

CBS LIVE

PROMOTERS GUIDE

ONE DESTINATION. THREE VENUES. ENDLESS MOMENTS

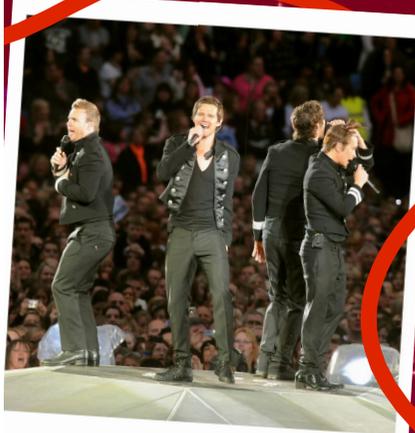
COVENTRY |  **arena**
Building Society

CBSARENA.CO.UK





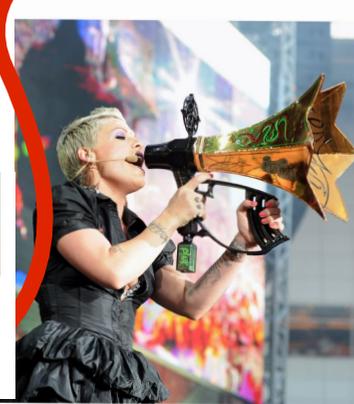
RED HOT CHILI PEPPERS
LIVE AT **RICOH ARENA**
JULY 22 2006



TAKE THAT
LIVE AT **RICOH ARENA**
JUNE 8, 9, 10 2009



OASIS
LIVE AT **RICOH ARENA**
JULY 7 2009



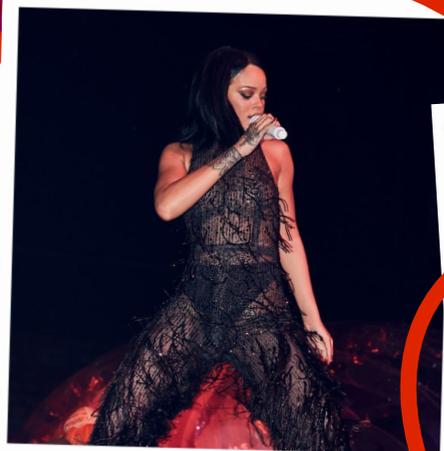
P!NK
LIVE AT **RICOH ARENA**
JUNE 24 2010



COLDPLAY
LIVE AT **RICOH ARENA**
MAY 29 2012



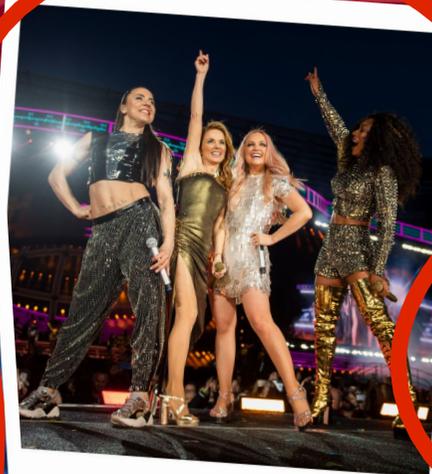
BRUCE SPRINGSTEEN
LIVE AT **RICOH ARENA**
JUNE 3 2016



RIHANNA
LIVE AT **RICOH ARENA**
JUNE 25 2016



JESS GLYNNE
LIVE AT **RICOH ARENA**
APRIL 29 2016, JUNE 3, 4 2019



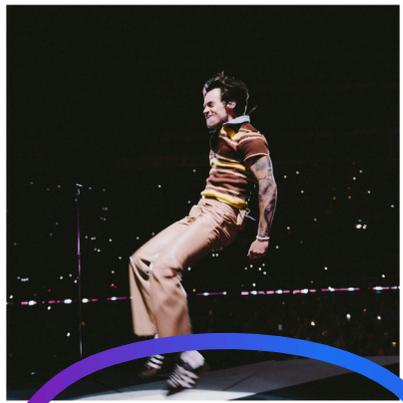
SPICE GIRLS
LIVE AT **RICOH ARENA**
JUNE 3, 4 2019



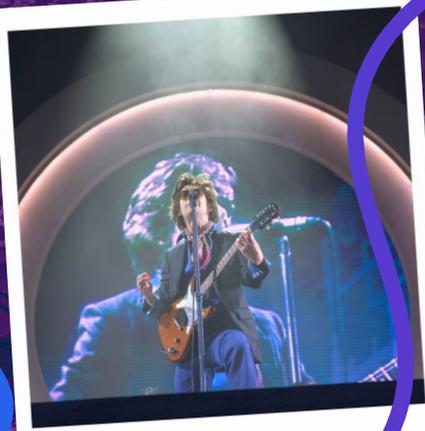
THE KILLERS
LIVE AT **RICOH ARENA**
MAY 28 2022



RAMMSTEIN
LIVE AT COVENTRY Building Society arena
JUNE 26 2022



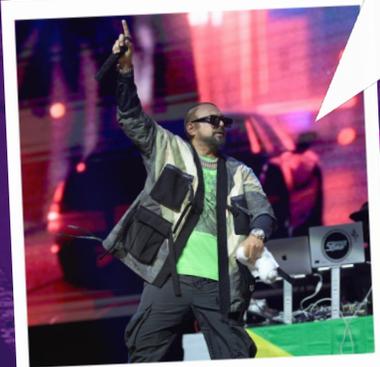
HARRY STYLES
LIVE AT COVENTRY Building Society arena
MAY 22, 23 2023



ARCTIC MONKEYS
LIVE AT COVENTRY Building Society arena
MAY 31 2023



BRYAN ADAMS
LIVE AT COVENTRY Building Society arena
MAY 17 2024



SEAN PAUL
LIVE AT COVENTRY Building Society arena
JULY 9 2024



QUEEN OF THE NIGHT
LIVE AT COVENTRY Building Society arena
MARCH 29 2025

HOT WATER COMEDY PRESENTS
PAUL SMITH: PABLO
24/25 TOUR
COVENTRY BUILDING SOCIETY ARENA

21ST JANUARY 2025	SOLD OUT
22ND JANUARY 2025	SOLD OUT
15TH FEBRUARY 2025	SOLD OUT
30TH/31ST MAY 2025	NEW DATE



PAUL SMITH
LIVE AT COVENTRY Building Society arena
JANUARY 31, FEBRUARY 1, MAY 30, 31 2025



TOM GRENAN
LIVE AT COVENTRY Building Society arena
AUGUST 29 2025

LIVE Laughs BRINGING LAUGHTER TO LIFE
TICKETS FROM **£22.50** PER PERSON

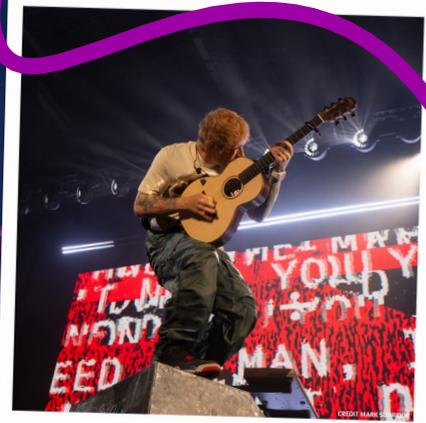
ADAM ROWE
MATT BRAGG
JEFF INNOCENT

Hosted by Freddy Quinne
Friday 12 September 25 / Doors 6.30pm
Coventry Building Society Arena
*subject to change

tickets on **ticketmaster**
COVENTRYBUILDINGSOCIETYARENA.CO.UK



CBS LAUGHS
LIVE AT COVENTRY Building Society arena
SEPTEMBER 12 2025

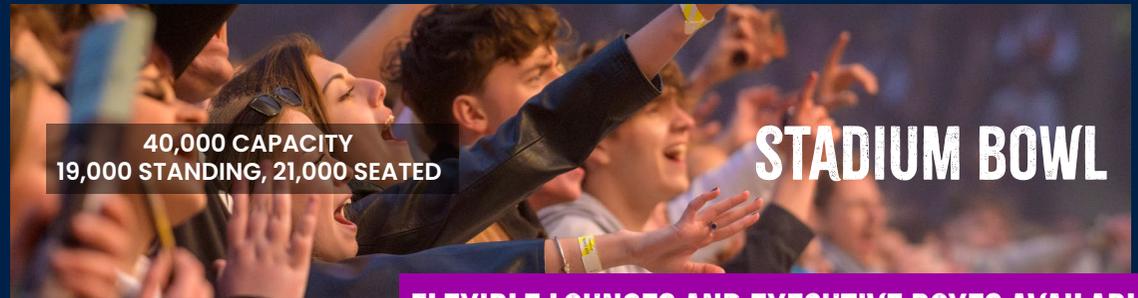


ED SHEERAN
LIVE AT COVENTRY Building Society arena
DECEMBER 5 2025

LIVE

3 GREAT VENUES 1 DESTINATION

CBS Live at Coventry Building Society Arena is the Midlands Venue of Choice. CBS Live comprises of THREE fantastic entertainment venues, all under one roof, which is why Coventry Building Society Arena have hosted the world's biggest acts, up and coming artists and a wide variety of sport, entertainment and family events.



40,000 CAPACITY
19,000 STANDING, 21,000 SEATED

STADIUM BOWL

FLEXIBLE LOUNGES AND EXECUTIVE BOXES AVAILABLE



INDOOR ARENA

10,000 STANDING CAPACITY
8,000 SEATED

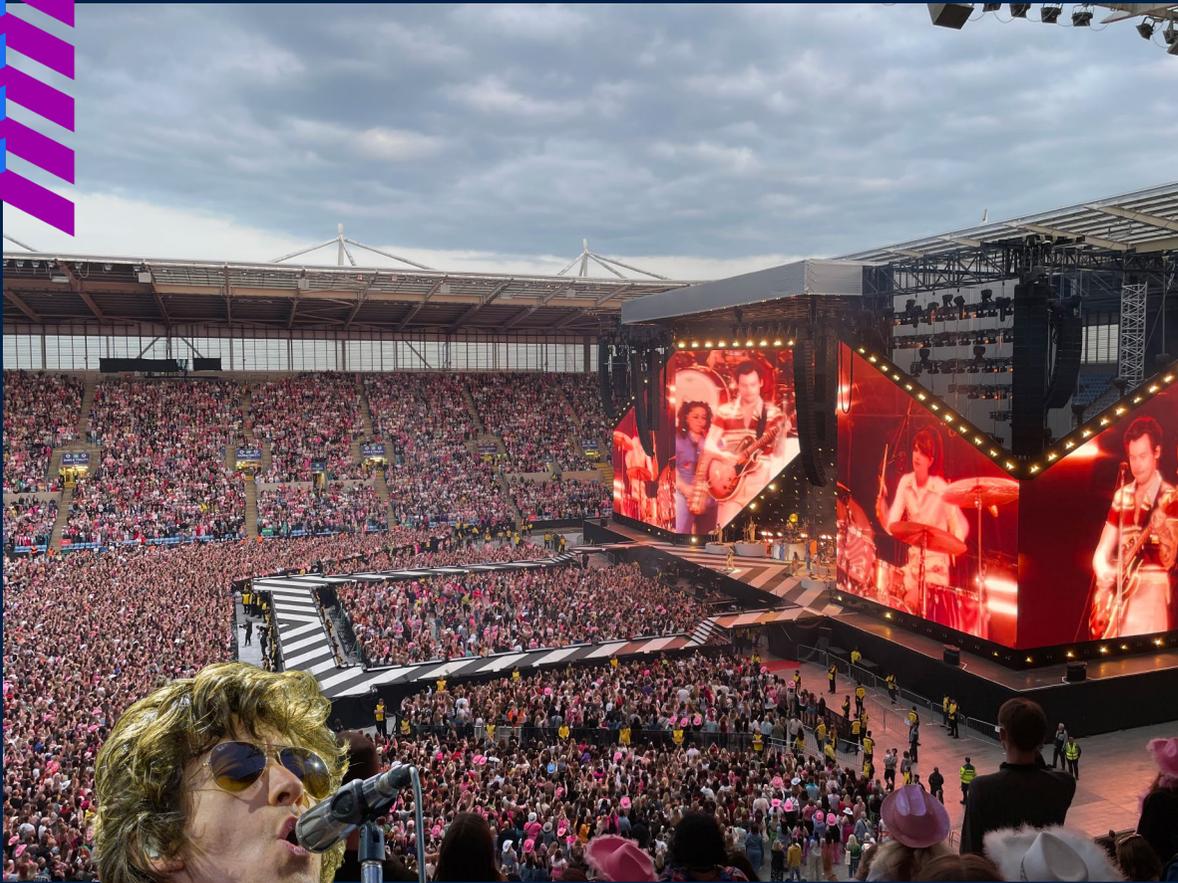
CREDIT: MARK SURRIDGE



750 STANDING CAPACITY
650 SEATED

COVENTRY ACADEMY

COVENTRY'S BEST KEPT SECRET



STADIUM BOWL

CAPACITY 40,000 | 19,00 STANDING | 21,000 SEATED



REVENUE POTENTIAL

40,000 @ £80 per ticket = £3,200,000 net of VAT

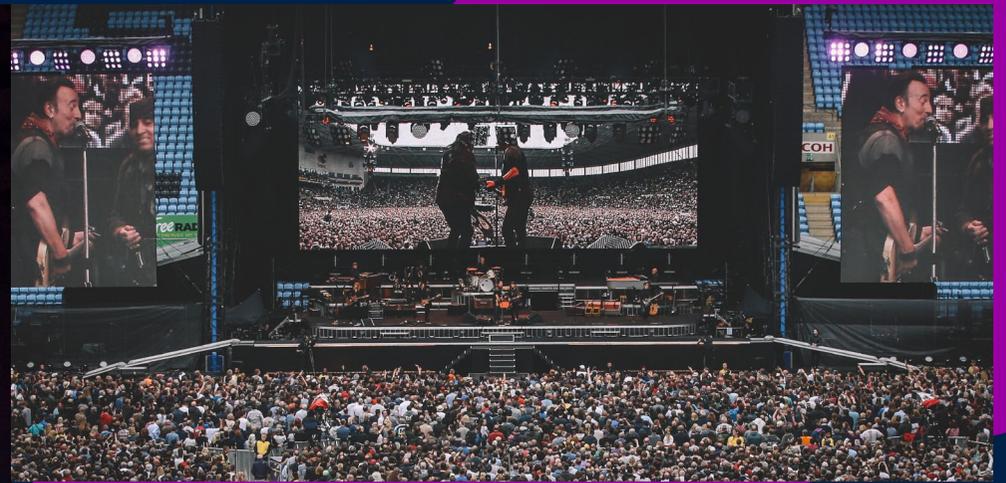
TOTAL SALES POTENTIAL = £3,200,000

Less PRS = £134,400

Less Venue Costs = From £65,000 +VAT

TOTAL PROMOTER REVENUE POTENTIAL = £3,000,600

All costs are approximate and subject to change, based on 2025/2026 rates.



CBS LIVE



COVENTRY
Building Society
stadium

CHARGES INCLUDE



- Hire cost per show night
- Five-day build-up no venue hire cost,
- In-house SIA trained security F.O.H per show day
- Cleaning per show day including waste disposal
- First Aid including paramedics per show
- Police and traffic management
- Pitch maintenance per show night
- Power
- Ballast water
- IT Infrastructure
- Merchandise venue = from 25%

ON-SITE OFFICE SPACE

- Excellent ground floor office combinations for production, promoters, tour personnel and site & safety teams.
- A range of changing rooms, warm up areas and rooms to accommodate support, main act, musicians and dancers.
- Offices with direct pitch view.



WATER SUPPLY



- An 80mm water supply available for filling ballast.
- Additional supplies available throughout to meet tour needs.

POWER SUPPLY



- Three phase power located throughout, including back stage up to 125A/3.
- Three phase power also available in various rooms along with in house capability for temporary distribution.

VEHICLE/ PLANT ACCESS



- Ample access for HGVs and cranes.
- Pitchside track 6m wide allows 30 tonnes without any additional reinforcement.
- Direct access from boneyard and site compounds.

LOCAL PREFERRED SUPPLIERS



- To make things easier, we have numerous trusted suppliers; Plant Hire, Event crew, AV, Fencing and Printing, signage and wayfinding.
- Large stock of concrete, heras fencing to create secure boneyards.

DRESSING ROOMS



- Artists Dressing Room, 120 sqm, with two dressing rooms including showers.
- Towels provided by venue at a charge.

HOSPITALITY



- Over 2000 covers
- Use of:
 - Premier Lounge
 - Watchmakers
 - Ricoh Business
 - Executive Boxes
 - Indoor Green room or After Party
 - And more..

ON-SITE DOUBLETREE BY HILTON HOTEL

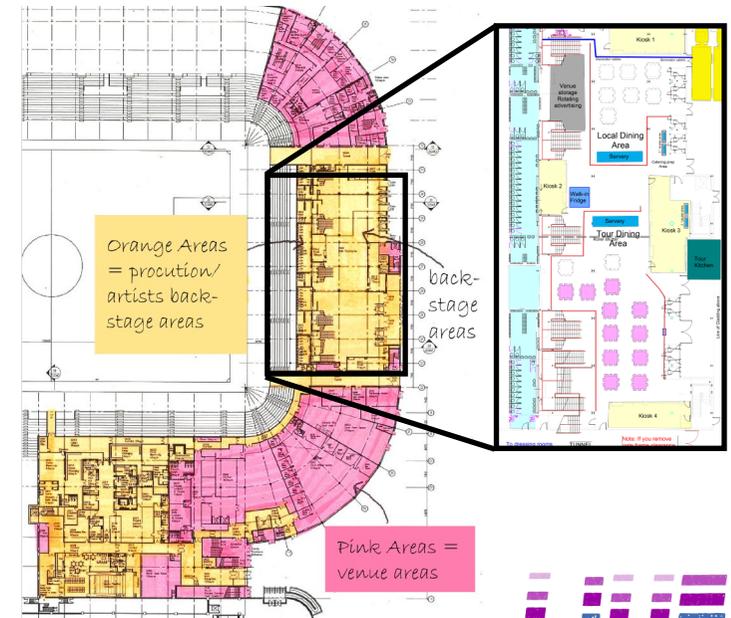
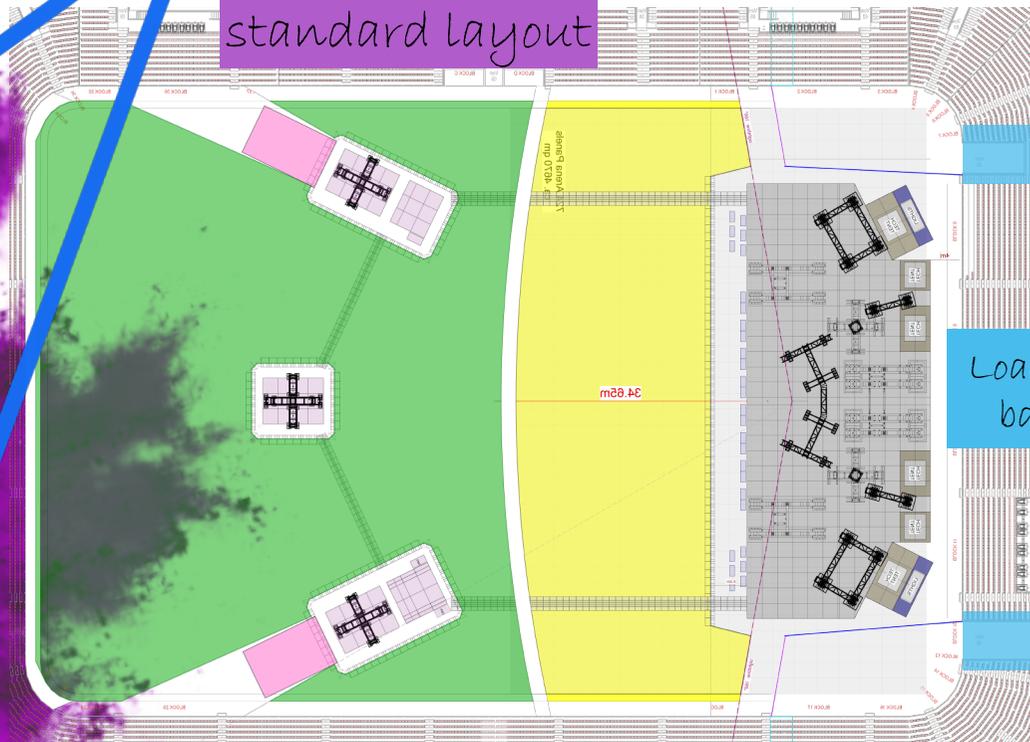


- 121 newly refurbished hotel rooms.
- The on-site hotel includes 46 pitch view rooms that convert to executive boxes, and used as dressing rooms.
- We can also source off-site hotel rooms locally at reasonable rates.

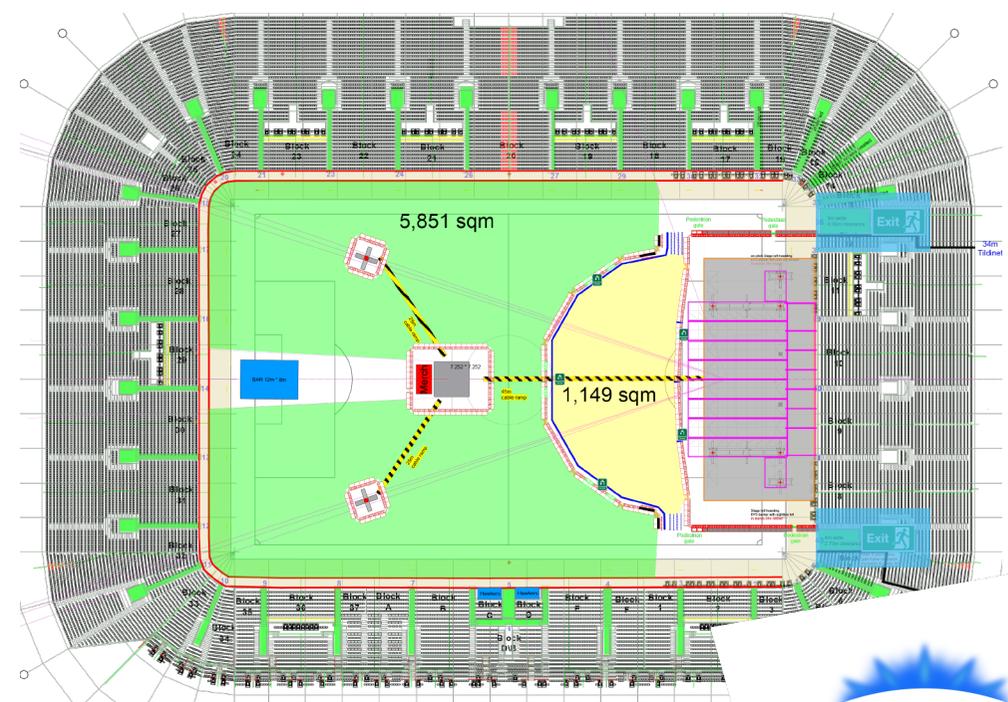
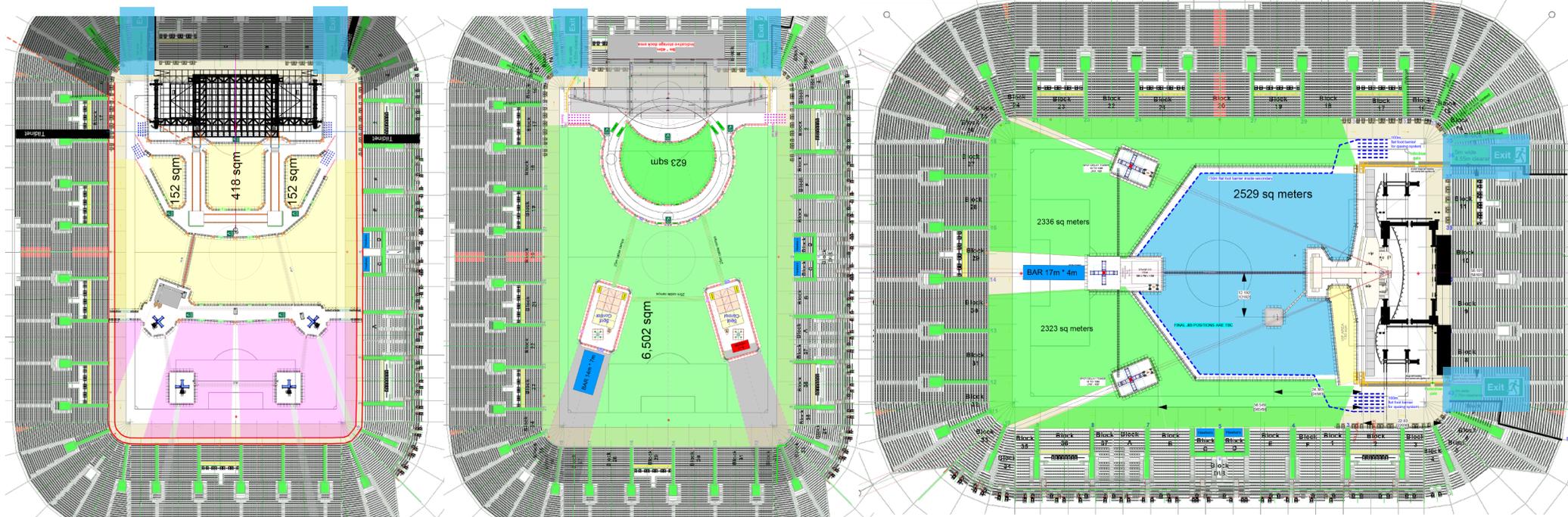
2100SQM EXTERNAL FAN VILLAGE AND 6000SQM INTERNAL



Stadium Bowl standard layout



CBS LIVE



VERSATILE STADIUM BOWL

*All information is accurate at 2025/2026, please note measurements are approximate. Enquire for more information

COLUMN

FREE



INDOOR ARENA

CAPACITY 10,000 STANDING OR 8,000 SEATED
6000SQM 110.4M X 54.6M



CBS LIVE

HALL 1 HALL 2

CAPACITY 6,000
4000SQM 73.6M X 54.6M

CAPACITY 3,000
2000SQM 36.8M X 54.6M



REVENUE POTENTIAL

10,000 @ £40 per ticket = £400,000 net of VAT

TOTAL SALES POTENTIAL = £400,000

Less PRS = £16,800

Less Venue Costs = From £25,000 +VAT

TOTAL PROMOTER REVENUE POTENTIAL = £358,200

All costs are approximate and subject to change, based on 2025/2026 rates.



CHARGES INCLUDE



- Hire cost per show night
- Load-in from 7am Show day 7am - 3am and includes wall drapes, stage, seating (incl. labour costs)
- In-house SIA trained security per show day
- Cleaning per show day
- Labour for stage build
- First aid cover per show
- Power circa (subject to production/ supply required)
- Merchandise venue = from 25%

STAGE



- 60'x 40' rock n roll steel deck stage, at 5' high. Height flexibility available.
- Clearance depends on the height of the stage, but is approx 11m.
- Bespoke stage layout available to suit.

PRODUCTION PARKING



- Truck and production car park on-site for up to 36 trucks and combined plant boneyard with 24hr security.

LOAD IN



- Gates 26 or 29, are 5m x 4m and built to give direct access into the hall. Both gates are obstruction free and lead straight from a dedicated roadway.
- Ability to hold multiple articulated production trucks in the event space during load in/ out

FLOOR LOADINGS



- The Indoor Arena loadings equate to 10 kilonewtons per sqm which is a point loading of 100 kilonewtons at 3.1m centres.

RIGGING



- Designed to support 300KN over an area of 30m x 40m. This equates to 0.25KN/m² and 11 tonnes per beam.
- Trussing is spaced at 9.2m c/c, with secondary beams at 4.5m c/c.
- Top rigging points installed prior to tenancy with in-house riggers present for load in/out.

SEATING

- Seating configurations available via third party.
- Flat floor, tiered, rear loading, rake, upholstered

POWER



- Clean event power up to 400A/3 available throughout the arena via our floor service ducts.
- Dedicated event house electricians.
- External power supply available for tour busses.

CATERING FACILITIES



- All catering can be provided by an experienced in house team, represented by Director of Catering and Executive Chef.
- Kitchen hand over can also be arranged throughout hire period.
- Use of:
 - The Anecdote
 - The Mill
 - Dhillon's Lounge
 - Faraday's
 - Built in retail kiosks

PRODUCTION



- Two Production Offices
- including telephone Broadband, Wireless all available.

MERCHANDISE



- In house concession.

LOCAL CREW



- Promoter to supply – contractor's details available on request.

SECURITY/ STEWARDS



- In house security supplier for the Indoor Arena.

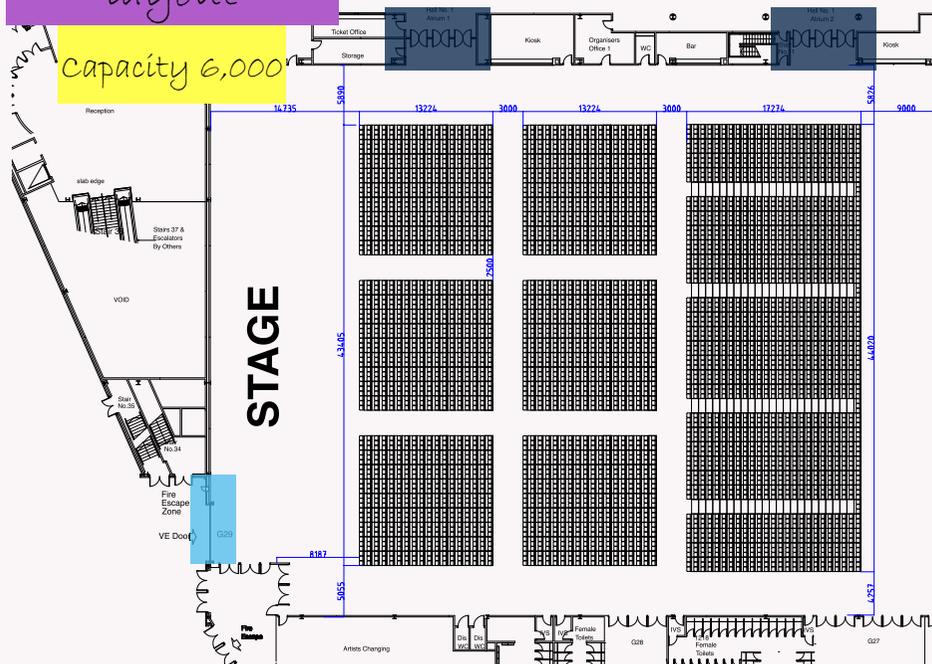
BOX OFFICE



- In house.

Hall 1 standard layout

Capacity 6,000

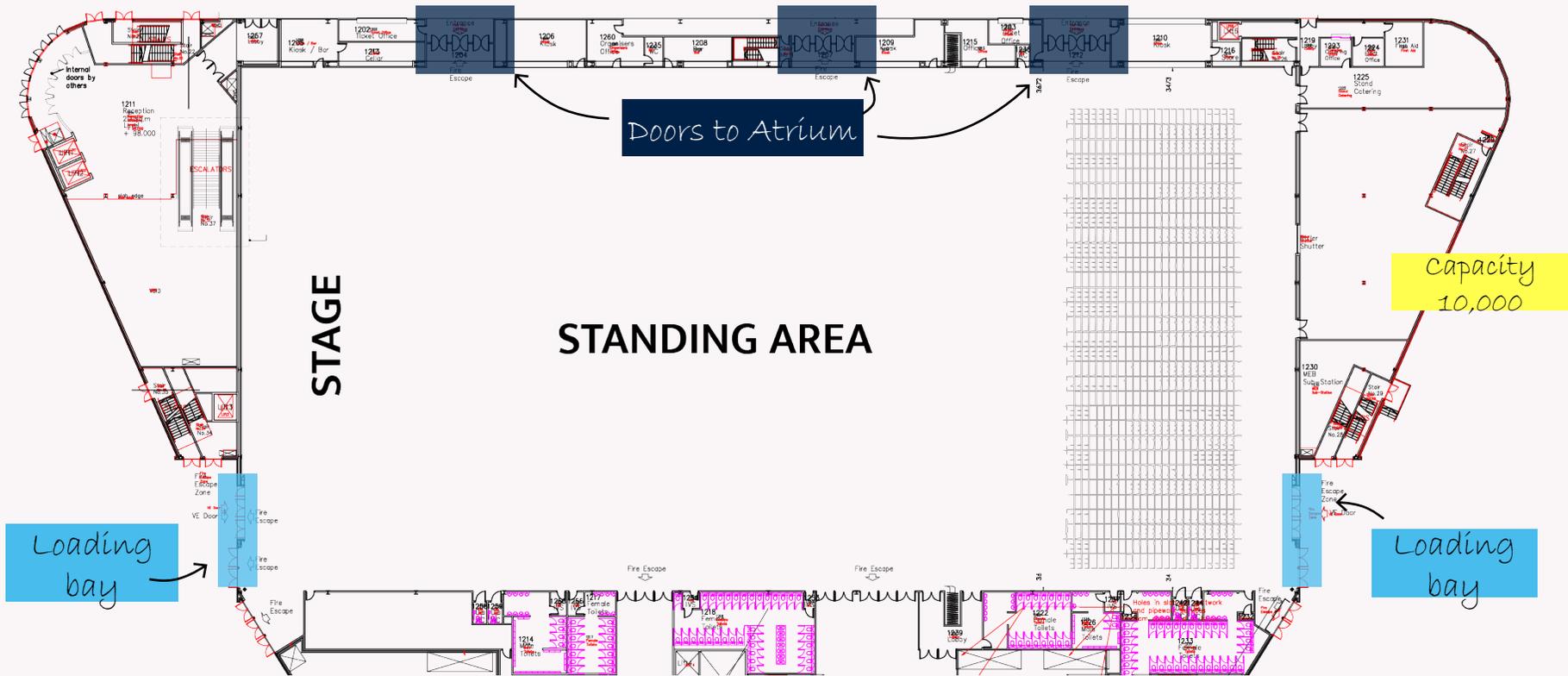


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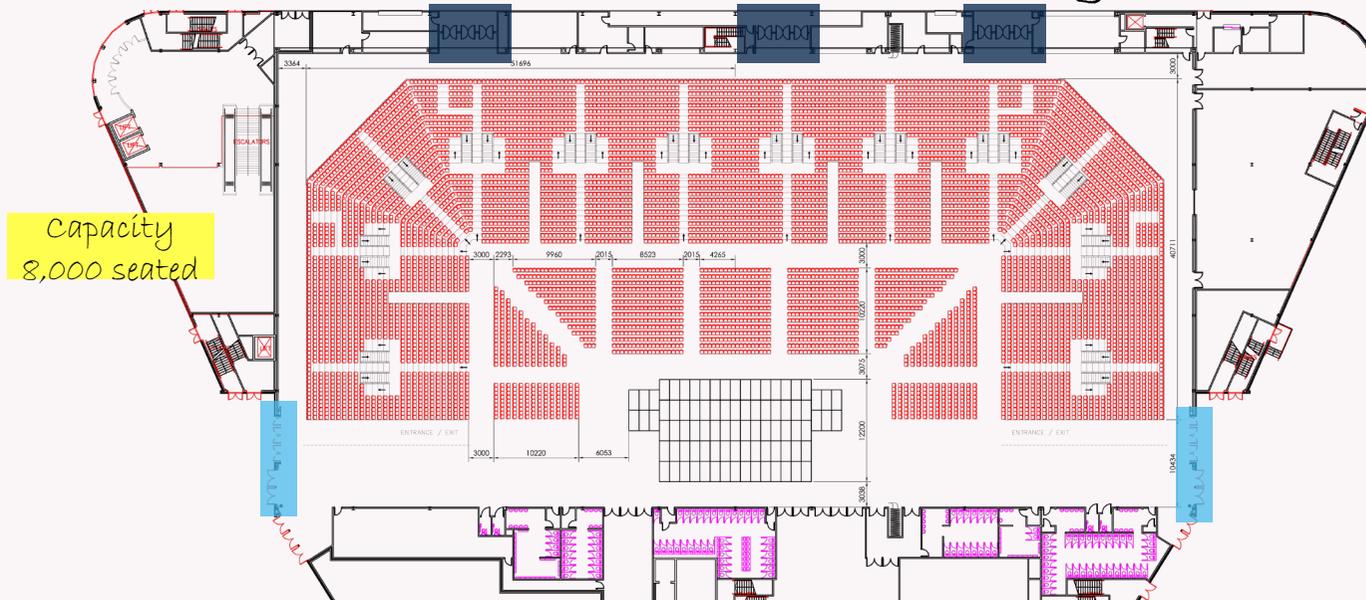
Hall 2 standard layout

Capacity 2,000





Indoor Arena (Hall 1 & 2)



THE BEST NIGHTS ARE HERE



RED HOT
CHILI
PEPPERS

OASIS

BON
JOVI

SPICE
GIRLS

HARRY STYLES

ROLLING
STONES

RAMMSTEIN

TAKE THAT

BRUCE SPRINGSTEEN

THE
PRETENDERS

KINGS OF LEON

COLDPLAY
P!NK

ARCTIC
MONKEYS

RIHANNA

THE
KILLERS

THE BEST
NIGHTS
ARE HERE



SEAN PAUL DAVIS CUP 2013



TOM GRENNAN

QUESTION TIME

PAUL SMITH OFFLOAD CATFISH AND THE BOTTLEMEN
THE SPECIALS BRYAN ADAMS

CRAIG DAVID

JESS GLYNNE
THE RISK

ED SHEERAN

CHAMPION OF CHAMPIONS SNOOKER
BRITISH GYMNASTICS 2014

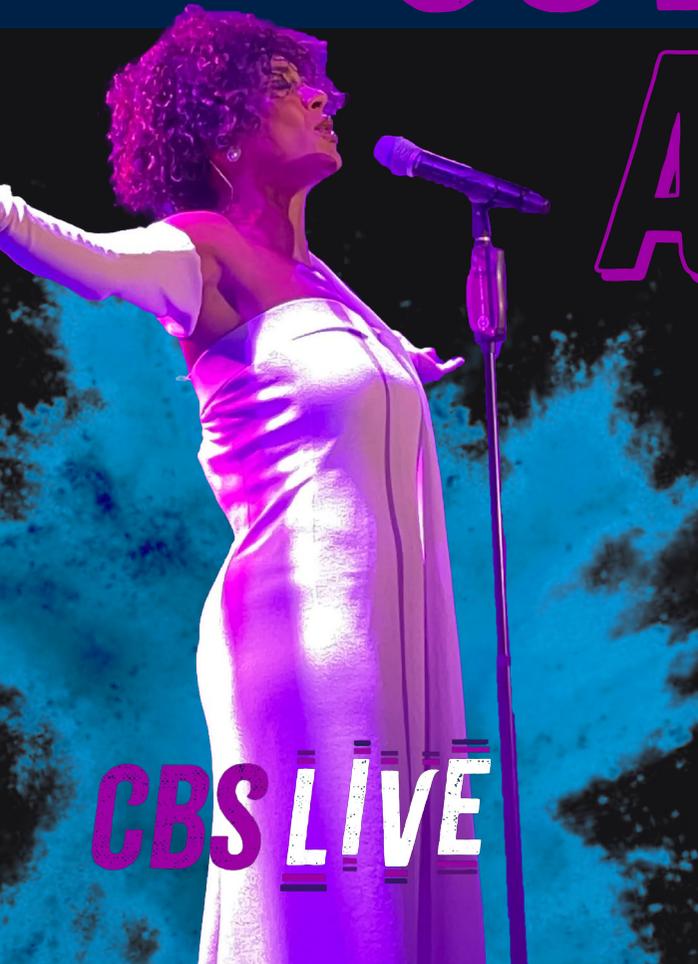
CBS LIVE





COVENTRY ACADEMY

CAPACITY 650 SEATED OR 750 STANDING



As part of the £6.3 million Commonwealth Convention Centre refurbishment. Supported by the Coventry & Warwickshire Local Enterprise Partnership (CWEP).

CBS LIVE

COVENTRYS BEST KEPT SECRET

REVENUE POTENTIAL

750 @ £25 per ticket = £18,750 net of VAT

TOTAL SALES POTENTIAL = £18,750

Less PRS = £788

Less Venue Costs = From £10,000 +VAT

TOTAL PROMOTER REVENUE POTENTIAL = £7,962

All costs are approximate and subject to change, based on 2025/2026 rates.

CHARGES INCLUDE

- Hire cost per show night
- Load-in from 6am
Show day 6am - 3am and includes wall drapes, stage, 650 seats (incl. labour costs)
- In-house SIA trained security per show day
- Cleaning per show day
- First aid cover per show
- Power circa (subject to production/ supply required)
- Merchandise venue = from 25%

LOAD IN

- Load in can be accessed via Gate 27a, off Judds Lane.
- Service Lift 3.3m x 5.5m (2.28m high) max load 6000kg.

RIGGING POINTS

- Fixed Points – Plans available upon request.

PARKING

- Truck and Production Car
Parking available with 24 hour security.

STAGE

- 11m x 3m stage circa 1m high.
- 7m widescreen projection.
- Pre-rigged stage and lighting.
- Retractable wall into Hall 3.

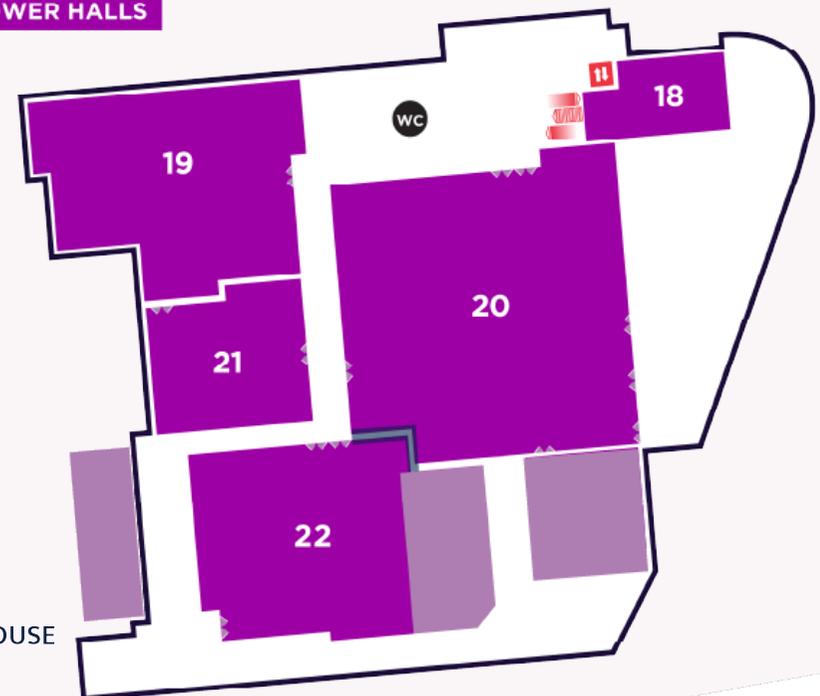
CATERING/ RETAIL

- The Clubhouse
- Hall 3/ 4

PRODUCTION

- Dedicated FOH Control room above tiered seating with clear sight line to stage
- Production Offices
- Event Offices

LOWER HALLS



LOWER HALLS

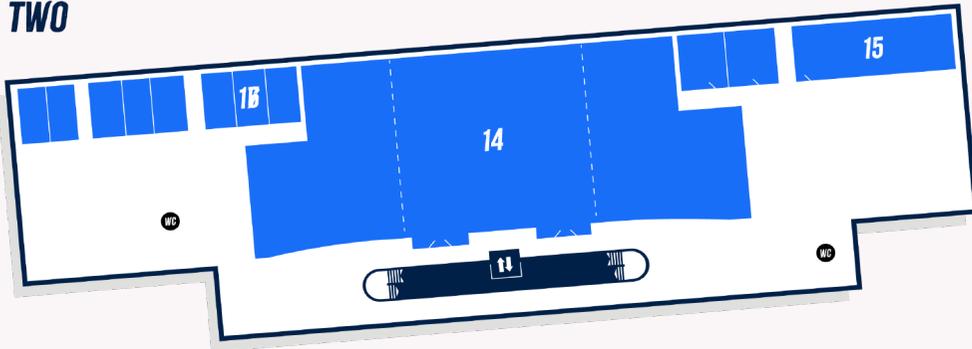
- 18 ENTRANCE
- 19 THE CLUBHOUSE
- 20 HALL 3
- 21 HALL 4
- 22 COVENTRY ACADEMY
- PRODUCTION TEAM SPACE
- PARTITION WALL/DIVIDER

THE BEST
NIGHTS
ARE HERE

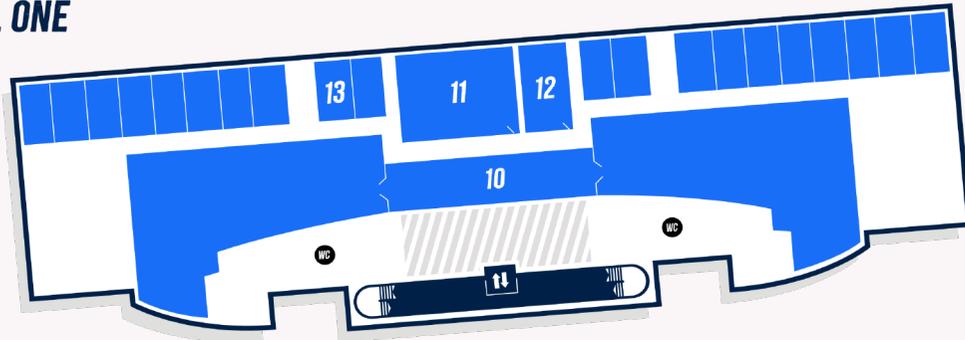
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COVENTRY
Building Society
arena

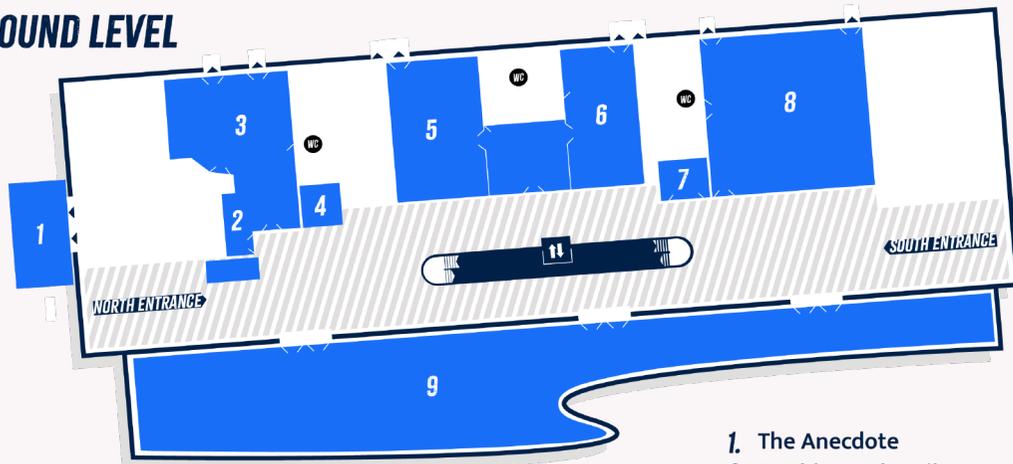
LEVEL TWO



LEVEL ONE



GROUND LEVEL



- | | | |
|-----------------------------|-----------------------------------|---------------------|
| 1. The Anecdote | 8. Dhillon's Lounge | 14. Premier Lounge |
| 2. DoubleTree by Hilton | 9. Indoor Arena | 15. Watchmakers |
| 3. The Mill Bar & Brasserie | 10. Ricoh Business Lounge (N & S) | 16. Executive Boxes |
| 4. The Bakery | 11. Boardroom | |
| 5. The Coventry Lounge | 12. Chairman's Lounge | |
| 6. Directors Lounge | 13. Executive Boxes | |
| 7. Godiva Suite | | |

PREMIUM RETAIL



We have a number of flexible lounges and executive boxes, with a collective capacity of over 2,000 covers, serviced by our in-house catering team. You can choose sit down dining, bars, restaurants, retail or a mix of everything!

THE BEST
NIGHTS
ARE HERE



FLEXIBLE LOUNGES

We have a wide range of lounges around the Arena that can hold from 50 - 750 people. These are all flexible hospitality spaces that can be used for green rooms, intimate hospitality or family & friends spaces. Whatever your need we have a room to suit it.

PREMIER LOUNGE

A column free lounge which holds over 1000 people, has panoramic pitch views with a dedicated balcony allows prime seating for any stadium concerts. The remaining 6 lounges include unique high end corporate areas all with rear access into the bowl and seating decks.

WHY MARKET *YOUR EVENT* AT COVENTRY BUILDING SOCIETY ARENA



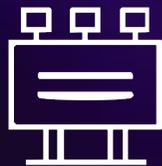
CBS Live at Coventry Building Society Arena offers promoters a powerful marketing platform, built on the arena's strong reputation as a leading UK live entertainment destination.



Every event benefits from a tailored promotional campaign, including on-sale support and a focused final push phase designed to maximise ticket sales momentum.



A detailed Gantt chart is provided, clearly outlining marketing activity, timelines, responsibilities, and budget allocation.



In-venue visibility is enhanced through free promotion across the arena's digital screen network, including high impact screens throughout public areas. Cross promotion opportunities during our conferences, exhibitions and home football games.



A complimentary PR article, distributed through the arena's established media channels, helping to drive additional awareness and editorial exposure at no extra cost.



Events are featured on the What's On page, showcased on the arena homepage, and given dedicated space on their own artist event page, complete with key show information and direct ticket links.

CBS LIVE

REACH FURTHER

SOLIHULL TOWN CENTRE

w 336px x h 504px



MERRY HILL EXTERNAL

w 2184px x h 504px



DARTMOUTH MIDDLEWAY

w 1920px x h 1080px



PANVISION BIRMINGHAM BULLRING

w 3072px x h 768px



A CHOICE OF SCREENS IN VARIOUS EXTERNAL LOCATIONS

A38 BIRMINGHAM FLYOVER

w 864px x h 432px



FOSSE PARK SHOPPING

w 1080px x h 1920px



COSTS VARY - PLEASE ASK THE TEAM

SOCIAL MEDIA



29 000 FOLLOWERS
10 000 IMPRESSIONS



7 564 FOLLOWERS
15,000 IMPRESSIONS

10 400 FOLLOWERS 
59 000 IMPRESSIONS

WEBSITE

48 000 VISITORS PER
MONTH (AVERAGE)

1.3 MILLION+
**ON-SITE
ADVERTISING**
FOOTFALL PER YEAR

EMAIL DATABASE 86 864 CONTACTS

78 477 SUBSCRIBERS 45.8% OPEN RATE
(AVERAGE)

264 358 CONTACTS THROUGH OUR
LOCAL PARTNERSHIPS

80 000 DATABASE WITH
COVENTRY CITY COUNCIL



**DESTINATION
COVENTRY**

COVENTRY | 
Building Society



Coventry City Council

MARKETING POWER

MEET YOUR LIVE TEAM AT CBS ARENA



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& Sales Executive
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Coventry Building Society Arena

THE
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www.coventrybuildingsocietyarena.co.uk

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