



# DE KUIP MEETINGS & EVENTS



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# FOREWORD



## ‘YOU FEEL THE MAGIC OF DE KUIP EVERYWHERE’

I cannot help it. It just happens. It's automatic. Every single morning... Every time I drive over Van Brienoord bridge and look right, I gently squeeze the brakes. I want to enjoy the fabulous view of the four floodlights that proudly tower over Rotterdam South.

Am I mad? Some people behind me scrambling to brake think so. But happily I'm nowhere near the only one. Lots of people feel just as attracted to De Kuip as I do. Their hearts beat faster as they approach the stadium just like mine. De Kuip lives and breathes football, ever since the opening in 1937. You feel it as soon as you enter. This is still the finest football stadium in the Netherlands.

That makes De Kuip a unique venue, for your successful business events, too. You feel the magic of Feyenoord's stadium everywhere. During a fair or a conference in one of the rooms in the Maas Building. During a party on the magnificent monumental Olympia Side of the stadium. Or during a dinner in the brand-new Boardroom, which opened in December 2015. But also in those parts of De Kuip that set it apart from other event venues. The sacred field of dreams, the mythical players tunnel, the dressing room or the press room. Places you never forget, as I know from my own experience.

In this brochure we present the full breadth of possibilities offered by De Kuip Meetings & Events. If you have any questions, our sales team are standing by to answer them for you.

We hope to see you soon at De Kuip, the perfect venue for your successful business events.

Kind regards,

Mark Koevermans,  
*Commercial Director*



## BITE-SIZED FACTS

### First match

D-Day was 27 March 1937: De Kuip hosted its first ever match, a friendly between Feyenoord and Belgian side Beerschot. Feyenoord won 5-2.

### First goal

Leen Vente went down in history as the first goal scorer at De Kuip on 27 March 1937. He was also the first player to score in an international fixture at the stadium. His goal gave the Netherlands a 1-0 win against Belgium.

### Nickname coined

“De Kuip” owes its nickname to its distinctive tub shape, based on an idea by the stadium’s designer Leen van Zandvliet. Nowadays it is the most widely used name for the stadium.



# DE KUIP: THE PRIDE OF ROTTERDAM

*Football lovers across the land agree on one thing: De Kuip is the finest stadium in the Netherlands. De Kuip is more than simply the home of Feyenoord. It has hosted major European football finals as well as shows by such greats as the Rolling Stones, U2 and Michael Jackson. De Kuip is a beautiful piece of architecture and the absolute pride of Rotterdam.*

It is the perfect event venue. Experience and emotion are the keywords in event organisation. De Kuip Meetings & Events offers a unique, inspiring setting. The stadium and the Maas building offer various spaces and rooms to suit every need and taste.

The Maas Building is home to a selection of rooms named after Feyenoord icons, ideal for meetings, fairs, conferences and staff parties. If you are looking for a more nostalgic experience, try one of the classic rooms on the monumental Olympia side of the stadium. All rooms are equipped with free WiFi. Personalised catering is available on request. We will tailor your event to your wishes, with facilities to accommodate everything from 50 to 2500

guests. The stadium is easy to reach, with free parking options.

The dressing room and the Press Centre are great venues for team-building activities. Showboaters will want to enjoy De Kuip while abseiling, but for the full immersive De Kuip experience there’s nothing better than an event on the hallowed turf during the summer. An informative tour of the stadium is available as part of any event. Whatever you choose, De Kuip always delivers an unforgettable day.



**'The people at De Kuip arranged extra taxis for us'**

**THOMAS VOS**  
*(Navigators Student Society Rotterdam)*

'This year we were looking for a typical Rotterdam venue for our gala. We wanted to promote our city among the students who do not come from Rotterdam and, for us, De Kuip was the best place to do that. The location on the Olympia side was super; we even had the opportunity to sit outside in the bowl. It created a unique atmosphere. The food was very good too and the staff were super-friendly. We haven't always had the same experience at other venues in the past. All the students were able to get to De Kuip easily by public transport and the taxis were waiting to take us back to the city centre afterwards. The staff at De Kuip made a positive contribution by arranging extra taxis when a couple didn't show up.'

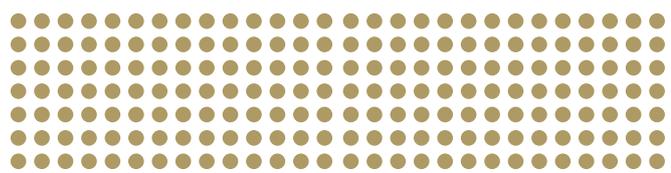
## YOUR PARTY AT **DE KUIP**

*Staff function, company anniversary or themed party*

A staff function packed with surprises, a company anniversary with live entertainment or a themed party with décor to match – it's all possible at De Kuip! Every event is arranged as you wish.

**At De Kuip, every time you can expect:**

- An inspiring setting
- The perfect space for 50 to 2500 guests
- Just the right ambience for you
- Top entertainment
- A culinary tour-de-force
- A stadium tour
- Free parking within steps of the entrance
- The ideal location, conveniently situated, easy to reach





**'Unrivalled fair venue'**

**JAAP ZEEKANT**  
*(Funds Etcetera Nederland)*

'We have held the National Fundraising Trade Day at De Kuip since 2007. An event with 60 stands on the fair floor, 40 roundtable talks, 30 conference presentations and more than 1500 visitors. De Kuip is unrivalled as a fair and conference venue. The Maas Building exudes football (history), which is a plus for a lot of visitors. Due to the scalability, layout possibilities and many spaces and rooms, the building can be tailored to our (changing) wishes. The combination of fair floor and adjacent conference rooms is key to the success of our Trade Day, which means it is busy on the fair floor all day. We get perfect support from the organisers. The keywords here are: contributing ideas, anticipating, problem solving, enthusiasm, support and friendly. Long story short: the people at De Kuip are specialists who just get it.'

# YOUR FAIR AT **DE KUIP**

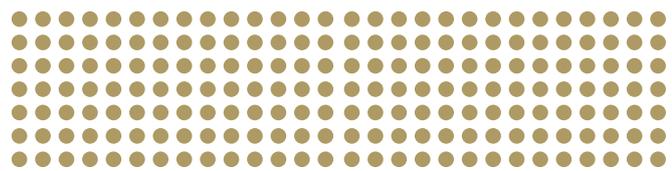
## *Doing business successfully in a stylish setting*

Networking and doing business are the key activities at a trade fair. You look for a venue that lends itself to those goals, but can also offer that little bit extra. At De Kuip you are guaranteed an inspiring and stylish setting and a modern and fully equipped event venue.

The great advantage of our rooms is that they can be used individually or in combination. That means the second floor of the Maas Building can easily accommodate up to 2500 visitors. You utilise the full capacity of the Maas building, projecting a uniform look and feel without losing that sense of intimacy.

If your fair combines stands with presentations and talks, De Kuip offers a wide range of rooms that can be used together with the fair space. Your event and catering wishes are fulfilled to a T.

Looking for more of a stadium experience? Combine your fair with a unique stadium tour or one of the activity programmes.





**'The flexibility in the layout of the rooms really appealed to us!'**

**KIM LUCASSEN**  
(Heliview)

'What most appealed to us was the flexibility with which the rooms can be rearranged. Spaces can easily be enlarged or made more intimate by rearranging a few partitions. The De Kuip Meetings & Events staff were very flexible too. In the preparation phase we made quite a few changes to the programme, but they always responded well and helped work out the right solutions. Otherwise, everything was taken care of, from the décor to the lunch and drinks. Our guests were very impressed by the ambience in De Kuip. The day after the event I took an option on the following year. That says it all, really.'

## YOUR CONFERENCE AT **DE KUIP**

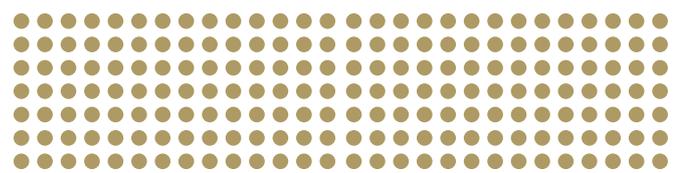
### *Sharing knowhow in an inspiring setting*

At a conference or seminar, the main focus is on what the speakers have to say. The setting contributes to the overall experience of the event. At De Kuip you are guaranteed an inspiring ambience that adds value to your conference.

We offer rooms in various sizes, which can be connected to increase capacity or used as separate individual spaces. As a result, we can always create a space to fit the number of guests at the event. We decide the chair arrangement together with you. Whether that's a cinema or cabaret layout, or something else entirely. Spaces can also be connected together as needed. So one room can be used as a reception space, with others accommodating workshops, talks or other sessions.

Our rooms are equipped with all the standard technical facilities needed to ensure speakers can be seen and heard from every position. We can provide a full catering service, whatever the scale of your conference, small or large.

Looking for more of a stadium experience? Combine your conference with a unique stadium tour or one of the activity programmes.





**'Incredibly inspiring setting'**

**BEN MOONEN**  
*(Sport and Culture  
Technology Sector  
Association)*

'At the Sport and Culture Technology Sector Association we always look for a venue that offers high-quality service and sporting ambience. That led us to De Kuip. We have held a conference for 130 people in the Maas Building, but De Kuip also serves as a venue for a meeting for 10 people, in the Feyenoord Business Unit. The historical photos, the fact that the Feyenoord players signed their contracts there and, of course, the view of the pitch make this an incredibly inspiring setting for a meeting. The eye for detail, with regard to both décor and catering, ensured the event was a complete success.'

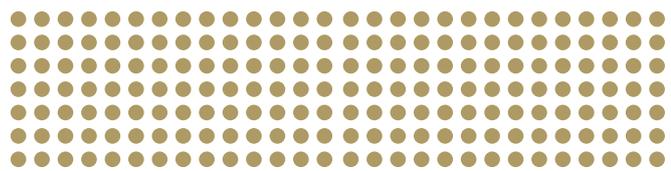
## YOUR MEETING AT **DE KUIP**

### *Brainstorming or making important decisions?*

Whatever the goal, De Kuip is the ideal venue for a meeting with colleagues away from the regular office. A change of environment can bring new insights and creative ideas that give your business an extra boost.

It makes no difference how big or small your group is. We have rooms with various capacities, each different in its own way. Like to hold a meeting in the Press Room or the Feyenoord Business Unit? These spaces are also equipped with all standard technical facilities. We can provide a full catering service, whatever the scale of your meeting, small or large. From coffee and tea to a full lunch at Brasserie De Kuip.

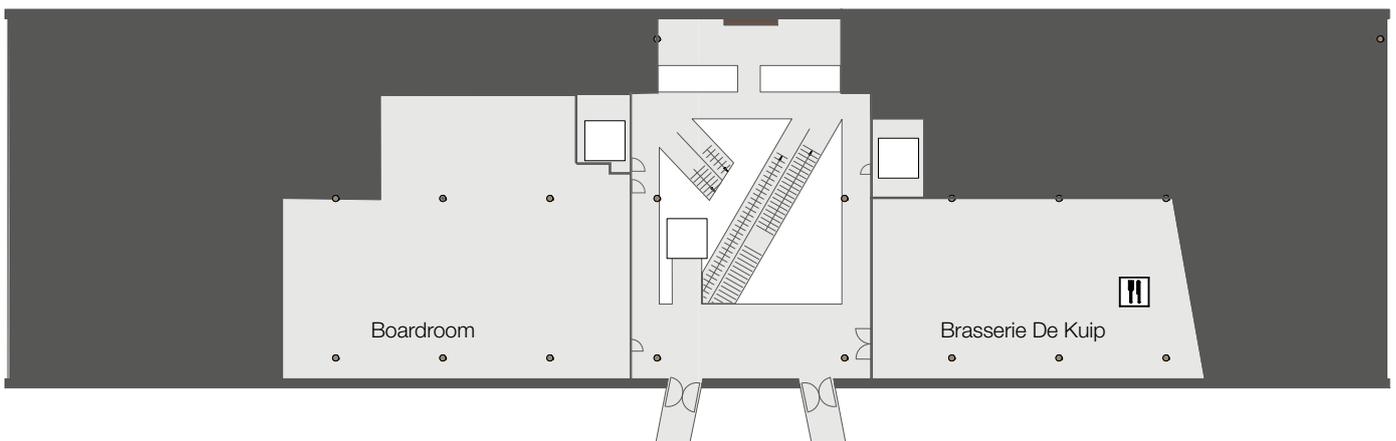
Looking for more of a stadium experience? Combine your meeting with a unique stadium tour or one of the activity programmes.



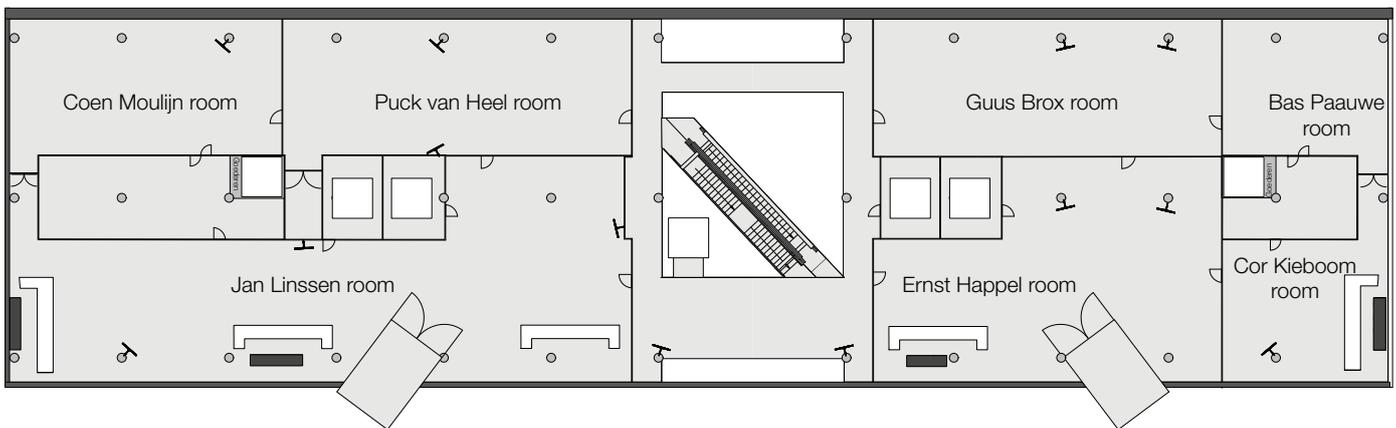


# ROOM FLOOR PLANS

## 1ST FLOOR MAAS BUILDING



## 2ND FLOOR MAAS BUILDING



### LEFT-HAND HALF 2ND FLOOR MAAS BUILDING

**Capacity:**

Capacity	700
Diner (sit-down)	360
Diner (buffet)	600
Party	850

### WHOLE 2ND FLOOR MAAS BUILDING

**Capacity:**

Capacity	600
Diner (sit-down)	400
Diner (buffet)	550
Party	750

### ROOM FLOOR PLANS PRESS ROOM

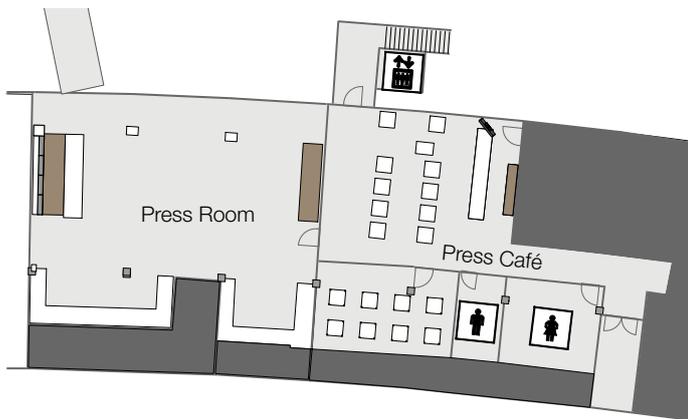
**Capacity:**

Capacity	1.600
Diner (sit-down)	750
Diner (buffet)	1.200
Party	2.000



# HALL PLANS

## PERSZAAL



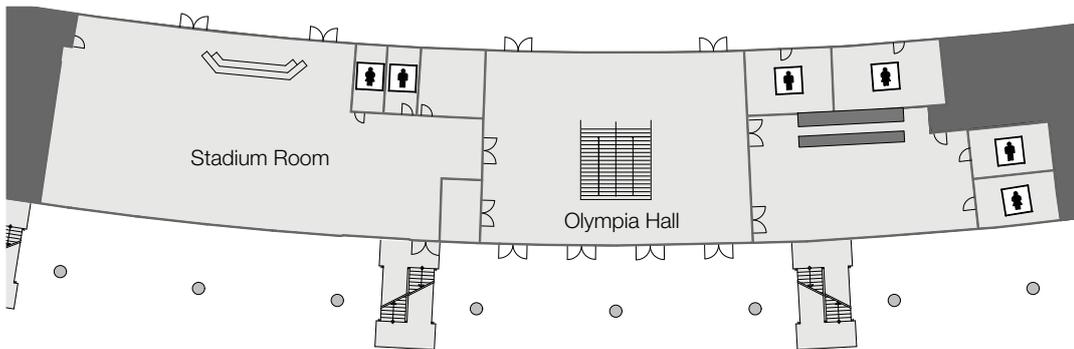
### MAAS BUILDING:

Room height	3.75 m
Lower part	3.11 m / 2.49 m
Max. load per m <sup>2</sup>	400 kg
Goods lift (lxbxh)	2.40 m x 1.40 m x 2.08 m
Max. load goods lift	1.600 kg

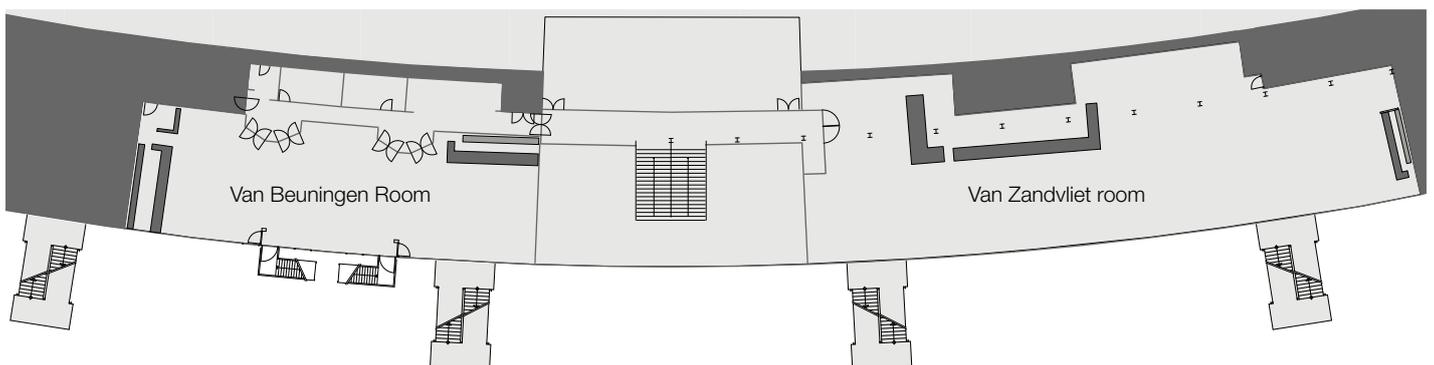
### OLYMPIA BUILDING:

Room height Van Beuningen	3.15 m
Room height Van Zandvliet	2.62 m / 6.25 m
Room height Stadium Room	2.29 m / 2.66 m
Max. load per m <sup>2</sup>	400 kg

## GROUND FLOOR OLYMPIA SIDE



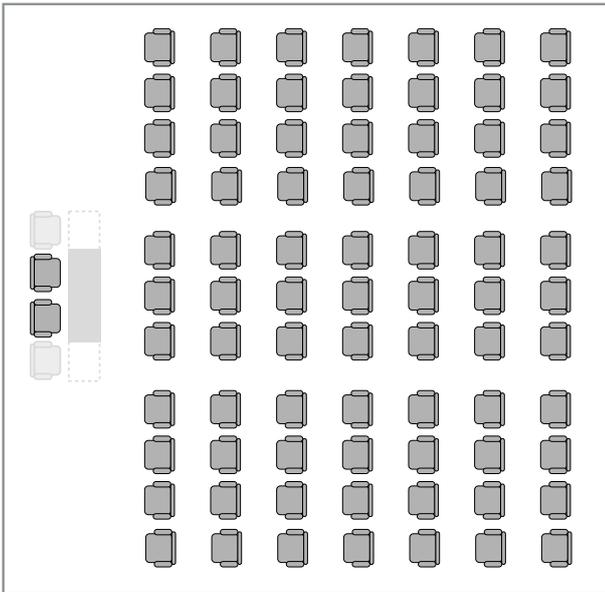
## 1ST FLOOR OLYMPIA SIDE



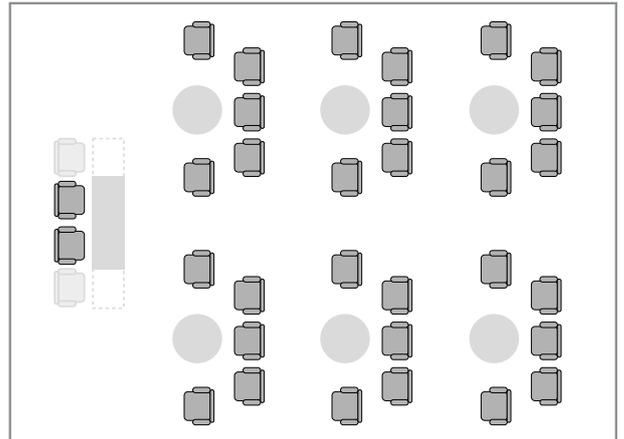


# ROOM LAYOUTS

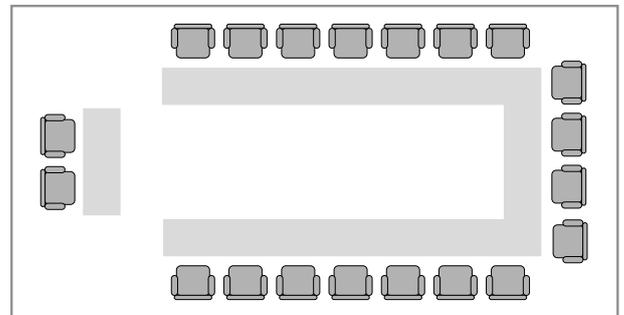
**THEATER**



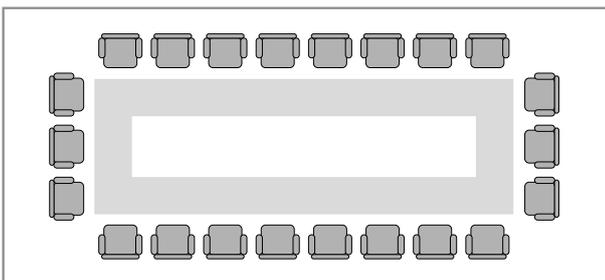
**CABARET**



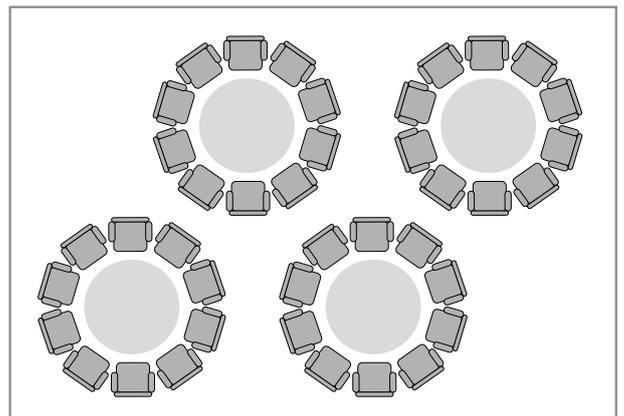
**U-SHAPED**



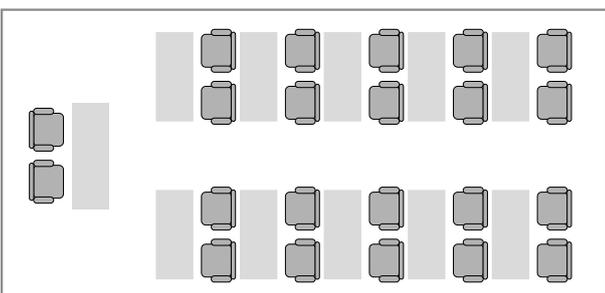
**SQUARE**



**DINER (SIT-DOWN)**



**SCHOOL**





# JAN LINSSSEN ROOM



## DIMENSIONS:

**9.70 x 41.55 m**

## CAPACITY:

Cinema	60
Cabaret	50
Square	30
School	20
U-shape	30
Reception	300
Dinner (sit-down)	150
Dinner (buffet)	250
Party	350

When you play for Feyenoord for 21 consecutive seasons you deserve to have a big room named after you. The biggest in the Maas Building, the Jan Linssen Room is comfortably able to hold hundreds of people. You have all the facilities you need to successfully kick off your event, including coffee bar and food counter. The long Jan Linssen Room can be merged with the Puck van Heel Room and/or the Coen Moulijn Room. These rooms are ideal for a wide range of functions, including presentations and meetings

- Personalised catering
- Personalised décor
- Room combinations
- Free parking steps from the entrance
- Full disabled access
- Free WiFi





# PUCK VAN HEEL ROOM



## DIMENSIONS:

**9.70 x 23.20 m**

## CAPACITY:

Cinema	210
Cabaret	105
Square	65
School	60
U-shape	60
Reception	200
Dinner (sit-down)	150
Dinner (buffet)	180
Party	250

The Puck van Heel Room, named after the legendary Feyenoord and Dutch national team captain, is a good choice whatever the occasion. The big space offers various possibilities. Plasma screens at strategic spots ensure that everyone can follow presentations and talks. The Puck van Heel Room can be merged with the Coen Moulijn Room and/or the Jan Linssen Room. The décor and window displays create an intimate atmosphere.

- Personalised catering
- Personalised décor
- Room combinations
- Free parking steps from the entrance
- Full disabled access
- Free WiFi





# COEN MOULIJN ROOM



## DIMENSIONS:

**9.70 x 18.23 m**

## CAPACITY:

Cinema	150
Cabaret	75
Square	50
School	65
U-shape	45
Reception	100
Dinner (sit-down)	100
Dinner (buffet)	120
Party	150

Coen Moulijn is arguably the greatest player ever to pull on a Feyenoord shirt. He smiles in welcome in a wonderful painting on the wall of the room named after him. Coen Moulijn was a gregarious person and his room is a reflection of his character. It is suitable for small-scale meetings or it can be opened out onto the Puck van Heel Room to create an even bigger space.

- Personalised catering
- Personalised décor
- Room combinations
- Free parking steps from the entrance
- Full disabled access
- Free WiFi





# ERNST HAPPEL ROOM



GUUS BROX, BAS  
PAAUWE AND ERNST  
HAPPEL ROOM  
MAXIMUM CAPACITY IN  
CINEMA LAYOUT  
**650**

## DIMENSIONS:

**9.70 x 23.30 m**

## CAPACITY:

Cinema	-
Cabaret	30
Square	50
School	-
U-shape	45
Reception	200
Dinner (sit-down)	100
Dinner (buffet)	150
Party	250

Ernst Happel was the most successful coach in the history of Feyenoord. But he was also a man of many talents. The same goes for the multi-faceted room that bears his name. The Ernst Happel Room is perfect for receptions. And in combination with the Cor Kieboom, Guus Brox and/or Bas Paauwe Room, it is also ideal for parties and other functions. The room has its own long bar and food counter, ensuring that all the requisite facilities are within reach.

- Personalised catering
- Personalised décor
- Room combinations
- Free parking steps from the entrance
- Full disabled access
- Free WiFi





# COR KIEBOOM ROOM



## DIMENSIONS:

Version 1:

**9.70 x 11.00 m**

Version 2:

**9.70 x 14.75 m**

## CAPACITY:

V. 1 V. 2

Cinema	40	80
Cabaret	30	45
Square	20	30
School	18	24
U-shape	20	30
Reception	60	100
Dinner (sit-down)	40	60
Dinner (buffet)	50	100
Party	80	150

As Feyenoord chairman Cor Kieboom took important decisions for his club and, indeed, for professional football as a whole. Do you also wish to take some decisions with your colleagues? The Cor Kieboom Room is the perfect venue for your meeting. An intimate room with bar and all standard technical facilities. If you would like to host a large gathering, the room can be opened out to the Ernst Happel Room to increase the capacity. Depending on your wishes, the room can be enlarged or made smaller (see versions 1 and 2).

- Personalised catering
- Personalised décor
- Room combinations
- Free parking steps from the entrance
- Full disabled access
- Free WiFi





# BAS PAAUWE ROOM



## DIMENSIONS:

9.70 x 11.00 m

## CAPACITY:

Cinema	80
Cabaret	50
Square	30
School	32
U-shape	30
Reception	100
Dinner (sit-down)	50
Dinner (buffet)	100
Party	100

Bas Paauwe is not the best-known player ever to have worn a Feyenoord shirt, but he was an important one. As is the Bas Paauwe Room. As one of the more compact rooms, with the right décor it can create just the right sense of intimacy for smaller meetings and gatherings. The Bas Paauwe Room can also be used to extend the Guux Brox Room for conferences, fairs and parties.

- Personalised catering
- Personalised décor
- Room combinations
- Free parking steps from the entrance
- Full disabled access
- Free WiFi





# GUUS BROX ROOM



## DIMENSIONS:

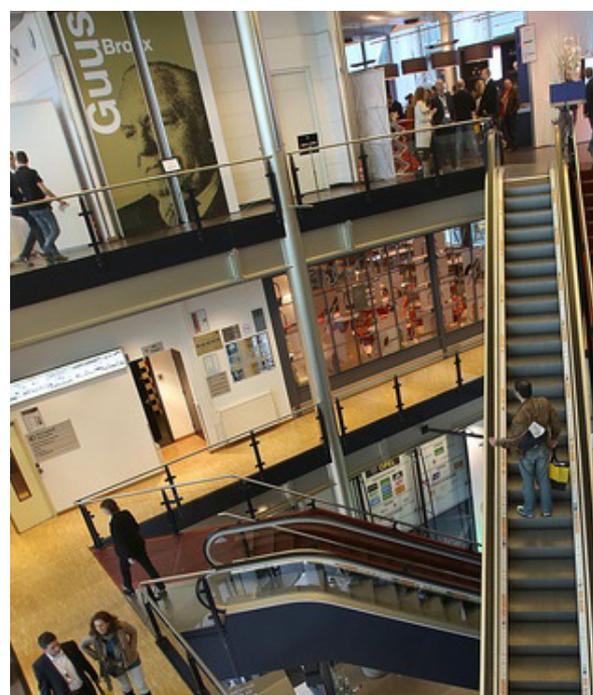
**9.70 x 23.30 m**

## CAPACITY:

Cinema	210
Cabaret	105
Square	65
School	60
U-shape	60
Reception	300
Dinner (sit-down)	150
Dinner (buffet)	250
Party	350

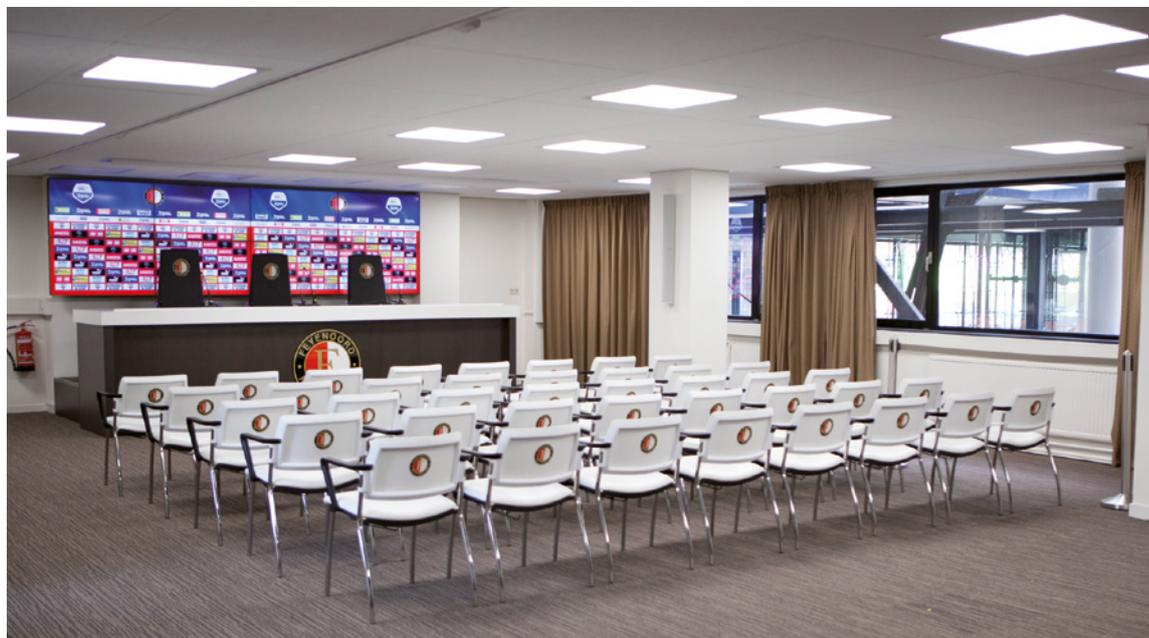
The Guus Brox Room is at the front of the Maas Building, with a breathtaking view of the river and the Van Brienoord bridge. This long spacious room is ideal for presentations, conferences and talks. The plasma screens ensure that speakers can be easily followed throughout the room. Chairs can be arranged lengthwise or breadthwise as required. The Guus Brox Room is very well suited to parties, in combination with the Ernst Happel Room and/or the Bas Paauwe Room.

- Personalised catering
- Personalised décor
- Room combinations
- Free parking steps from the entrance
- Full disabled access
- Free WiFi





# PRESSROOM



## DIMENSIONS:

**12.25 x 14.50 m**

## CAPACITY:

Cinema	80
Cabaret	40
Square	28
School	24
U-shape	24
Reception	-
Dinner (sit-down)	60
Dinner (buffet)	80
Party	-

You have no doubt seen it countless times on TV. Feyenoord's head coach sits behind a table sharing his thoughts on the next or last match against the backdrop of the sponsor wall. The venue is the Press Room, which is named after club icon Fred Blankemeier. He was Feyenoord's press chief for many years. Situated in the heart of the stadium, the Press Room is ideal for presentations and meetings. The Feyenoord-branded chairs come with fold-out tables, allowing the audience to take notes. The Press Room can be conveniently combined with the adjacent Press Café, which is ideal for receptions.

- Personalised catering
- Personalised décor
- Free parking steps from the entrance
- Full disabled access
- Free WiFi





# PRESS CAFÉ



Hoge loungetafels, barkrukken en een bar met koude en warme dranken. Het Perscafé is de ideale ruimte voor ontvangsten. En perfect te combineren met de naastgelegen Perszaal of met de mediaruimte. De ruimte wordt ook vaak gebruikt voor communicatie- of mediatrainingen.

- Personalised catering
- Personalised décor
- Room combinations
- Free parking steps from the entrance
- Full disabled access

## CAPACITY:

Cinema	-
Cabaret	-
Square	-
School	-
U-shape	-
Reception	40
Dinner (sit-down)	-
Dinner (buffet)	40
Party	40





# BOARDROOM



The Boardroom is an exclusive space where Feyenoord hosts its distinguished guests during matches, including the board members of Feyenoord and the visiting club, Director Seat holders and sponsors. The Boardroom is named after Gerard Kerkum. He played for Feyenoord between 1950 and 1965 and was club chairman from 1982 to 1989. On non-match days the Boardroom is available for hire as an exclusive dining or social venue. The Boardroom is stylishly furnished with Chesterfield sofas and comfortable armchairs. It also features a sturdy 12-person table and an inviting wine bar. The Boardroom is equipped with seven TV screens and can be completely blacked out.

- New, exclusive space
- Chic, attractive look and feel
- Perfect for dinners and receptions
- Ideal as breakout space during larger events
- Free WiFi
- Audio equipment
- Free parking

## CAPACITY:

Cinema	60
Cabaret	49
Square	34
School	28
U-shape	30
Reception	225
Dinner (sit-down)	150
Dinner (buffet)	150
Party	225





# BRASSERIE DE KUIP



Looking for a venue for a drink or a business lunch with clients? Brasserie De Kuip ticks all the boxes. Situated on the first floor of the Maas Building, Brasserie De Kuip is open for coffee, lunch, dinner or drinks. It is the perfect addition to your conference, meeting or other event.

Fancy sandwiches, croquettes, delicious fish and meat dishes or a hot buffet: just a few selections from the varied culinary menu at Brasserie De Kuip. Our professional staff pull out all the stops to help make your visit a success. We serve the highest-quality products to ensure the best possible culinary experience. As well as the brasserie, De Kuip has its own catering service to complement every event.

- Free parking steps from the entrance
- Full disabled access
- Free WiFi

## CAPACITY:

Cinema	-
Cabaret	-
Square	-
School	-
U-shape	-
Reception	250
Dinner (sit-down)	200
Dinner (buffet)	200
Party	250





# COMFORT LOUNGE



The Comfort Lounge is the latest addition to Feijenoord Stadium. It is open to Comfort Seat ticketholders at home matches. The large bar and modern but attractive look and feel make the Comfort Lounge the ideal venue for receptions and other functions.

- Personalised catering
- Personalised décor
- Room combinations
- Free parking steps from the entrance
- Free WiFi

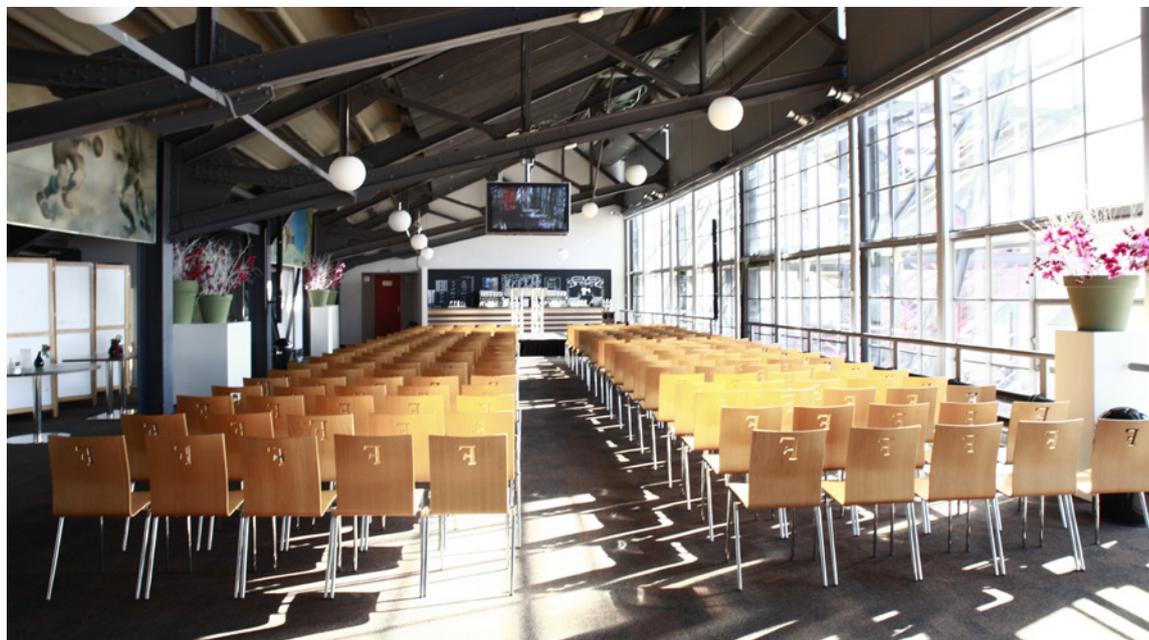
## CAPACITY:

Cinema	120
Cabaret	70
Square	60
School	48
U-shape	30
Reception	400
Dinner (sit-down)	-
Dinner (buffet)	300
Party	450





# VAN ZANDVLIET ROOM



## DIMENSIONS:

**44.00 x 13.00 m**

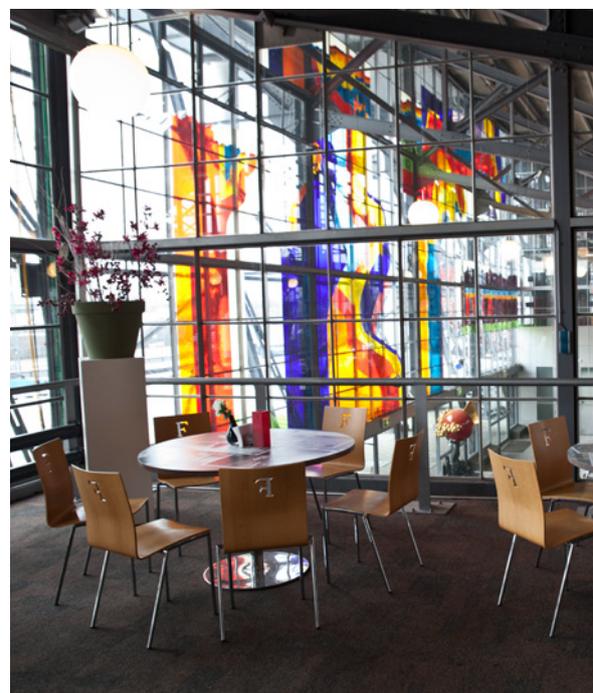
## CAPACITY:

Cinema	300
Cabaret	100
Square	40
School	60
U-shape	100
Reception	400
Dinner (sit-down)	200
Dinner (buffet)	350
Party	450

On that fateful winter morning in 1931 Feyenoord chairman Leen van Zandvliet woke with a start. 'I have it, I have it,' he roared. He had dreamed about the 'ideal stadium'. Grabbing pen and paper he immediately sketched his idea on his notepad. De Kuip was completed within six years. More than 75 years after the opening, the Olympia Building still stands proud.

The high ceilings, stained-glass windows and industrial look and feel are characteristic of this side of the stadium. So it's only natural that the legendary chairman has a room named after him here. The long Van Zandvliet Room on the first floor can hold hundreds of people. This makes it suitable for any type of gathering. Over the decades the room has been equipped with all the facilities you would expect.

- Personalised catering
- Personalised décor
- Free parking steps from the entrance
- Room combinations





# VAN BEUNINGEN ROOM



## DIMENSIONS:

**23.00 x 9.00 m**

## CAPACITY:

Cinema	200
Cabaret	100
Square	40
School	60
U-shape	50
Reception	300
Dinner (sit-down)	100
Dinner (buffet)	200
Party	300

Without Daniël George van Beuningen there would be no De Kuip. With financial support he had a big hand in getting the stadium built. The Van Beuningen Room on the Olympia side of the stadium is therefore a fitting tribute. The nostalgic space is the perfect blend of history and state-of-the-art facilities. The chic space is the right choice for a whole spectrum of events. You can sneak a look at the stadium's old VIP section.

- Personalised catering
- Personalised décor
- Free parking steps from the entrance
- Room combinations





# FEYENOORD BUSINESS UNIT



The Feyenoord Business Unit affords a fantastic view of the hallowed turf of De Kuip. This used to be where new players would sign their contracts, but now you can seal the deal with your customers here. The Business Unit is the ideal venue for meetings and gatherings of up to 10 people. Looking out over the pitch, this is a place where numerous deals have been clinched. Is there a more inspiring venue to sign a contract?

- Personalised décor
- Free parking steps from the entrance
- Full disabled access
- Free WiFi
- Meeting layout for up to 10 people





## EXCLUSIVE VENUES



Each space at De Kuip has its own charm. The rooms on the Olympia side are characterised by nostalgia and the magnificent industrial look and feel. The Maas Building offers modern rooms typified by great flexibility and capacity. But there are places around the stadium that offer that little bit more. Places that are normally off limits to all but the players and coaches. Places that can give your event that extra cachet.

How about a workshop in the dressing room? The place where the players listen to the last words of the coach before taking to the field is the perfect venue for a motivational presentation when you're finding it tough to keep everyone on message. Or how about lunch in the hand-painted players tunnel, where the world's greatest players have ran out onto the pitch. But the best conceivable venue for your event is undoubtedly the hallowed turf of De Kuip.

A drink, party or activity on the sacred grass is an experience you and your guests will remember for ever.





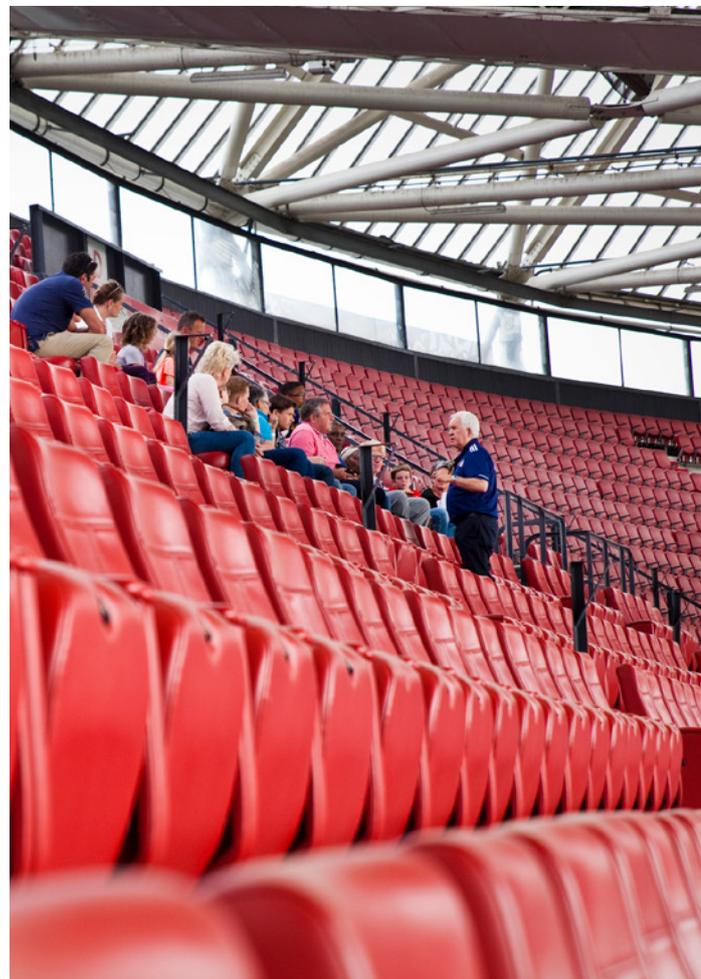
# TOURS

## **FEYENOORD TOUR**

If you're looking for the full De Kuip experience, a stadium tour is a must-do. The tour takes you to places that are normally closed to the general public. Our enthusiastic guides give you access to the players tunnel and the VIP section. Their expertise and experience bring the fascinating history of the club and the stadium to life. A dream for fans, but other visitors will enjoy it too. The tour goes well with a lunch or drink at Brasserie De Kuip. Your contact person at De Kuip Meetings & Events can help you put together a personalised programme. Special tours for kids are also available.

## **FEYENOORD MATCH DAY TOUR**

Like to experience the atmosphere at De Kuip in the build-up to a match? A Feyenoord Match Day Tour lets you do just that. Contact us to find out about the various options.



## **TIP**

Looking for more of a stadium experience? Combine your event with a tour. The perfect complement before or after your conference, fair, meeting, party or team trip. Guaranteed to inspire. Or let us put together a special programme in which partners and children take a tour, while you get down to business with your group.



## BITE-SIZED FACTS

### Maas Building

The Mass Building was constructed during the massive renovation of De Kuip in 1994. The new freestanding building is connected to De Kuip by footbridges. It incorporates 400 tons of steel.

### Feijenoord: ij or y?

The names Feijenoord Stadium and Feyenoord Rotterdam both used to be spelt with an -ij-. But in 1974 the club decided to switch to a -y-. The club had become a global brand, but people around the world had problems pronouncing the -ij-. Feijenoord Stadium kept the traditional spelling.

# TEAMBUILDING AT DE KUIP

*Need to infuse your meeting or training with inspiration and energy? Looking for more than a standard team-building activity or team trip? The De Kuip Meetings & Events activity programmes offer you the challenge you seek. A few examples to inspire you.*

We are always delighted to discuss all your wishes with you personally. But to give you an idea of what we offer, we have put together a selection of programmes for you. All of them can be personalised to suit your needs. Because your activity events also deserve the personal touch.

### FAN EXPERIENCE: DE KUIP ADRENALIZER

A spectacular free-fall jump and abseiling from the floodlight mast after a climb through De Kuip. A pure adrenaline rush. Are you up to the challenge?

### TEAM EXPERIENCE: HAND IN HAND, PEOPLE

You are warmly welcomed in one of the De Kuip Business Units for an impressive talk about working together in extreme conditions, along with challenging and energetic activities.

### LEADERSHIP CHALLENGE: THE CAPTAIN

Are you a born leader? Test out your credentials in the Leadership Challenge. Because leadership is an elite sport, especially when you are put under extreme pressure high in the sky. Get the best out of yourself and your team.

### COMMUNICATION CLINIC: THE PRESSROOM

Take your place behind the mike where the head coach usually sits and test your communication skills. These three challenging interactive clinics are sure to take your communication to the next level.

### GROWTH COACH: ACTIONS SPEAK LOUDER THAN WORDS

Restructuring, new brooms, cutbacks: every company has to deal with change at some point. Growth Coach teaches us how to capitalise on the opportunities it brings. Success is just a mind-set change away.





# FOOTBALL AT DE KUIP

*At De Kuip Meetings & Events we are focused on making your event the best it can be. We draw on our knowhow and wherewithal to organise our own events, too. Such as an annual football tournament right here at De Kuip, the Cups.*

## THE CUPS

Picture this: Pulling on your gear, tying up your laces in the Feyenoord dressing room. Out the door, down the steps, into the players tunnel. The world's greatest players have stood here. A few final shouts of encouragement before the tunnel doors slowly begin to open. Unhurried, you climb the steps, studs tapping against the concrete. And finally you are running out onto that hallowed turf.

The holy of holies, the field of dreams. Every year, you have a chance to live the dream in De Kuip Cups. An exclusive event for businesses in various industries. Will you and your teammates claim the trophy next year? Sign up now for the Agro Cup, Port Cup, Kuip Cup, Building Cup or Hospitality Cup.





# WE TAKE THE STRAIN

*We want you to enjoy your day without having to worry about anything. De Kuip Meetings & Events gives you that peace of mind. We offer a full-service package. That means you can relax and make the most of your day. Let our professional team and extensive network take the strain. From tech and styling to catering and security.*

## **TECHNOLOGY**

Computers, projectors, plasma screens, lights and audio support. Whatever you need, we deliver personalised advice and the requisite technological support.

## **STYLING**

However large or small the room, our stylists will ensure it meets all your taste requirements. Colour, materials and flowers are expertly used to create the look and feel you want. We also arrange the chairs depending on your event vision.

## **CATERING**

Breakfast buffet to exclusive standing dinner. Our catering service knows no bounds. Together with our staff, you make the best culinary choices for your event. For more information about the catering service, see our Foodbook.

## **SECURITY**

De Kuip works closely with Security Management Group (SMG), an independent company that combines the spirit of hosting with an eye for security. The people from SMG ensure that all your guests feel welcome. They also offer traffic support agents, service staff and a full medical service. Another thing you don't have to worry about.





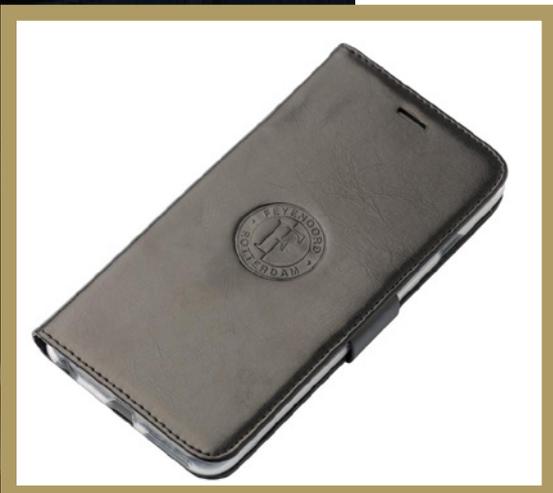
# MERCHANDISING

## *Gift the Feyenoord experience*

When you book an event at De Kuip, you get the Feyenoord experience for free. Just walking around the stadium you see Feyenoord everywhere. You can intensify that experience by enhancing your event with a visit to the Feyenoord Museum or an exclusive tour of the stadium.

## **FEYENOORD MERCHANDISING LINE**

Another option is to give your guests a souvenir of their visit to De Kuip. A Feyenoord scarf to keep them warm on their way home, say, featuring your own company logo alongside the Feyenoord emblem. And there are plenty more articles in the Feyenoord Merchandising line that work perfectly as event souvenirs.





# FEYENOORD BUSINESS CLUB

## THE PLACE WHERE BUSINESSPEOPLE NETWORKS

*Whether you're a serious networker or just mad about football, Feyenoord is the best decision you'll ever make. Feyenoord offers lots of possibilities for enhancing and expanding your network in an exciting sporting setting.*



### SEATS & HOSPITALITY

For business visitors match days involve a lot more than just 90 exhilarating minutes of football. The tight-knit business community has a great attraction for business visitors. At Feyenoord you really can combine business with pleasure.

There is something for everyone, whatever your scale. With a Business Unit you can welcome your customers in your own private space. Or you might prefer Business Seats with access to the Business Lounge, with all the facilities needed to keep your customers happy and impress your prospects. Alternatively, the Comfort Seats show that enjoying the unrivalled atmosphere at De Kuip with business relations does not have to cost the earth.

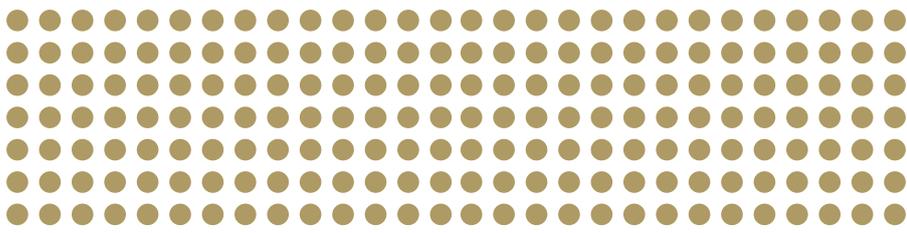
### FEYENOORD BUSINESS CLUB

Feyenoord Business Club (FBC) is a unique, exclusive platform for the business community. With more than 750 member businesses, FBC is where businesspeople with a Feyenoord heart meet. The FBC network comes together for every Feyenoord home match, but membership provides access to many other business opportunities. FBC organises monthly activities, including network lunches, company visits, Business Drinks and various sporting events, such as football matches against other business clubs and an annual golf tournament. FBC members also have the opportunity to travel with the team to European matches and training camps.

### YOUR COMPANY IN THE SPOTLIGHT

Feyenoord and De Kuip are tinged with magic. The club with its huge fan base has an enormous attraction for the fans in the stadium and viewers at home. That offers the opportunity for unrivalled exposure for your brand. Turn the spotlight on your company with:

- LED boards seen by 50,000 spectators at De Kuip and many more viewers at home
- A banner on the website, which attracts 35,000 unique visitors per month
- An advert in Feyenoord Magazine and the match day programme, with a combined print-run of 65,000





# ACCESS AND DIRECTIONS

## De Kuip Meetings & Events

Van Zandvlietplein 1  
Postbus 9649  
3007 AP Rotterdam

T: 010 - 4 92 94 55  
E: [evenementen@dekuip.nl](mailto:evenementen@dekuip.nl)

[www.dekuip.nl](http://www.dekuip.nl)  
[www.feyenoord.nl](http://www.feyenoord.nl)

*De Kuip is centrally situated and easily accessible by car and public transport.*

### MAAS BUILDING PARKING

Are you coming for a party, meeting, conference or tour in the Maas Building or are you visiting Brasserie De Kuip? You can park your car free of charge at P2/P3/P4 in front of the Maas Building (see the regular traffic signs for directions).

### OLYMPIA SIDE PARKING

If your event is being held in one of the rooms on the Olympia side of the stadium, you can park closer to the entrance by following a different route. Exit the A16 motorway following the signs for Feijenoord. Take a right into Stadion-

weg at the roundabout. Take a left into Olympiaweg at the first traffic light. Now follow the signs to the free parking on the Olympia side.

### PUBLIC TRANSPORT

De Kuip is well served by bus, tram, train and water taxi. Trams 20 and 23 stop virtually in front of the Maas Building. For full details of how to get to De Kuip by public transport see: [www.dekuip.nl](http://www.dekuip.nl).

