several goals for 11-a-side, 7-a-side and 5-a-side football. It has two fully equipped dressing rooms (gurney and ice machine) and one dressing room for referees.

It is adequate for holding football tournaments and team building activities.



# MUSEUM AUDITORIUM

BENFICA COSME DAMIÃO MUSEUM - AUDITORIUM						12,40x17,50m		
AREA	TYPE OF SERVICE (NUMBER OF PERSONS)					AREA (M²)	HEIGHT	TOILETS
	AUDIENCE	SEATING	STANDING	BAR	PITCH VIEW			
	168	120	NO	NO	NO	170	4m	YES



Auditorium (168 seats) with:  
 1 raised stage with 45 m2  
 Soundproofed room  
 Adjustable lighting  
 Air Conditioning  
 Régie  
 HD Overhead Projector  
 Projection screen  
 Entrance independent from the Museum, with the possibility of reception  
 2 boxes for simultaneous translation  
 1 Backoffice / dressing / storage room



Technical information:  
 Sound  
 4 Funktion One R1 400w speakers  
 1 Yamaha Audio Mixing Table  
 LS9-16 - 16 ways  
 2 Wireless Handheld Microphones SLX2 / M58  
 4 Gooseneck Microphones  
 Cardioid Mx415  
 1 PressBox with 40 Outputs

Video  
 1 Panasonic DZ570 Projector with resolution 1920x1200 - 4000 Lumens  
 1 Projection screen 4 x 3m  
 Possibility of connecting computer with HDMI or VGA output to the projector and its audio to room sound  
 Light  
 8 Dimmable Led Light Projectors  
 Stage lighting



# CAIXA FUTEBOL CAMPUS

## CAIXA FUTEBOL CAMPUS

Caixa Futebol Campus is the Club's training center and youth academy. It consists of 6 pitches, including three in synthetic turf. The main pitch, with natural grass, several dressing rooms, artificial lighting, a capacity for 2720 seats, 1630 of which being covered, is today the official playing field of Benfica's B Team and youth teams.

To assist the sports activities, there is a complex consisting of a Hotel with a capacity of 62 rooms to be used by the Club's professional and youth teams.

The complex also includes three gymnasiums, dressing rooms, pools, jacuzzis, sauna, a cafeteria and an auditorium with a capacity of 75 seats, mainly used for press conferences previews of the Benfica First Team.

Caixa Futebol Campus assembles unique conditions for practicing sports, equivalent to those of elite European clubs.

## AUDITORIUM

This space includes an auditorium with a capacity of 75 seats, enabling film screenings, press conferences, seminars, among other activities, and a lounge area with bar service and a small support canopy, as well as an interview room and several distinct work areas.

## 360S

The 360S simulator is a scientific and technological tool which intends to achieve the excellency towards the players' development. Its goal is to develop the individual skills of the athletes, allowing them, to improve the promptness of the decision-making, the individual technique and to recover from injuries.

## LUNCHROOM

This space consists of two dining areas. One with table service destined for the First Team, and another with self-service regime, to be used by the younger athletes. It has the capacity to serve 200 meals simultaneously.

There is also a support canopy for the breakfast service.

The main kitchen has all the necessary technical equipment and an independent service access directly connected to the service way.

Caixa Futebol Campus' versatility allows organizing such diverse events as team building activities in the pitches, training activities in the auditorium and even product launching activities in the various outdoor spaces.







## BENFICA SERVICES

### BENFICA SPECIALS

Participation of players and the eagle Vitória  
 Photography on the pitch  
 Customised merchandising  
 Mega screens and stadium sound  
 Stadium and museum tour  
 Sports experiences with SLB coaches  
 Game and other sports packs

### EXCLUSIVE

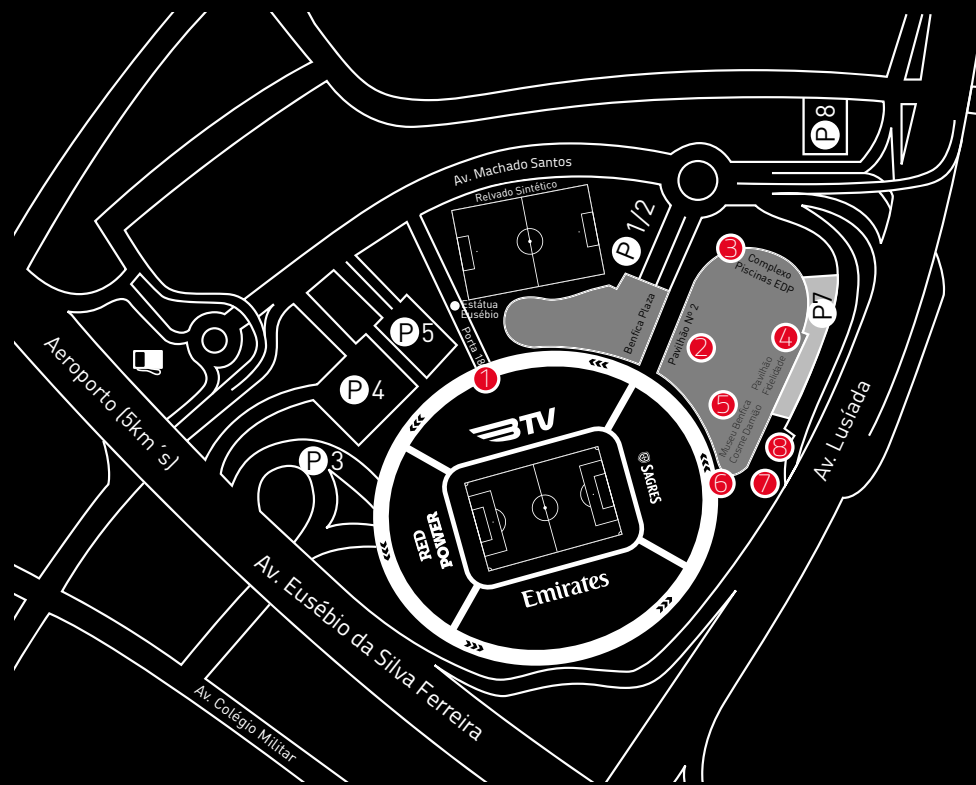
Catering  
 Hostesses and Promoters  
 Audiovisual equipment, sound and lighting

### COMPLEMENTARY

Photography and Video  
 Decoration  
 Accommodation and Transportation  
 Translators and Interpreters  
 Production of graphic materials  
 Speakers  
 City Tour

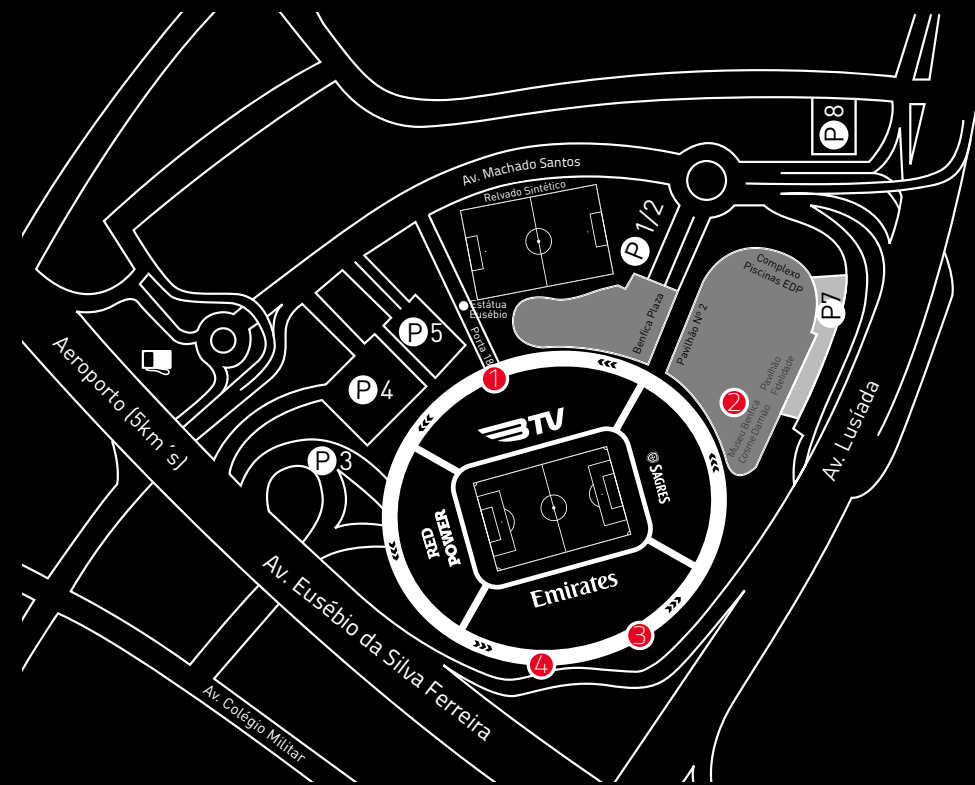


# MAP OF THE COMPLEX



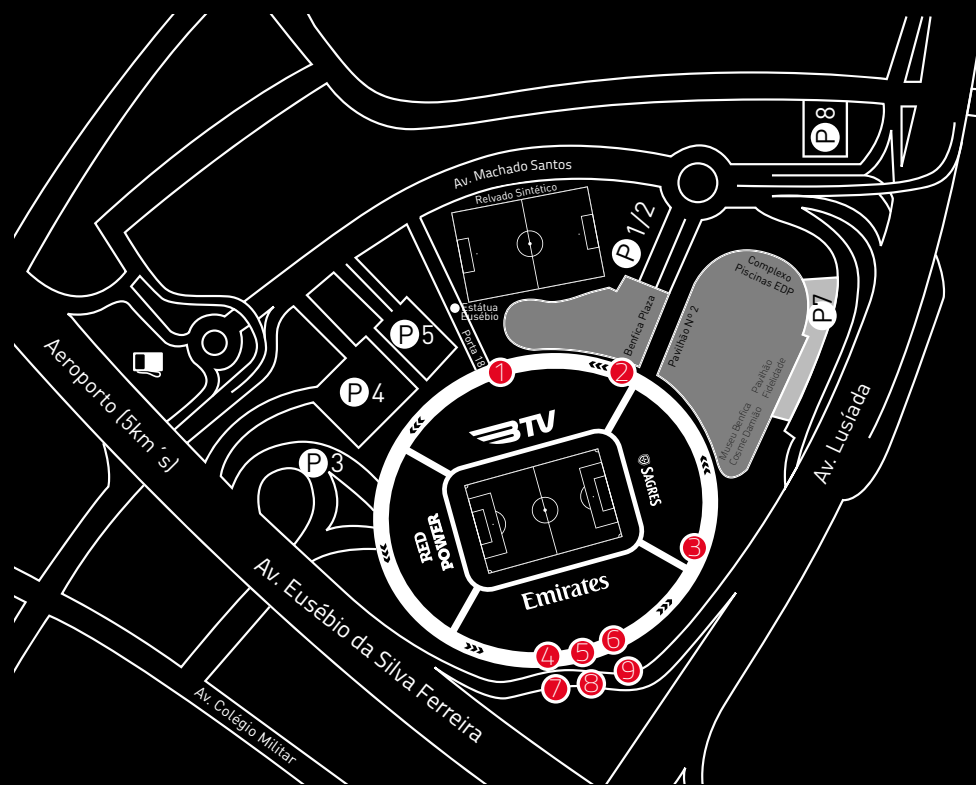
## LEVEL 0

- 1- Gate 18
- 2- Pavilion 2
- 3 - EDP Swimming Pool Complex
- 4- Fidelidade Pavilion
- 5- Benfica Cosme Damião Museum
- 6- Main entrance to the Museum
- 7- Entrance to the Temporary Exhibitions room
- 8- Access to the Museum Auditorium



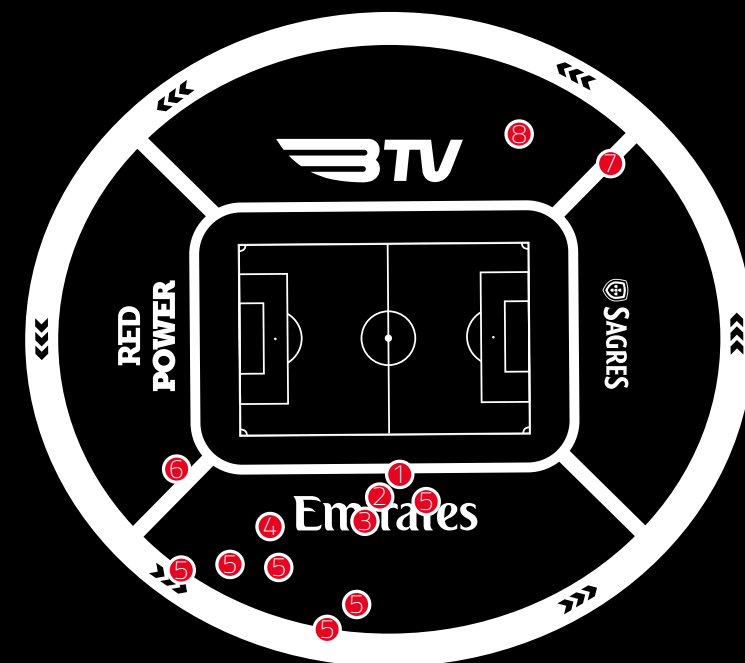
## LEVEL 2

- 1- Gate 18
- 2- Museum Auditorium
- 3- Championships Hall
- 4- Presidents Hall



## LEVEL 1

- 1- Gate 18
- 2- Champions Room
- 3- Hublot Lounge
- 4- Latin Cup Room
- 5 - Presidential Box
- 6- European Champions Room
- 7- Amsterdam Room
- 8- Executive Bar
- 9- Bern Room



## LEVEL -2

- 1- Access tunnel to the pitch
- 2- Legends Tunnel
- 3- Dressing Rooms
- 4- Press Conference Room
- 5- Logistical support room
- 6- North Marathon
- 7- South Marathon
- 8- Cargo Lift





# BENFICA

# EVENTS

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