



AUTHORISED RESELLER

2024/25

event
masters

Aston Villa Hospitality

Lower Grounds

2024/25 Season

eventmasters

Lower Grounds

Situated in the famous Holte End, The Lower Grounds brings something new to Villa Park and your matchday experience with free-flowing food and drinks, large media screens, and a newly refurbished space.

Lower Grounds Package Includes:

- Arrive at The Lower Grounds entrance situated within the Holte End
- Access 3hrs pre & 1.5hrs post (no HT access, concourse only)
- Inclusive drinks – selected beers, wines, and soft drinks
- Inclusive ‘all you can eat’ food offering served at street food stations
- Official Seats in P2 of the Doug Ellis Stand
- Former player discussions and large media screens
- Complimentary Matchday programme

Tap to view fixtures & pricing



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Lower Grounds - View from your seat



Dress Code

There is no specific dress code in the Lower Grounds.

Home shirts are very much welcome.

Please note this facility is exclusive to home supporters only.



Matchday Information

Hospitality opening hours

Hospitality opens 3 hours before kick-off and will close 1.5 hours after the final whistle.

Dining

All-you-can-eat informal food served at street food popups located around the room, serving hotdogs, burgers, nachos, popcorn, ice cream, and more

Dietary Requirements

Please always update us by no later than 48 hours prior to kick-off of any dietary requirements, allergies or intolerances so that Chef can be made aware. We also ask that you inform your waiting staff of any dietary requirements on the day. There is always a vegetarian option available across all menus, so we do not need to be informed of this in advance.

Alcohol

The club reserves the right to refuse alcohol to anyone that may appear intoxicated. It is the ticket holder's responsibility to ensure all guests behave responsibly.

Stadium Smoking Policy

Smoking is prohibited throughout the stadium. The use of electronic cigarettes is also prohibited.

Entry and exit policy

Failure to provide the relevant ticket upon arrival will result in you being refused entry to the Stadium. For safety reasons guests are not permitted re-entry to the stadium under any circumstances.

Matchday Information

Parking

Car parking will be in the Villa Village or Holte car parks, please check your pass for details and access points.

Fixture Changes

Dates and times of fixtures are subject to change, sometimes at short notice. Every effort will be made to keep you informed, but we cannot be responsible for changes.

Away fans

Please note this area is exclusive to home fans. If you or any of your guests support a visiting team, please behave in an appropriate manner, and do not make your allegiance known in any way.

Luggage

Due to security reasons large bags are not permitted into the stadium.

We cannot offer any storage facility. All accepted bags will be searched on arrival, this may delay access into hospitality areas.

Sample Menu

Hot Dog Cart

Moms Original slow smoked hot dog, American mustard, ketchup, crispy onions

Moms Vegan slow smoked hot dog, American mustard, ketchup, crispy onions (ve)

Burgers & Nachos

6oz smash burger, burger sauce, pickles, sesame seed bun

6oz smash cheeseburger, ketchup, mustard, pickles, sesame seed bun

Redefine meat burger, ketchup, mustard, pickles, sesame seed bun (ve)

Build your own nachos – Toppings: salsa, sour cream, cheddar cheese, jalapenos

Loaded Chips

Piri Piri salted chips

Tex-Mex chips – Toppings: salsa, sour cream, cheddar cheese, jalapenos

Chips and curry sauce

Ice cream parlour

Mr Whippy Cone – Toppings: sprinkles, chocolate flake, marshmallows, strawberry & toffee sauce

Jude's mini ice cream tubs- Vanilla, chocolate, strawberry, salted caramel

Candy store

Mini topped doughnuts

Sweet & Salted popcorn

Chocolate brownie bites

Pick & Mix jelly sweets

Please note this is an example menu to give you a taste of what you may expect within your hospitality area, it does not mean that these options will be available on the day of your visit.

Vegan/ vegetarian option always available.



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Getting to Villa Park

Car

Sat Nav postcode for car park permit holders only: B6 6HE

If you are driving to the stadium please consider car sharing with other supporters to help reduce congestion.

Please note parking at Villa Park is for permit holders only.

Bus

The main bus routes serving Villa Park are the 7, 11A and 11C alight at Witton Square for the Stadium. Services 65 and 67 also operate within walking distance of Villa Park please alight at Aston Railway Station.

Coach

Reservations for Villa coach parking must be made at least 24 hours before kick-off to ensure a space is reserved.

Supporters are advised to arrive in plenty of time before the traffic exclusion zone is in operation around Villa Park.

Train

The two nearest train stations to Villa Park are Witton and Aston.

The information below is an approximate guide and we recommend you plan your journey at Network West Midlands

Aston Station

Route end to end destination: Lichfield Trent Valley to Longbridge / Redditch via Birmingham New Street.

Duration of journey: Birmingham New Street - Aston: 5 - 10mins; Longbridge to Aston: 27 - 30mins; Lichfield Trent Valley to Aston: 32 - 35mins; Redditch to Aston: 44 - 52mins. Aston Station is approximately 15mins on foot from Villa Park.

Witton Station

Route end to end destination: Walsall to Birmingham New Street Duration of journey and frequency of service: Birmingham New Street - Witton: 9mins; Walsall to Witton: 15mins.

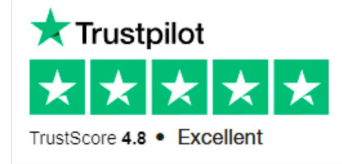
Witton Station is approximately 5mins on foot from Villa Park.

Traffic Exclusion Zone

Please note that in the interest of pedestrian safety, a traffic exclusion zone (TEZ) is imposed around Villa Park on match days to exclude vehicles on the following roads:

Witton Lane from the junction with Aston Hall Road to the traffic island at Witton Road, and Trinity Road between Nelson Road and Witton Lane. The zone is in operation from two hours prior to kick off to approximately 30-60 minutes after the final whistle. The precise timing is dependent upon traffic and pedestrian movement on the affected roads.

Residents' parking zones are in operation on match days. We strongly advise all supporters to use official car parks and avoid parking in residential areas. You will avoid the parking fine of £60 which you will incur for parking within the residents' zones.



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Excellent



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020 7989 6500

www.eventmasters.co.uk

viphospitality@eventmasters.co.uk

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