

# Boxpark Wembley

HA9 0JT



## UEFA Euro 2021

Situated on the doorstep of the Cathedral of Football, OPEN Media's Boxpark Wembley location presents the perfect opportunity for international brands to target supporters attending hotly anticipated Euro 2021. Recently it was announced by the FA that there will be at least 22,500 fans at all England group matches, and a provisional number of 45,000 at the final.

The tournament will be co-hosted across 12 venues throughout Europe, with Wembley Stadium hosting all 3 of England's group stage matches, as well as a R16 knockout game, both semi-finals and the grand final itself.

Wembley and the surrounding area is anticipated to be buzzing in the weeks leading up to and throughout the duration of the tournament, with Boxpark showing all matches and preliminary plans for dedicated fan zones and brand activation on Wembley Way.

## Package

- 1/6 spot for the duration of the tournament, covering all games played at Wembley Stadium.
- Internal screen opportunity for additional display available on request.
- Opportunity available for tournament sponsors only.

### Fixtures

- England vs Croatia - 2pm, Sunday 13th June
- England vs Scotland - 8pm, Friday 18th June
- England vs Czech Republic - 8pm, Tuesday 22nd June
- TBC v TBC Round of 16 - 9pm, 26th June
- 1st Semi Final - 9pm, Tuesday 6th July
- 2nd Semi Final - 9pm, Wednesday 7th July
- Final - 9pm, Sunday 11th July



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