

Sports Hospitality in Madrid 2027

A side-by-side guide to the boxes, lounges and VIP seats at the Mutua Madrid Open, the Santiago Bernabéu, the Riyadh Air Metropolitano and the Spanish Formula 1 Grand Prix at MADRING, and who officially sells each one.

Updated on 18 October 2026

In 2027 Madrid has four venues with top-tier sports hospitality: the Caja Mágica (Mutua Madrid Open, 19 April to 2 May), the Santiago Bernabéu and the Riyadh Air Metropolitano (2026/27 football season) and MADRING (Spanish Formula 1 Grand Prix, 10 to 12 September). Everything on offer falls into three formats (a private box for a group, a shared lounge or club with catering, and a seat with hospitality), and each product is sold by the organiser, the club or its appointed agency. To choose, start with your goal: privacy and conversation (box), atmosphere and networking (lounge or club) or the best view for a few people (seat with hospitality).

2027 calendar and who sells the hospitality

Madrid's 2027 sports hospitality calendar combines the 2026/27 football season at the Santiago Bernabéu and the Riyadh Air Metropolitano with two fixed-date events: the Mutua Madrid Open at the Caja Mágica, from 19 April to 2 May, and the Spanish Formula 1 Grand Prix at MADRING, from 10 to 12 September.

Event	2027 dates	Venue	Official hospitality seller	Main products
Mutua Madrid Open 2027 (tennis)	19 April – 2 May 2027, with day and night sessions	Caja Mágica (Manolo Santana Centre Court), Camino de Perales, 23, 28041 Madrid	The tournament (Madrid Trophy Promotion S.L.) and BCD Sports, its official agency	VIP Boxes with VIP Club access, Platinum Seats, Sky Seats and Premium Seats

Event	2027 dates	Venue	Official hospitality seller	Main products
Real Madrid: LaLiga and Champions League (football)	2026/27 season, dates set match by match	Santiago Bernabéu	Real Madrid (Área VIP- Corporate Hospitality) and SPORTFIVE, its authorised VIP tickets agency	Season VIP boxes, European Cup Lounge and Matchday VIP (Espacio La Salle, Bernabéu Market, NH Collection Eurobuilding, Restaurante José Luis, Restaurante 80° and VIP Main Stand)
Atlético de Madrid: LaLiga, Copa del Rey and Champions League (football)	2026/27 season, dates set match by match	Riyadh Air Metropolitano, Av. de Luis Aragonés, 4, 28022 Madrid	Neptuno Hospitality & Events, the club's VIP brand, and agencies authorised by the club	Private boxes, VIP season ticket, VIP tickets, Pack 10 Partidos, Experiencia VIP Pre-Match and VIP areas such as the Tunnel Club by Riyadh Air
FORMULA 1 LENOVO GRAN PREMIO DE ESPAÑA 2027	10–12 September 2027	MADRING (IFEMA grounds), Av. del Partenón, 5, 28042 Madrid	MATCH Hospitality, exclusive Official Hospitality provider from 2026 to 2035; the F1 Paddock Club is sold by Formula 1	Club 91, La Azotea, Ignition Club, Traction Club and La Terminal; Club 91 private boxes, Boxes and Traction Suites; F1 Paddock Club

Caja Mágica

MUTUA MADRID OPEN 2027 · 19 APRIL – 2 MAY 2027

At the Caja Mágica, Mutua Madrid Open 2027 hospitality is split between the VIP Boxes on the Manolo Santana Centre Court, linked to the VIP Club with food by DO&CO, and three VIP seat categories sold per session: Platinum Seats, Sky Seats and Premium Seats. Everything is sold by the tournament, with BCD Sports as its official agency for VIP packages and corporate hospitality.

Product	Type	Capacity	What's included	Sold by
VIP Boxes (Palcos)	Private box	Boxes for 5, 6 and 7 people, according to El Independiente (2023)	A privileged position inside the Manolo Santana Centre Court and access to the VIP Club	The tournament; there is a waiting list
VIP Club	Club	—	The boxes' hospitality space, which the tournament calls the largest networking centre in Spain, with food from five continents prepared in front of guests by DO&CO; 6,000 m ² according to El Independiente (2023)	The tournament, together with the boxes
Platinum Seats	Seat with hospitality	Over 380 guests a day across 19 sessions in 2027	First two rows on the East side of the Manolo Santana; VIP Platinum lounge in the commercial area by the lake; access to the Manolo Santana Stadium, Stadium 3 and the Tennis Garden	The tournament, per session
Sky Seats	Seat with hospitality	—	Last two rows of level A on the East side of the Manolo Santana; access to the "Sky" dining and networking space, plus the Manolo Santana Stadium, Stadium 3 and the Tennis Garden	The tournament, per session

Product	Type	Capacity	What's included	Sold by
Premium Seats	Seat with hospitality	—	Access to the Espacio Premium of the Manolo Santana Stadium, Stadium 3 and the Tennis Garden	The tournament, per session

Practical notes

- Address and access: Camino de Perales, 23, 28041 Madrid, with an official shuttle bus from Legazpi (Metro Line 3).
- Each session, day or night, needs its own ticket, so a day with two sessions means two tickets. Online sales stay open until the day before each session, and the Caja Mágica box office opens on 5 April 2027.
- The organiser's terms allow no changes or refunds. The official Second Chance platform only accepts Category 1 and 2 tickets for the Manolo Santana and Stadium 2.
- Platinum Seats wristbands are collected at the desk between the Manolo Santana and Stadium 3.
- Box availability: in April 2026 the tournament's management said its boxes were very full and that no more VIP boxes would be added despite the waiting list.

Santiago Bernabéu

REAL MADRID · LALIGA AND CHAMPIONS LEAGUE, 2026/27 SEASON

At the Santiago Bernabéu, Real Madrid's hospitality sits under its Área VIP-Corporate Hospitality: season VIP boxes for a minimum of 6 guests, with catering from 90 minutes before to 30 minutes after the match, and Matchday VIP tickets with gourmet catering, hostess service and cloakroom in spaces such as Espacio La Salle, Bernabéu Market or Restaurante José Luis. Boxes are sold by the club; Matchday VIP is sold by the club and by SPORTFIVE, its authorised VIP tickets agency.

Product	Type	Capacity	What's included	Sold by
Season VIP boxes (1st, 2nd and 3rd Tier Boxes)	Private box	Minimum of 6 guests; the stadium has 245 executive suites	A box on one of the stadium's levels and exclusive catering from 90 minutes before to 30 minutes after the match	Real Madrid (Área VIP-Corporate Hospitality)
European Cup Lounge	Seat with hospitality	—	Season seat on the West side of the 2nd tier, with hospitality in the club museum's Sala de Copas de Europa, one level up	Real Madrid (Área VIP-Corporate Hospitality)
Espacio La Salle (Matchday VIP)	Seat with hospitality	—	Seat in sector 108, upper tier West; lounge five minutes away, opening 2.5 hours before kick-off and closing 30 minutes before it	Real Madrid and SPORTFIVE
Bernabéu Market (Matchday VIP)	Seat with hospitality	—	Seat in the 3rd tier, south-east side	Real Madrid and SPORTFIVE
NH Collection Eurobuilding (Matchday VIP)	Seat with hospitality	—	Seat in sectors 635–637, 3rd tier, East side; hospitality room at the hotel, 500 metres away, opening 2.5 hours before kick-off and closing 30 minutes before it	Real Madrid and SPORTFIVE

Product	Type	Capacity	What's included	Sold by
Restaurante José Luis (Matchday VIP)	Seat with hospitality	—	Seat in the 1st and 2nd tiers, East side; hospitality at the restaurant opposite the stadium, 2 hours before, at half-time and after the match	Real Madrid and SPORTFIVE
Restaurante 80° (Matchday VIP)	Seat with hospitality	—	Seat in the 4th tier with hospitality at Restaurante 80°	Real Madrid and SPORTFIVE
VIP Main Stand (Matchday VIP)	Seat with hospitality	—	Outdoor pitch-side seats in the East Main Stand; hospitality at Restaurante José Luis 2 hours before, 15 minutes at half-time and 90 minutes after the match	Real Madrid and SPORTFIVE

Practical notes

- Timings: box catering opens 90 minutes before and closes 30 minutes after the match, varying by location; the VIP office opens 3 hours before.
- Matchday VIP tickets include gourmet catering, hostess service and cloakroom in adjoining rooms; they are bought online as mobile tickets and cannot be changed or refunded.
- Recommended dress code: the official FAQ advises against Bermuda shorts, shorts, sleeveless tops and open shoes, and asks guests to avoid the opponent's colours.
- The Sky Bernabéu has no confirmed opening date (StadiumDB, 25 May 2026).

Riyadh Air Metropolitano

ATLÉTICO DE MADRID · LALIGA, COPA DEL REY AND CHAMPIONS LEAGUE, 2026/27 SEASON

At the Riyadh Air Metropolitano, Atlético de Madrid's hospitality is sold by Neptuno Hospitality & Events, the club's VIP brand, and by agencies authorised by the club: private boxes for 5 to 18 guests, VIP season tickets with catering from 90 minutes before to 45 minutes after the match, single-match VIP tickets and areas such as the Tunnel Club by Riyadh Air or Sala VIP 1903.

Product	Type	Capacity	What's included	Sold by
Private boxes	Private box	5 to 18 seats; the stadium has 78 private suites	Located behind both goals (North and South) and along both sides (East and West); private lifts; waiters and hostesses; menu served in the box before, during and after the match	Neptuno Hospitality & Events
VIP season ticket (Abono VIP)	Seat with hospitality	—	VIP season seat for LaLiga, Copa del Rey and Champions League; catering 90 minutes before, at half-time and up to 45 minutes after; cloakroom; private lifts from the car park; priority access to events	Neptuno Hospitality & Events; 2026/27 campaign with a waiting list
VIP tickets (Entradas VIP)	Seat with hospitality	—	—	Neptuno Hospitality & Events, match by match

Product	Type	Capacity	What's included	Sold by
Pack 10 Partidos (10-match pack)	Seat with hospitality	—	A choice of 10 LaLiga or Champions League matches	Neptuno Hospitality & Events
Experiencia VIP Pre-Match	Seat with hospitality	—	Museum visit with catering and a VIP seat	Neptuno Hospitality & Events
Tunnel Club by Riyadh Air	Club	—	VIP room overlooking the players' walk from the dressing room to the pitch	Neptuno Hospitality & Events
Club Movistar, Club Mahou, Club Red Bull and Club Ramón Bilbao	Club	—	—	Neptuno Hospitality & Events
Sala VIP 1903, Sala VIP Retiro, Sala VIP Manzanares and Sala VIP Puerta del Sol	Lounge	—	—	Neptuno Hospitality & Events

Practical notes

- Address: Av. de Luis Aragonés, 4, 28022 Madrid. Stadium parking is reserved for season ticket holders with a pass.
- VIP areas open 75 minutes before the match; the club confirms kick-off times about 15 days in advance.
- Tickets are not tied to a named holder and can be given away; children need their own ticket.
- No compulsory dress code except in the Palco Presidencial; sportswear, sleeveless tops and open shoes are discouraged.
- 2026/27 season: all private boxes and corporate VIP boxes are taken, with the last individual VIP seats remaining.

MADRING

FORMULA 1 LENOVO GRAN PREMIO DE ESPAÑA 2027 · 10–12 SEPTEMBER 2027

At MADRING, hospitality for the 2027 Spanish Grand Prix has two official sellers: MATCH Hospitality, exclusive Official Hospitality provider until 2035, with five lounges (Club 91, La Azotea, Ignition Club, Traction Club and La Terminal) and private boxes holding up to 100 guests, and Formula 1 itself, which sells the F1 Paddock Club, on a waiting list for 2027.

Product	Type	Capacity	What's included	Sold by
Club 91	Lounge	Private tables for 4, 6, 8 and 10; rooftop for groups of more than 10	Two floors on the main straight and Turn 1, above the pit lane and the grid; multi-course menu by Michelin-starred chefs and live cooking; champagne, premium spirits and sommelier-selected wines; live bands, interviews with legends, simulators and a Saturday rooftop after-party	MATCH Hospitality

Product	Type	Capacity	What's included	Sold by
Club 91 private boxes	Private box	Up to 60 guests; one for 100	Private space in the Club 91 building	MATCH Hospitality
Boxes	Private box	30 people	Private space facing the finish line and the garages	MATCH Hospitality
Traction Suites	Private box	40 people	Private suite in Traction Club	MATCH Hospitality
La Azotea	Lounge	—	Three levels above La Monumental (Turn 12, 24% banking); Madrid restaurants and bars, DJs and headline acts	MATCH Hospitality
Ignition Club	Lounge	—	Above Turn 13; fine dining, unlimited drinks, expert talks, DJs and simulators	MATCH Hospitality
Traction Club	Lounge	—	Inside the IFEMA grounds, with a stand at Turn 18 and the tunnel exit; gourmet tapas, jazz and live cooking	MATCH Hospitality
La Terminal	Lounge	—	Hangar-style space at Turns 18 and 19; food trucks, market, simulators and gaming	MATCH Hospitality
F1 Paddock Club	Club	—	Upper floors of the Pit Building, above the garages	Formula 1 (ticketing.formula1.com); waiting list for 2027

Practical notes

- Address: Av. del Partenón, 5, 28042 Madrid, on the IFEMA grounds, five minutes from Madrid-Barajas Airport.
- Public transport: Metro Line 8 (Feria de Madrid, linked to Airport T4, and Mar de Cristal), Metro Line 4 (Canillas, Mar de Cristal and San Lorenzo) and Cercanías commuter rail C-1 (Valdebebas).
- There is no parking at the venue, and the North and South sectors are not connected inside the circuit.
- Every Official Hospitality package includes one Grand Prix ticket; lounges open roughly from 9 am to 7 pm and children under 2 go free.
- MATCH Hospitality packages cannot be cancelled.

Other Formula 1 Grands Prix in 2027

Beyond Madrid, the 2027 Formula 1 races with confirmed dates and announced hospitality are Monaco (4–6 June) and Las Vegas (18–20 November), both with hospitality sold by Formula 1 itself; Monza runs on 3–5 September, the weekend before Madrid, Abu Dhabi closes the season in December and Barcelona-Catalunya has no race in 2027.

Grand Prix	2027 dates	Official 2027 name	Official hospitality seller	Type of hospitality
Monaco	4–6 June 2027	FORMULA 1 LOUIS VUITTON GRAND PRIX DE MONACO 2027	Formula 1 (ticketing.formula1.com); waiting list	F1 Paddock Club, F1 La Terrasse with Gordon Ramsay and Paddock Club Yacht

Grand Prix	2027 dates	Official 2027 name	Official hospitality seller	Type of hospitality
Italy (Monza)	3–5 September 2027	—	—	—
Las Vegas	18–20 November 2027	FORMULA 1 HEINEKEN LAS VEGAS GRAND PRIX 2027	Formula 1 (ticketing.formula1.com)	Hospitality in hotels on the Strip
Abu Dhabi	December 2027; exact day to be confirmed	FORMULA 1 ETIHAD AIRWAYS ABU DHABI GRAND PRIX 2027	Formula 1 (ticketing.formula1.com); waiting list	—
Barcelona-Catalunya	No race in 2027; returns in 2028	—	Circuit de Barcelona-Catalunya: expression-of-interest form for 2028	—

How to choose for your goal

Entertaining clients

For client entertainment, a private box works best: it gives you privacy, in-room service and time to talk before and after the event. In tennis, a Mutua Madrid Open box comes with the VIP Club, which the tournament calls the largest networking centre in Spain; in football, boxes at the Bernabéu (minimum of 6 guests) and the Metropolitano (5 to 18 seats) turn the match into a meeting with a view.

Team incentive

For a team incentive, a lounge with atmosphere beats a formal box: at MADRING, La Azotea, with DJs and headline acts above La Monumental, or Traction Club, with gourmet tapas, jazz and live cooking; in football, Matchday VIP tickets with lounge hospitality. What matters is that the whole team shares the same space and the same hospitality hours.

Large group

For a large group, MADRING has the private spaces with the largest published capacity: Club 91 boxes for up to 60 guests (and one for 100), Traction Suites for 40 and Boxes for 30. In football, the largest private box with a published maximum is at the Metropolitano, with up to 18 seats; bigger groups are best served by combining boxes or by seats with hospitality in the same room.

Personal experience

For yourself or as a couple, a seat with hospitality is the natural choice: it puts the view and the service first without committing to a private space. Good options are the Mutua Madrid Open Platinum Seats, in the first two rows on the East side of the Manolo Santana, the Bernabéu's VIP Main Stand, with outdoor pitch-side seats, or a table for 4 at Club 91 at MADRING.

International guests

With guests flying in, logistics matter as much as the product: MADRING is five minutes from Madrid-Barajas Airport and Metro Line 8 links Terminal 4 with Feria de Madrid station. At the Metropolitano, VIP tickets are not

tied to a named holder and can be passed to another guest, and for the Bernabéu it pays to share the recommended dress code in advance, including avoiding the opponent's colours.

Checklist before you book

1. Check who officially sells the product: the tournament and BCD Sports at the Mutua Madrid Open, Real Madrid and SPORTFIVE at the Bernabéu, Neptuno Hospitality & Events at the Metropolitano, and MATCH Hospitality or Formula 1 (Paddock Club) at MADRING.
2. Read the change and refund terms before you confirm: the Mutua Madrid Open and Real Madrid's Matchday VIP allow no changes or refunds, and MATCH Hospitality packages cannot be cancelled.
3. Ask whether tickets are tied to a named holder and how children count: at the Metropolitano they are not, they can be given away and children need a ticket; at MADRING children under 2 go free.
4. Count the sessions at the tennis: at the Mutua Madrid Open every session, day or night, needs its own ticket.
5. Confirm the hospitality hours, not just the event time: in Bernabéu boxes catering runs from 90 minutes before to 30 minutes after; at the Metropolitano VIP access opens 75 minutes before; at MADRING lounges open roughly from 9 am to 7 pm.
6. Allow for late kick-off confirmation: at the Metropolitano the club sets the match time about 15 days ahead.
7. Check the dress code: at the Bernabéu it is recommended and rules out Bermuda shorts, sleeveless tops, open shoes and the opponent's colours; at the Metropolitano it is only compulsory in the Palco Presidencial.
8. Plan access and transport: MADRING has no parking at the venue and its North and South sectors are not connected inside; Metropolitano parking is for season ticket holders only; an official shuttle runs to the Caja Mágica from Legazpi.
9. Confirm exactly what each product includes: the official Club 91 page does not mention a pit lane walk, the grid or the podium, and Platinum Seats and Sky Seats give access to the dining space that goes with each ticket type.
10. Factor in real availability: Mutua Madrid Open boxes have a waiting list, the Metropolitano's private boxes and corporate VIP boxes are taken for 2026/27, and the 2027 F1 Paddock Club in Madrid is on a waiting list.

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