

ICON  
by ENGAGE

# 2026-2027 ICON Brochure



# ICON by Engage



Experience world-class hospitality at the best venues around the world with ICON.

Our official ICON facilities are the only place to watch sporting and entertainment events if you want the full VIP experience.



Watch your official ICON by Engage video here.



# ICON

by ENGAGE

This is our premium hospitality product with iconic people, moments and venues.

ICON is one of a kind.

It's an exclusive, unique experience for a select audience. ICON is curated to exceed your expectations and will change the way you think about event hospitality for good. Featuring a refined setting, we bring you iconic people, places and moments. You'll enjoy exclusive access with a sporting ICON, hearing first-hand about their iconic moment — a place and time where history was made, where the game changed or where impossible odds were overcome.



# ICON

by **ENGAGE**

Our official ICON facilities are the only place to watch sporting and entertainment events if you want the full VIP experience and can be found at 10 major venues in the UK.

- **Allianz Stadium**
- **Wembley Stadium**
- **Lord's**
- **Kia Oval**
- **Emirates Old Trafford**
- **Cheltenham**
- **Royal Ascot**
- **Ascot Racedays**
- **Silverstone**
- **The Grove**
- **Henley Royal Regatta**



# Allianz Stadium

Allianz Stadium, a historic venue which has played host to some of the most memorable rugby matches in recent years. It's special every time England play at the 'Home of Rugby' and at ICON, we capture and embrace that iconic atmosphere. Allianz Stadium will host the Guinness Six Nations, The Aviva Premiership Final and the Quilter Nations Series.

Due to our official contracts with the RFU, Engage operate an exclusive facility within the South Stand, in Rugby House.





ICON at Allianz Stadium is the ultimate hospitality experience for match days. Not only will your guests enjoy the electric match day atmosphere at the biggest rugby fixtures in the calendar, but they can revel in the luxury of our ICON facility.

With complimentary beers, wine and soft drinks, accompanied by a stunning food menu, it's the perfect pre-match hospitality before the exciting match ahead.

There will be rugby legends in attendance throughout, which only adds to the buzzing atmosphere whilst the experienced and excellent staff provide a professional service.

## Events

### Nations Championship

England v Australia - Sunday 8

England v Japan - Saturday 14 November

England v New Zealand - Saturday 21 November

### Guinness Men's Six Nations

England v France - Sunday 14 February

England v Italy - Saturday 20 February

England v Scotland - Saturday 20 March

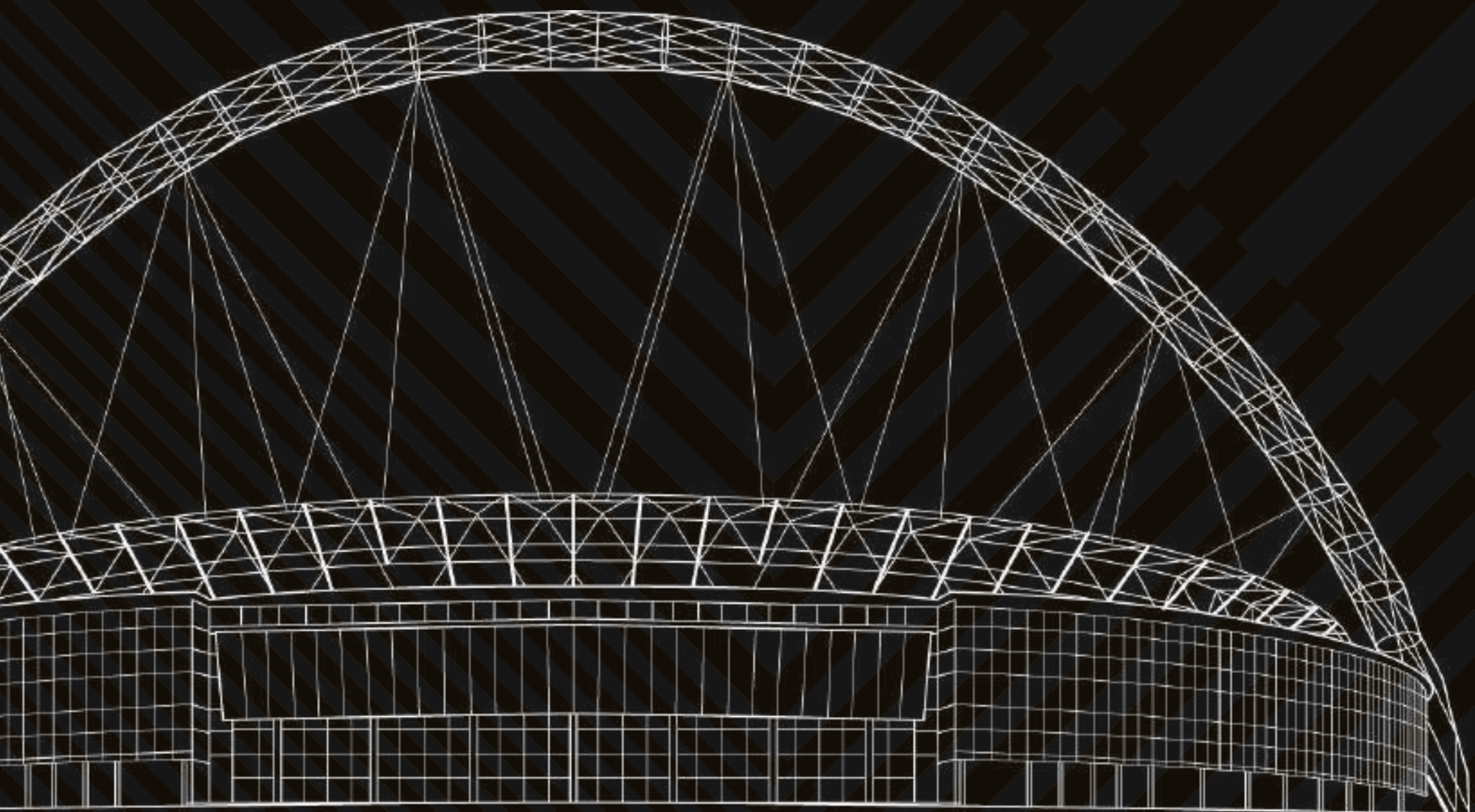


Watch our official ICON Allianz video here.

# Wembley Stadium

Wembley Stadium, a venue steeped in history, is the iconic home of English Football. The site where England clinched the 1966 World Cup, their one and only World Title.

A truly state of the art structure that is the largest venue in the UK with a capacity of 90,000.



From England football fixtures and NFL, to sell out concerts and boxing, Wembley Stadium is home to a multitude of events, meaning our ICON facility is enjoyed by thousands of sports and music lovers each year.

ICON is situated in the East Stand with a glass-fronted balcony overlooking Wembley's turf and has private Club Wembley seating just outside the facility. Guests can soak up the atmosphere whilst enjoying a welcome glass of Champagne, complimentary bar and superb three course meal

## Events

### Football

Nations League, England v Spain

Saturday 26 September

Nations League, England v Czechia

Tuesday 6 October

Nations League, England v Croatia

Thursday 12 November

### NFL

Dates TBC, October

**Videos** Watch our official ICON Wembley Hospitality videos below.



International Football



Concerts



Boxing



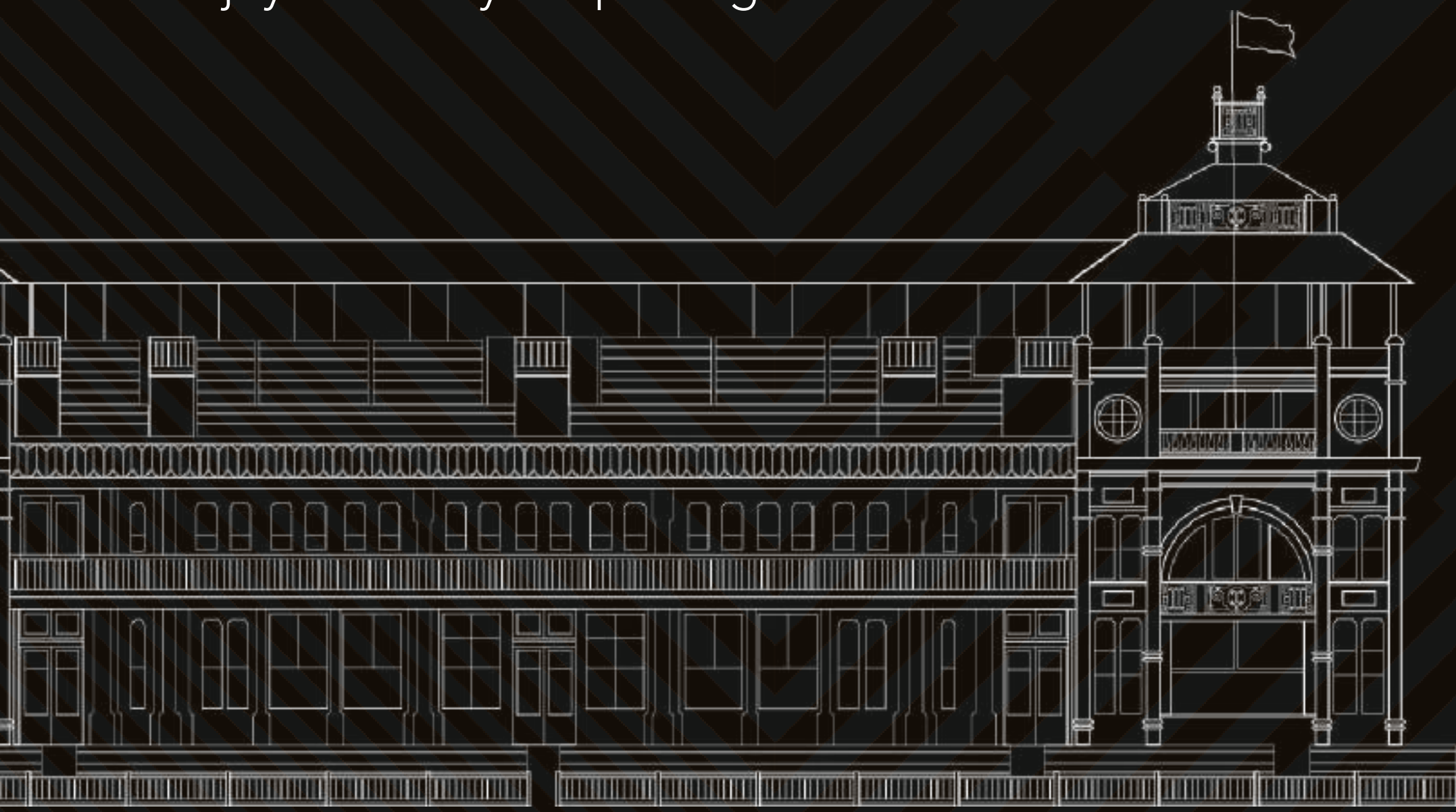
NFL



# Lord's Cricket Ground

Founded in 1814, Lord's cricket ground is renowned as the Home of Cricket, and events at Lord's have always been a rewarding option to entertain clients due to its history and prestige.

Whether it's a glorious day of International Test cricket, a high intensity ODI or an explosive T20 match, there's no better way to enjoy a VIP day of sporting excellence.



The ICON facility within the grounds is the perfect place to enjoy a full day's cricket, with cricket legends in attendance and incredible seats within the Grand Stand for VIP viewing, the perfect way to experience an unbelievable day of cricket at Lord's.

Whether it's a Test match, ODI or T20, you can expect stunning food when you're in ICON at Lord's, with a range of hot and cold premium breakfast options to start your ICON experience, gourmet three course lunch and traditional Lord's Afternoon tea.

## Events

England v New Zealand - Test

Thursday 4 - Saturday 6 June

England v India - ODI

Sunday 19 July

England v Pakistan - Test

Thursday 27 - Saturday 29 August

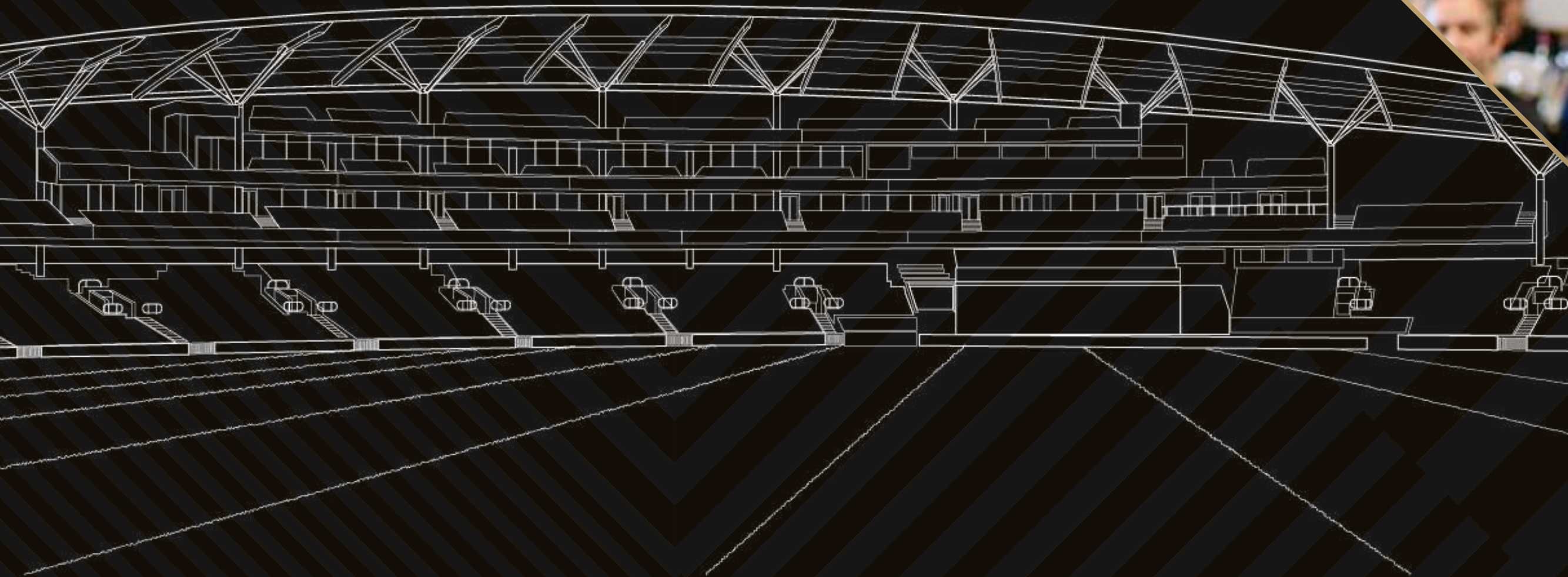


Watch our official ICON Lord's Hospitality video here.



# Kia Oval

The Kia Oval projects one of the best atmospheres for cricket in the world. A modern ground that plays host to Surrey CCC, The Kia Oval on match day has a buzz like no other.



Our ICON facility is located in the middle tier of the JM Finn Stand. A fully glass fronted facility that offers stunning views of the playing surface. Sit at your table and enjoy the hospitality on offer then stretch your legs on the private roof terrace and cheer on your team.

Watch International Test Match's, ODI's and T20's at ICON whilst enjoying stunning complimentary food and beverage options.

## Events

England v New Zealand - Test

Wednesday 17 June - Friday 19

England v Sri Lanka - ODI

Sunday 27 September



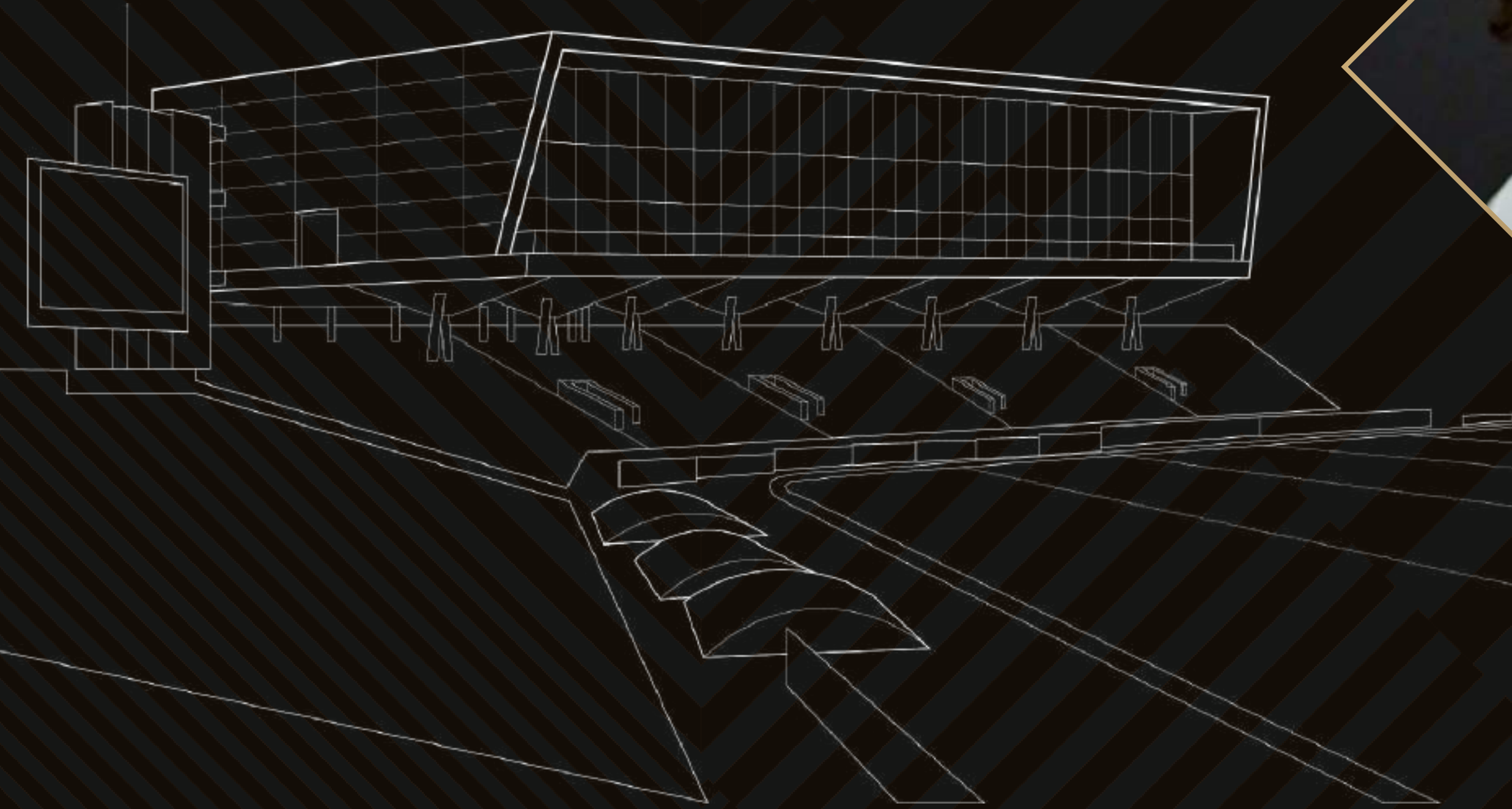
Watch our official ICON Kia Oval Hospitality video here.



# Emirates Old Trafford

Emirates Old Trafford has a distinguished tradition of hosting international and domestic cricket and is the biggest cricket venue in the North of England.

Following a multimillion-pound redevelopment, the ground has had a resurgence and its hospitality facilities are now in-line with the best in the world.



ICON is situated within a premium section of The Point where guests can enjoy the best views with our spectacular elevated viewing balcony. Experience the specially designed menu from our award winning catering team, plus full complimentary drinks service and special appearances from cricketing legends.

## Events

England v India - IT20  
Saturday 4 July

England v Sri Lanka - IT20  
Saturday 19 September

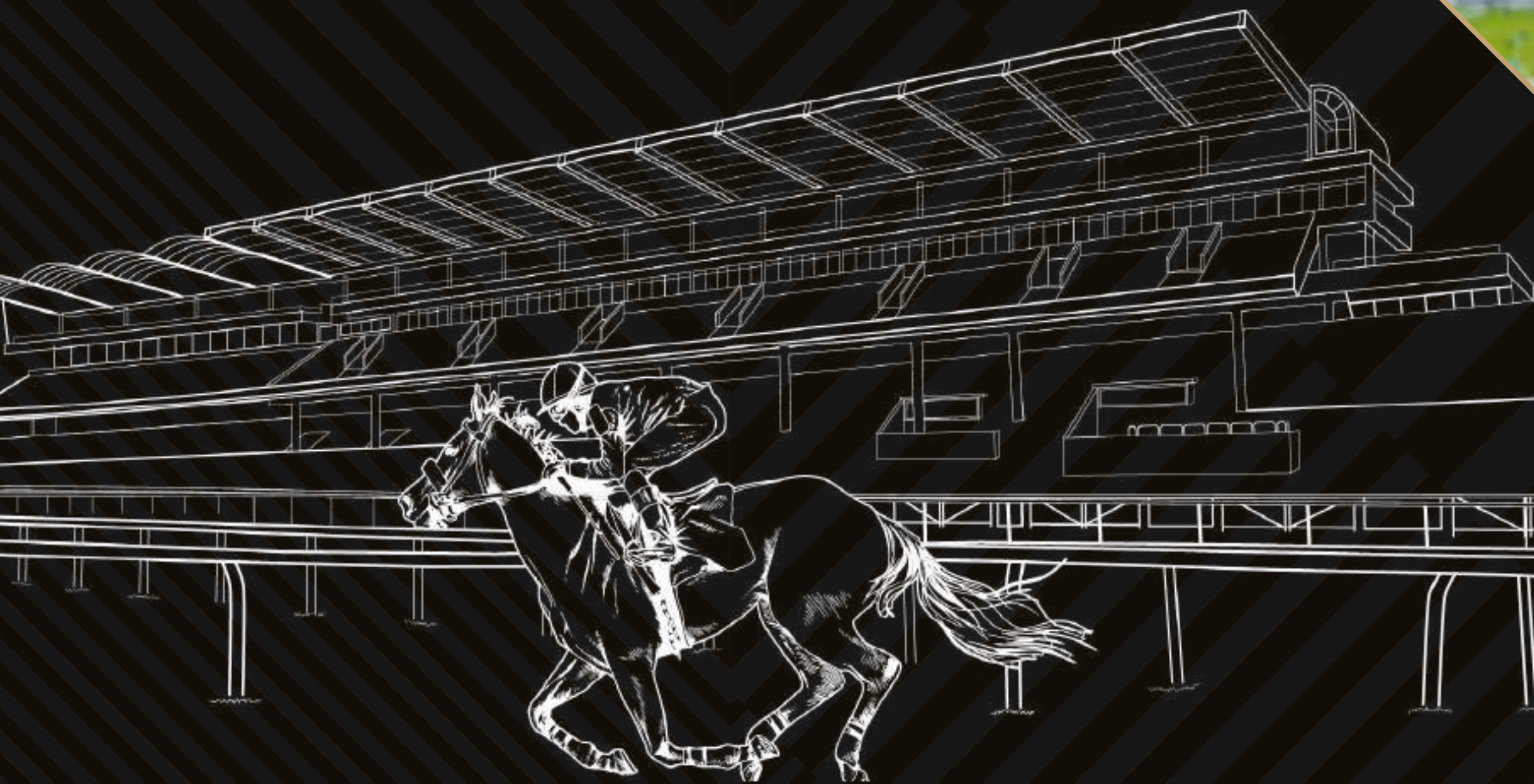
 Watch our official ICON Emirates Old Trafford Hospitality video here.



# Cheltenham

Steeped in history for over 200 years, Cheltenham Racecourse is one of the most iconic sporting venues in England and the horse racing world. Jockey's, trainers and Grade 1 horses train for months to compete at the renowned Cheltenham Festival in March.

With ICON, you'll have some of the best views at Cheltenham racecourse; perfect to see all the action unfold as the horses power down the hill and back up again to the finishing post.



ICON includes a stunning balcony so you can take your glass of Champagne and watch global races such as the Cheltenham Gold Cup, Champion Chase and Stayers Hurdles. Guests can enjoy an audience with famous racing stars in our glass fronted facility, and we'll deliver VIP hospitality with fantastic views of the horses thundering past.

## Events

Cheltenham Festival

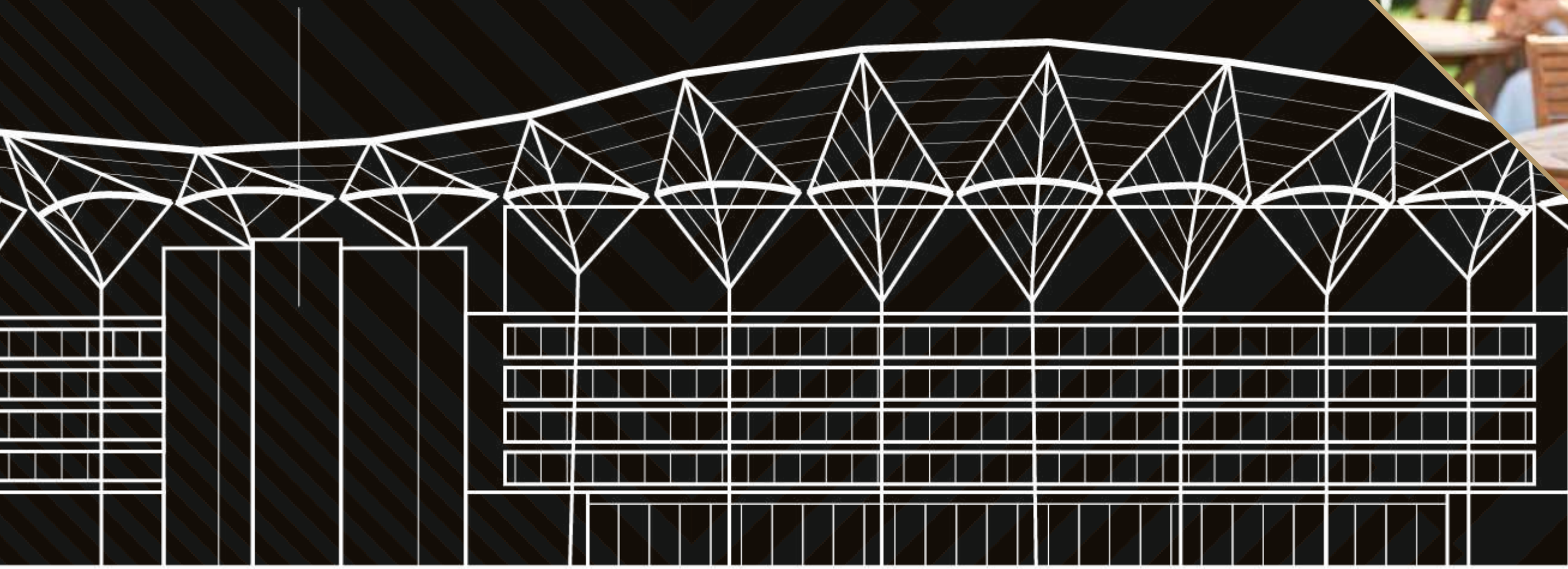
Tuesday 16 - Friday 19 March 2027



Watch our official ICON Cheltenham Hospitality video here.

# Royal Ascot

Ascot racecourse becomes Royal Ascot for one week of the year when the Royal Family is in attendance. Royal Ascot is the crown in the British Racing calendar, attracting the elite flat trainers, Jockey's and the upper echelon of society.



Our brand new ICON facility is situated in the Village Enclosure, a fantastic venue and area to watch major Ascot meetings such as Royal Ascot.

Throughout the day you'll be treated to a VIP dining experience, centred around a superb four course lunch ahead of the racing action. With a complimentary bar throughout the day, afternoon tea, celebrity guest appearance and exceptional views of the racing, make your Ascot experience one to remember with ICON.

## Events

Royal Ascot

Tuesday 16 - Saturday 20 June

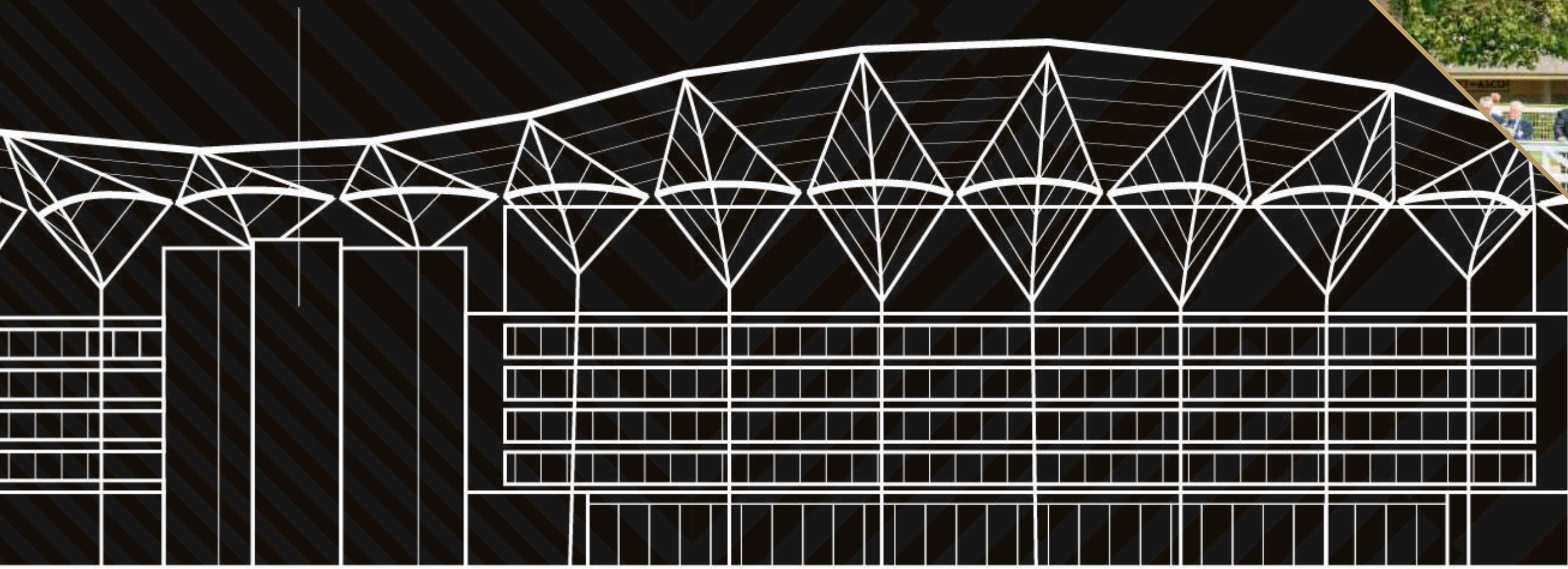


Watch our official ICON Royal Ascot Hospitality video here.



# Ascot Racedays

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## Events

King George Friday

Friday 24 July

King George Day

Saturday 25 July

QIPCO British Champions Day

Saturday 17 October





# Silverstone

Silverstone, home of British F1 is one of the most iconic, long standing circuits on the F1 calendar. Built upon the site of an old World War RAF base, the track has become synonymous with motorsport.

Silverstone is one of only four Grand Prix's from the first year of the World Championship to remain a part of the F1 calendar, not to mention it is one of the most in demand venues with 400,000 visitors across a race weekend.





ICON at Silverstone is situated in one of the most exhilarating areas of track, with grandstand views of the electric Maggots and Becketts combination as well as the expanding hairpin of Aintree, leading into the Wellington Straight.

As you arrive a buffet breakfast is available, including savoury breakfast rolls, fresh fruit options, sweet blueberry and banana pancakes. Coffee and tea is available throughout the day. Enjoy a full complimentary bar, an afternoon four course grazing lunch menu with a number of options available throughout the weekend, afternoon tea and snacks throughout ensuring you have plenty of choice that suits you.

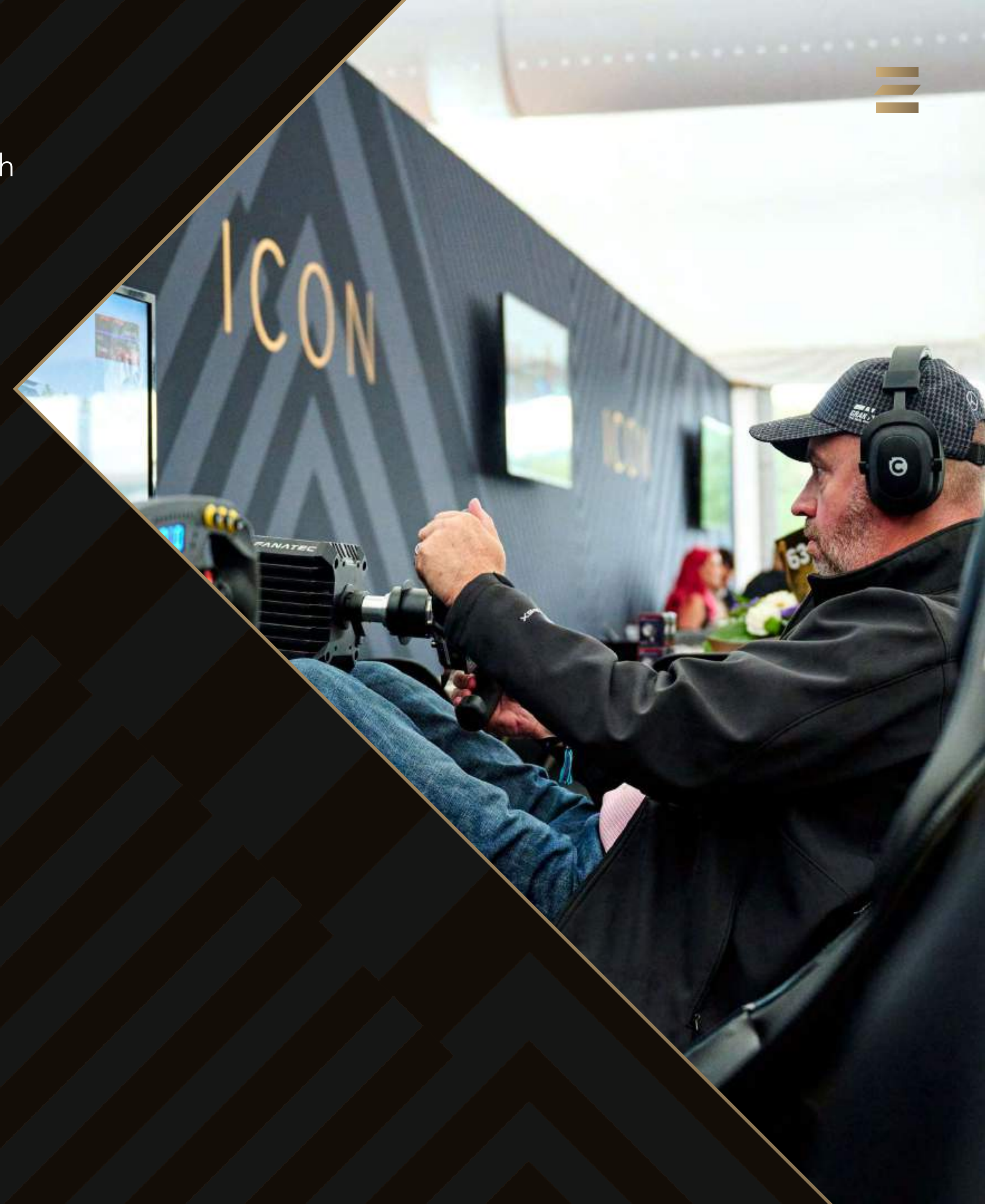
## Events

Formula 1 Pirelli British Grand Prix

Friday 3 - Sunday 5 July



Watch our official ICON Silverstone Hospitality video here.



# ICON Golf Day

The Grove is home to one of the UK's most prestigious golf courses having staged the World Golf Championship event, won by Tiger Woods in 2006, as well as hosting the British Masters in 2016.

Set in 300 acres of stunning Hertfordshire countryside, The Grove is the ultimate five star retreat. Lovingly restored, the former home of the Earls Clarendon is situated just 18 miles from London, and is home to an award winning spa and championship golf course.





Imagine the ultimate golf day with one of the finest championship courses in the country where Tiger Woods and Barack Obama have both played. Along with amazing food and drink experiences on every hole from one of the most innovative chefs in the country, Jimmy Garcia, celebrities & sports icons and our unique DJ hole, our ICON golf day is not an event to be missed.

This is a day you and your clients will want to ink in the diary year after year, a golf day like no other.

## Events

ICON Golf Day

Wednesday 6 May

Thursday 7 May

Wednesday 16 September

Thursday 17 May



Watch our official ICON Golf Day video here.



# Henley Royal Regatta

The Henley Royal Regatta has been a firm fixture of the summer sporting and social calendar since 1839. Over 200 races takes place across the 5 day event with Olympians and international crews racing for victory.

Situated in the picturesque and historic market town of Henley-on-Thames, guests visiting for the Regatta enjoy view of River Thames and the delightful surroundings of the Chiltern Hills, an Area of Outstanding Natural Beauty.





ICON at Henley Royal Regatta ensures a special riverside hospitality experience, the perfect way to enjoy a summer's day. Guests can enjoy a bespoke four course lunch menu designed by Michelin Starred Chef Angela Hartnett OBE, who will also be in attendance on the day.

Hospitality within Temple Island Enclosure is widely regarded as one of the finest riverside hospitality options during Henley Regatta, with a location in the heart of the action.

## Events

Henley Royal Regatta

Wednesday 1 - Thursday 2 July



Watch our official ICON Henley Royal Regatta video here.



# Thank you

Interested in other events?

