EVENT VENUE

SAP GARDEN



EXPERIENCE.
CELEBRATE.
BE AMAZED.

WELCOME TO
SAP GARDEN

The SAP Garden offers you the perfect setting for your corporate events.

Whether it's exclusive company parties, inspiring conferences,
innovative workshops, or unforgettable client events –
we have the space you need to turn your visions into reality.

Experience state-of-the-art technology, an atmosphere like no other,
and customized services that will make your event truly unforgettable.

VIP | Level 2

VIP | Level 1

VIP | Level 0

Players Club

Press Room



VIP

LEVEL 0



Networking events
Customer events
Conferences
Receptions
Trade fairs

Key Facts

Area	290 m²
Location	Level 0
Stadium view	Yes

Capacities

Banquet	Theatre	Cocktail reception	Classroom
214	100	300	30

Features

Exclusive VIP lounge with a view of the stadium
Cozy, family-friendly lounge atmosphere
LED wall for presentations in a VIP setting
Permanently installed sound system for events
Touchscreen panel for lighting and sound control
Digital screens for custom branding

VIP
LEVEL 1



Breakout sessions
Show cooking
Workshops
Seminares
Meetings

Key Facts

Area	375 m²
Location	Level 1
Stadium view	No

Capacities

Banquet	Theatre	Classroom	U-shape
175	40	24	18

Features

VIP Lounge with a view of the Olympic Park
An elegant yet relaxed atmosphere
Integrated show kitchen for a refined dining experience
LED wall for presentations
Permanently installed sound system for events
Touch panel for lighting and sound control
Digital screens for custom branding

VIP

LEVEL 1 BOXES

Breakout sessions
Workshops
Seminars
Meetings



Key Facts

Area	20 m²
Location	Level 1
Stadium view	Yes

Capacities

Banquet
10

Features

Exclusive boxes for up to 10 people
Direct view of the playing field
Comprehensive service, functionality and comfort
State-of-the-art conference technology
Digital screens for custom branding
Smart privacy system for discretion at the push of a button

VIP
LEVEL 2



Product presentations
Trade fair exhibitions
After-show parties
Christmas parties
Lecture series

Key Facts

Area	605 m²
Location	Level 2
Stadium view	No

Capacities

Banquet	Theatre	Cocktail reception
324	200	450

Features

Largest lounge area in SAP Garden
Flexible room layout for a variety of event set-ups
LED wall for presentations in a VIP setting
Permanently installed sound system for events
Touch panel for lighting and sound control
Digital screens for custom branding
Can be extended with THE WIIING

VIP

LEVEL 2
THE WIIING



A terrace with a stadium atmosphere
The perfect upgrade for your event!

PLAYERS CLUB

LEVEL -2

Presentations
Media events
Workshops
Dinners



Key Facts

Area	90 m²
Location	Level -2
Stadium view	No

Capacities

Banquet	Theatre	Cocktail reception
36	30	50

Features

Premium space with its own bar and buffet
Interactive glass wall with HDMI connection
Permanently installed sound system for events
Touch panel for lighting and sound control
Digital screens for custom branding
Right next to the mixed zone and the players' tunnel

PRESS ROOM

LEVEL -2



Business evenings
Presentations
Media events

Key Facts

Area	99 m²
Location	Level -2
Stadium view	No

Capacities

Theatre	Class room	U-shape
50	24	18

Features

Modern press conference room
State-of-the-art press conference technology
Permanently installed sound system for event set-ups
Touch panel for lighting and sound control
Digital screens for custom branding
Right next to the mixed zone and the players' tunnel

ARE YOU LOOKING FOR AN EXTRAORDINARY STAGE FOR YOUR NEXT MAJOR EVENT?

Additional information is available upon request.



SPECIALS

STADIUM BRANDING

Put your company in the spotlight

With branding on the LED Cube, you'll take center stage in the arena: the perfect opportunity to showcase your corporate identity, highlight sponsors, or create a customized event experience.

GUEST SPEAKER

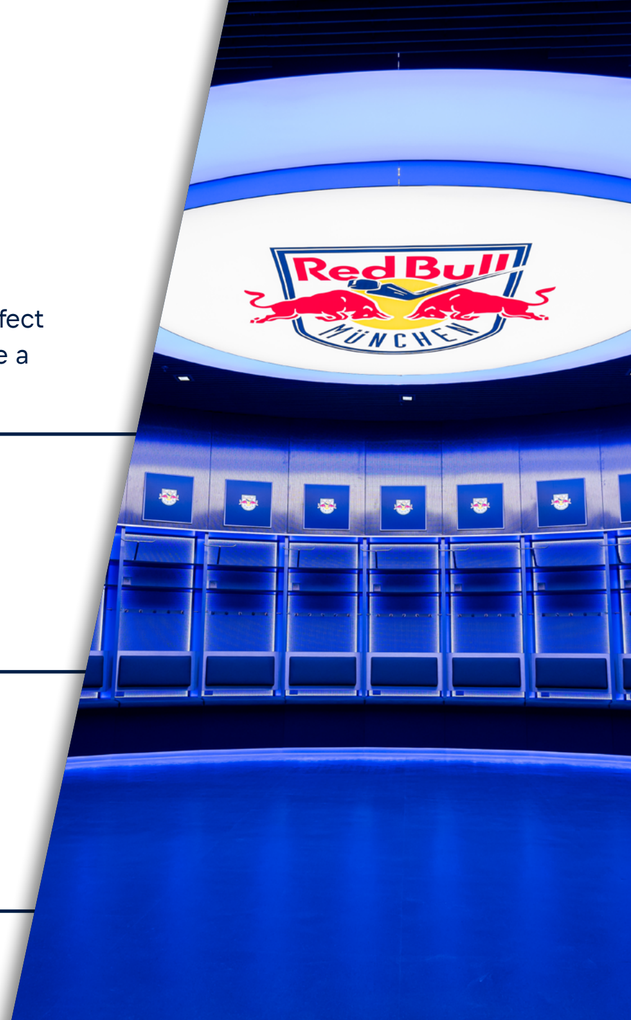
An exclusive first-hand presentation

Enrich your event with an inspiring presentation by one of our managing directors, sports directors, or hockey players. Learn exciting behind-the-scenes stories, interesting facts, and exclusive details about the SAP Garden.

ARENA TOURS

A look behind the scenes

Experience the SAP Garden from a whole new perspective! During our exclusive stadium tours, you'll gain exciting insights into what goes on behind the scenes at the arena.



STRONG PARTNERS AT OUR SIDE

To ensure your event is a complete success, we work with select partners. Together, we make sure that catering, technology, security, and equipment all work together seamlessly.

Do you have any additional ideas or requirements for your event? Please get in touch with us.

We'd be happy to assist you through our network!

DO&CO

Securitas

WBLT EVENT + MEDIA

onpoint film & event

FUSION rent
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TEAM EVENTURELINE


SAP garden
RedBull
MÜNCHEN
databricks
DATA'AI WORLD TOUR

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Red Bull
STADION MÜNCHEN GMBH

WE LOOK FORWARD TO RECEIVING YOUR EVENT ENQUIRY!