

SWANSEA  
**ARENA**  
ABERTAWE



SWANSEA  
**ARENA**

**ATG** AMBASSADOR  
THEATRE  
GROUP

- 2 WELCOME
- 4 THE AUDITORIUM
- 6 TECHNICAL
- 8 MEETINGS
- 10 OUR VIP LOUNGE
- 12 THE CONCOURSES
- 14 CATERING
- 15 DIGITAL MARKETING
- 16 CONTACT

LIVE EVENTS, CONFERENCING AND MEETING VENUE. OPERATED BY AMBASSADOR THEATRE GROUP

# WELCOME!

Set in the spectacular surroundings of the first inner-city park developed since the Victorian era, Swansea Arena offers spaces suitable for every event.



Swansea Arena is the landmark feature of Swansea's new Copr Bay district.

**A FLEXIBLE, MODULAR AUDITORIUM,** variously sized meeting rooms, stunning concourse and lounges makes us the most versatile venue around.



Music and Comedy

Conferences

Gala Dinners and Balls

Weddings & Parties

Awards Nights

Graduations

Business Meetings

Location Shooting



**Come and see for yourself.**

Contact us now on 01792 804760 to arrange a visit.

# WE'VE GOT YOUR NUMBER

Our state of the art modular space can comfortably seat 2317, and has a standing/seated capacity of 3587.



**EVERY SEAT HAS AN UNRESTRICTED VIEW**, and we have excellent provision for Access Seating / spaces, so wherever you are, you'll get a great view of the action.

**HOWEVER THAT'S NOT THE WHOLE STORY...**



**THE AUDITORIUM CAN BE DIVIDED IN HALF**, creating a separate self-contained conference theatre, which can be used at the same time as our acoustically isolated main floor.

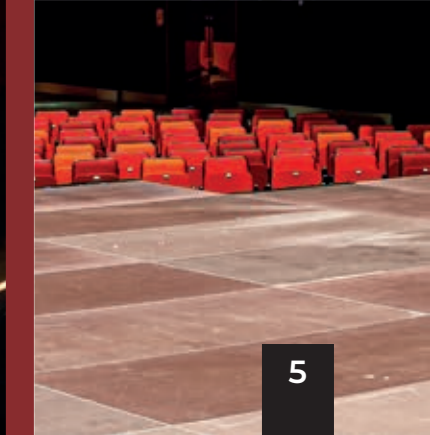
*There are two wing bars, so you don't miss a beat whilst getting a drink.*

**During the Christmas period, we can host office parties, linked to the current show.**

Our lounges have a variety of capacities, and are fully catered, so you can leave everything to us, relax and enjoy a night like no other.



**If you want to make it even more special, our box seats are available – the view is unbelievable – you can almost touch the stage!**



From first load-in, through the event to the get-out, our technical specification is second to none.

# WE ARE STATE OF THE ART

SWANSEA ARENA CONTAINS PROVISION FOR EVERYTHING FROM SPOKEN WORK PERFORMANCE AND CONFERENCES, RIGHT UP TO FULL ROCK CONCERTS AND GRADUATIONS.



- Auditorium
- Conference Theatre
- Band Rooms
- Dressing Rooms
- Production Office
- Crew Kitchen
- Green Room

### OUR TOUR HOSTING CAPACITY

We have a full compliment of facilities to support visiting artists, management and crews, including:

- Eight en-suite dressing rooms
- Two band-rooms (can be joined)
- Comfortable green room for ten
- Fully connected production

- office with four desks
- Crew kitchen
- Loading dock 5.46m x 4m wide, 6m from stage
- Main stage size: 17m x 11m + wings + access ramp
- 6.7 ton mother truss capacity over stage
- A variety of mix position options, 7.5m x 3.5m maximum



### THE MOTHER OF TRUSSES

Our mother truss can hold 6.7 tonnes, or if you bring your own truss, our ceiling capacity is 64 tonnes (rivalling Wembley Arena!) meaning that pretty much anything can be hoisted.

### THE MAIN STAGE AND FLOOR

Up to 26m x 12m, with a completely flexible layout: wings, steps, ramps, you can have it all. Or none of it – the stage stores away using our computer-controlled stacking system, leaving a 32 x 35m floorspace (that's bigger than two basketball courts!)



**EVERY SEAT HAS AN UNRESTRICTED VIEW** and we have an excellent provision for Access Seating / spaces, so wherever you are, you'll get a great view of the action.

### DON'T FORGET:

Conferences, gala dinners, graduations and so much more. We have the spaces, equipment and know-how to support smaller-scale events and large touring productions

### THE CONFERENCE STAGE



**OUR AUDITORIUM CAN BE DIVIDED IN HALF**, creating a self-contained conference theatre, which can be used at the same time as our acoustically separated main floor.

750 Seat conference theatre with 12m x 3.5m conference stage



- 10 meeting rooms, the largest holding up to 145
- Configurable in different layouts to suit your needs
- Fixed and mobile screens in all rooms (at request)
- Hospitality options

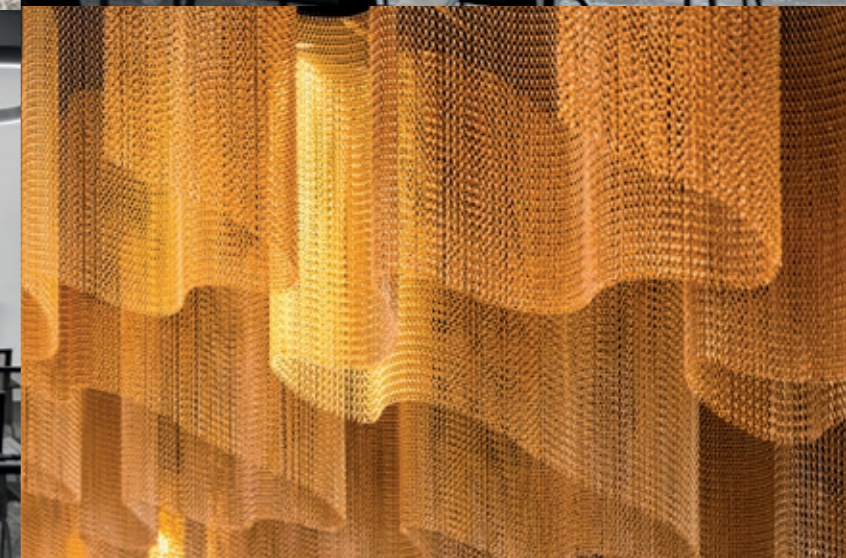


# TAKE A SEAT MAKE YOURSELF AT HOME...

**Alongside our main auditorium, we have meeting rooms of varying sizes and shapes, to suit all kinds of business get-togethers.**

Fully fitted with tech, screens and wifi, and with beautiful views out to the city and surrounding coastal park, these comfortable rooms are stunning and will create a great atmosphere for you and your guests.

We can provide refreshments and anything else you need for the smooth running of your time with us.



# MAKE IT EVEN MORE SPECIAL

Whether it's a ticket upgrade or a private function, our spacious and luxurious lounge provides that added touch of class that we all love.

There's an exclusive entrance (with red carpet if you want it!), a large, fully stocked bar, private washrooms and easy access to the box seats.

If you can't tear yourself away, there are large screens with show-relay, so you really can have it all.

Our VIP Lounge can be hired and can host up to 145 guests (depending on the required configuration).



**ADD THE ULTIMATE LOUNGE EXPERIENCE TO ANY TICKET AND RECEIVE A WELCOME DRINK OF YOUR CHOICE WHEN YOU ARRIVE THROUGH OUR DEDICATED PRIVATE ENTRANCE.**

Enjoy a sweet-treat selection or savoury charcuterie board (for two to share)

Our VIP Lounge has private washrooms and is accessible both pre- and post-show.



# IT'S ALL IN THE DETAIL

**Nothing has been left to chance, our stunning concourses are worthy event spaces in themselves.**

**Beautifully styled over three floors – all with different capacities – each level has its own bar, food outlet and toilets (including accessible facilities).**

**On the main entrance level, next to our Box Office, we have a Coffee Shop, where you can sit, relax and take in the ambience of the welcoming and calm surroundings.**

**Our interiors have been designed to invoke Swansea's coastline and copper-producing heritage, our concourses are about more than just getting from A to B, they're a place in themselves to visit or host an event.**



*Our stunning Kriskadecor ceilings evoke Swansea's industrial past and coastal location*



# MOUTH-WATERING

LOCALLY SOURCED AND JUST RIGHT FOR YOUR EVENT

Whether it's coffee and Welsh cakes for a small meeting, or dinner for 750 in the main Auditorium, we can create suitable menu options for you, and provide the best service, ensuring that your guests leave with a good taste in their mouths.



## HELPING YOU GET YOUR MESSAGE ACROSS

With the largest exterior LED display in Europe, dozens of large interior screens, and a dedicated in-house marketing team, your event is sure to get noticed.

We will work closely with you to ensure that your organisation gets the best out of the digital opportunities that we have here at our fingertips.

Full colour Digital LED Skin 235.2m x 13.3m = 3128m<sup>2</sup>.  
97,500 LEDs in multi-resolution zones  
Internal 55" information screens



# LET'S TALK!

**For all corporate and private enquiries,  
please contact the Conference and Events Team.**

events@theambassadors.com  
01792 804760

- 10 minutes drive from M4
- 10 minutes walk from bus station
- 15 minutes walk from railway station
- Bordered with a 1.1 acre coastal park
- Flanked by two multi-storey car parks with 815 spaces
- Pedestrian and cycle bridge connects the city-centre to the Arena and coast