



first direct arena

premier club

reserved seats | premier lounge | vip entrance

Introduction

Whether you are a company looking to entertain clients and offer staff incentives, or a fanatical concertgoer looking to enjoy world-class entertainment in a world class venue, our exclusive **premier club** package is the perfect choice.

first direct arena premier club guarantees you access to the same seats for every show, early entry into the venue, and access to our exclusive Premier Lounge, where you can relax in beautiful surroundings and indulge in our exquisite dining options. It truly is a great place to soak up the pre-event atmosphere.

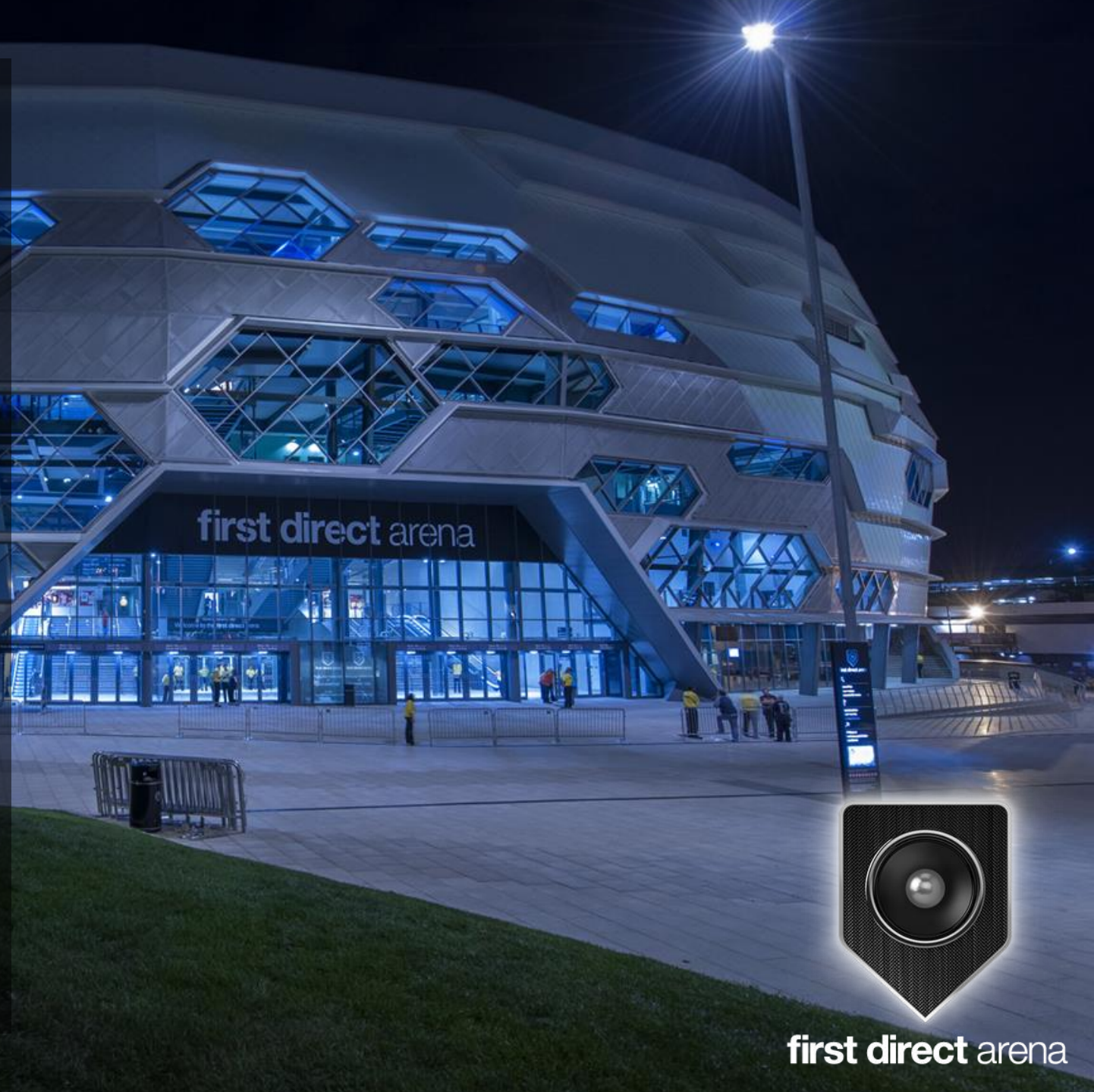
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premier club

- Your own seats reserved for every show
- Advance **premier** club notifications and media releases
- Your own account executive
- Secure on-line portal to manage your membership and purchase tickets
- Exclusive **premier** club entrance
- Dedicated corporate ticket collection area
- Access to the Premier Lounge



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the premier lounge

Our exclusive premier lounge is available to all hospitality customers and boasts a wide variety of features, including:

- A fully stocked bar with table service available
- Flexible dining, including exquisite fine dine, sharing platters and hot buffets
- Private dedicated entrance
- Early entry



the membership

premier club is available for a 12 month period at a cost of £2,100 plus VAT for 4 seats. Any additional seats are charged on a pro rata basis.

you select the seats you want within our corporate block (Block 106) and these seats are yours for the entire year!

your seats are reserved for each show for a 2 week period from the date a show goes on sale

booking tickets is managed through your own personalised online portal. Tickets can be posted out or collected on the night of the show from our VIP reception

you are kept up to date on new event announcements, so you are first to hear about our exciting shows

Our premier lounge is available exclusively to hospitality clients, a fantastic location to relax before the show



... don't just take our word for it

"The arena and staff are all fantastic and the venue is a real credit to Leeds"
- Reward Capital

"The clients we have taken have been pleasantly surprised by the facilities. The staff, both in booking and at the venue have been very welcoming and helpful"
- Squire Sanders LLP (UK)

"Everyone that has attended the events and clients we have taken have really enjoyed themselves - the whole package of the lounge, seat location, service etc..."
- Clarion Solicitors

