



The Quarter Ahead

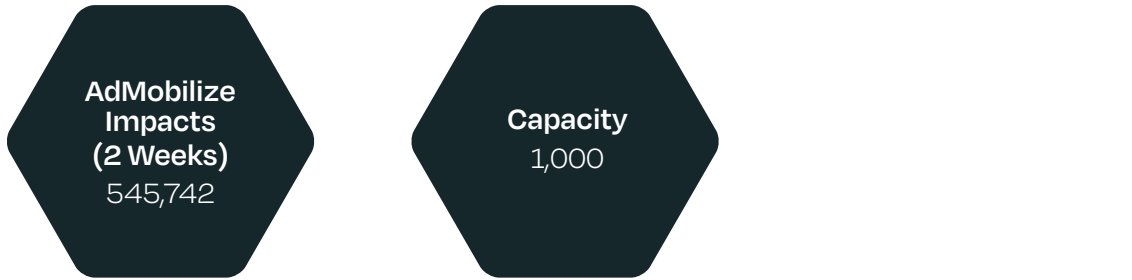
Q1 2025

Introducing The Quarter Ahead

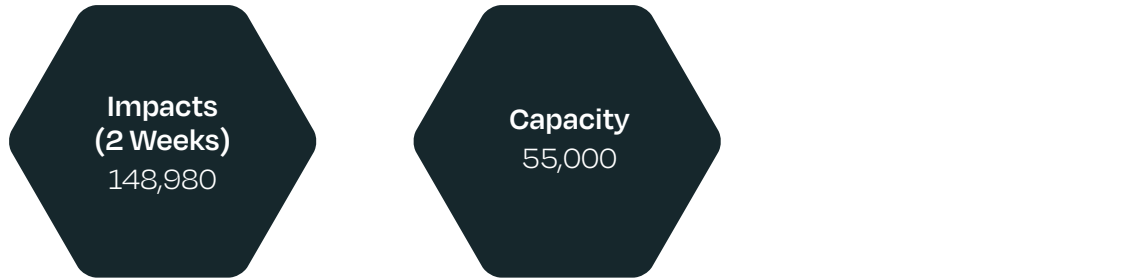
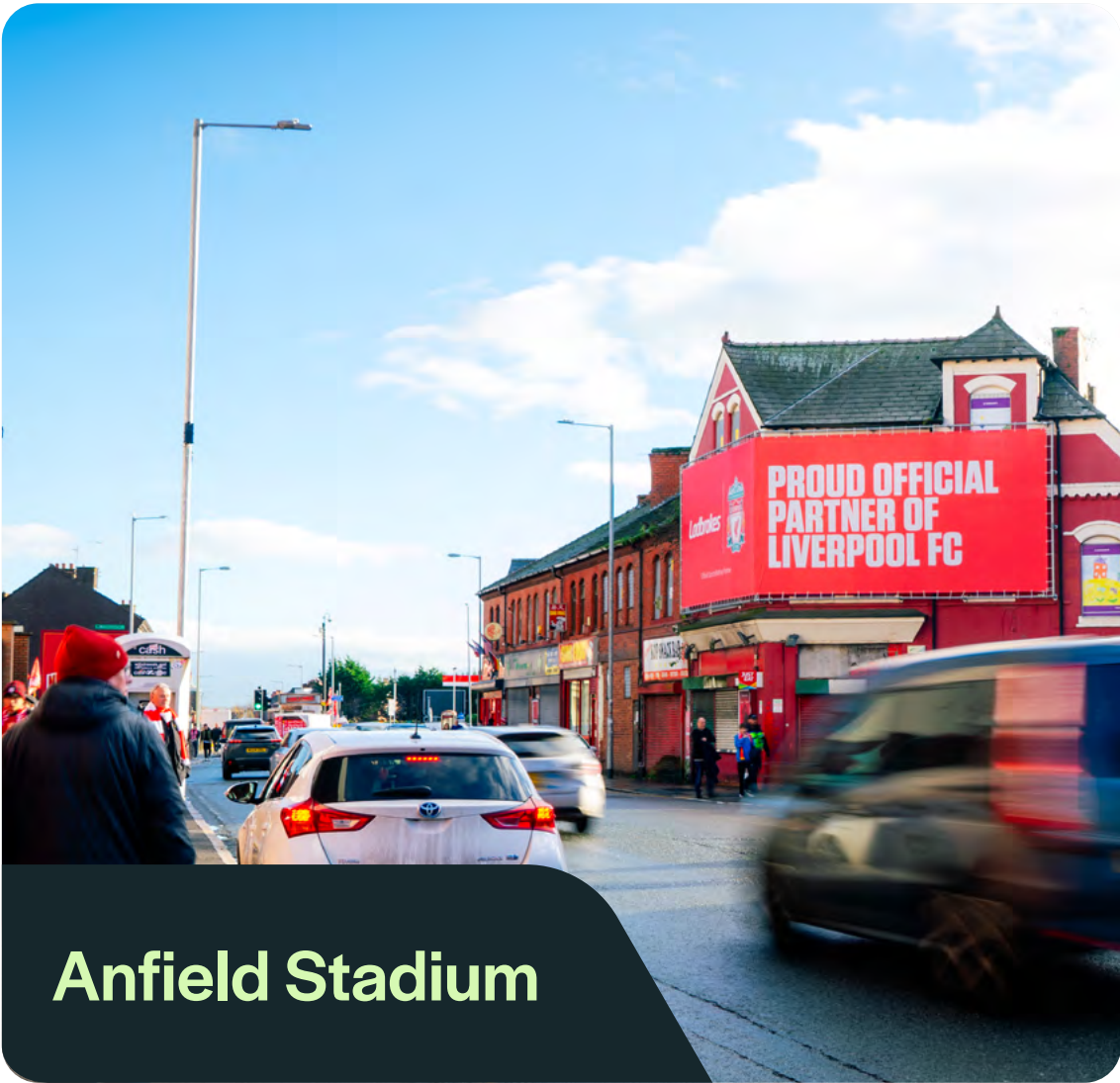
A new feature for 2025 highlighting the major events taking place in the cities where our prime event-day locations make an impact: London, Liverpool, and Manchester. From sell-out shows to unmissable match days, this guide helps brands align with the key moments happening across each quarter while giving them the chance to connect with the diverse audiences on offer at each location – from fun-loving families and spend-happy students to passionate football and music fans. Here's a snapshot of what's coming up in Q1 2025...



Situated near the 90,000-capacity Wembley Stadium, our BOXPARK Wembley site is located atop this prime leisure destination, with this area home to major sporting, music events and fanzones. The site also offers year-round appeal to those working and living in the Wembley Park area.



Located in the Baltic Triangle, BOXPARK Liverpool is a vibrant addition to the city's cultural scene. With three major advertising opportunities on offer here, this location offers unmatched access to a sizeable outgoing audience.



Positioned opposite Anfield Stadium, our Anfield Banner site sees traffic year-round, while welcoming up to 55,000 fans on match days. The stadium also hosts major summer music events, with this year's key events including Lana Del Rey and Dua Lipa.



Located next to Old Trafford Stadium, Hotel Football presents three unique advertising opportunities: two digital screens, a banner and a mural. On match days, this site connects with 75,000 fans, while hitting a year-round audience.

Q1 Event Highlights



21st Jan Liverpool vs. Lille UCL

9th Feb NFL Superbowl LIX Fanpark

8th Mar Liverpool vs. Southampton



1st Feb Sky Sports Fight Night

26th Feb England Lionesses vs. Spain

16th Mar Carabao Cup Finals



2nd Feb Man United vs. Crystal Palace

26th Feb Man United vs. Ipswich

8th Mar Man United vs. Arsenal

Dive into our first edition to discover what's in store across Q1 2025.

January 2025

Liverpool

18th	Liverpool vs. Brentford KO @ 15:00pm	Anfield Stadium
19th	Everton vs. Spurs Fanpark	BOXPARK Liverpool
20th	What's Your Dream Book Launch with Simon Squibb	BOXPARK Liverpool
20th-26th	Wellness Week	BOXPARK Liverpool
21st	Liverpool vs. Lille UEFA Champions League KO @ 20:00pm	Anfield Stadium
21st	UEFA Champions League Fanpark	BOXPARK Liverpool
23rd	UEFA Europa League Fanpark	BOXPARK Liverpool
25th	Liverpool vs. Ipswich KO @ 15:00pm	Anfield Stadium
29th	Liverpool vs. PSV UEFA Champions League KO @ 20:00pm	Anfield Stadium
30th	UEFA Europa League Fanpark	BOXPARK Liverpool
31st	Six Nations Live Screening	BOXPARK Liverpool

London

18th	The Arenacross Tour	Wembley OVO Arena
18th	Premier League Live: GW22	BOXPARK Wembley
21st	UEFA Champions League Live Screening	BOXPARK Wembley
24th	G.E.M	Wembley OVO Arena
25th	Premier League Live: GW23	BOXPARK Wembley
26th	Rewind 90s Queens	Wembley OVO Arena
29th	UEFA Champions League Live Screening	BOXPARK Wembley
30th	UEFA Europa League Live Screening	BOXPARK Wembley
31st	Six Nations Live Screening	BOXPARK Wembley

Sports

Kids & Family

Music

Entertainment

Other

Manchester

19th	Manchester United vs. Brighton KO @ 14:00pm	Old Trafford
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* Please note, the above is a selection of the top events happening at each location, with events constantly being added at each venue. Please check the relevant event websites for these events and more: BOXPARK Liverpool & Wembley, Anfield (Liverpool FC), Wembley OVO Arena, Manchester United.

February 2025

Liverpool

1st	Party-N-Paint	BOXPARK Liverpool
1st	Six Nations Live Screening	BOXPARK Liverpool
6th	Amped Up: The Joys, The Drivers Club, Match Fixing	BOXPARK Liverpool
8th-9th	Six Nations Live Screening	BOXPARK Liverpool
9th	NFL Superbowl LIX Fanpark	BOXPARK Liverpool
11th	Merseyside Derby: Family Feud	BOXPARK Liverpool
14th	Valentines Bottemless Bingo	BOXPARK Liverpool
16th	Lovers' Brunch: Braun Et X Pie Radio	BOXPARK Liverpool
16th	Liverpool vs. Wolves KO @ 14:00pm	Anfield Stadium
22nd-23rd	Six Nations Live Screening	BOXPARK Liverpool
26th	Liverpool vs. Newcastle KO @ 20:00pm	BOXPARK Liverpool

London

1st	Sky Sports Fight Night	Wembley OVO Arena
1st	Six Nations Live Screening	BOXPARK Wembley
5th	Carabao Cup Live: Semi-Final	BOXPARK Wembley
5th	Toto	Wembley OVO Arena
7th	Papa Roach	Wembley OVO Arena
8th	Dean Lewis	Wembley OVO Arena
8th-9th	Six Nations Live Screening	BOXPARK Wembley
9th	NFL Superbowl LIX Fanpark	BOXPARK Wembley
9th	Raver Tots	BOXPARK Wembley
10th-11th	Young Voices	Wembley OVO Arena
13th	James Bay: Up All Night Tour	Wembley OVO Arena

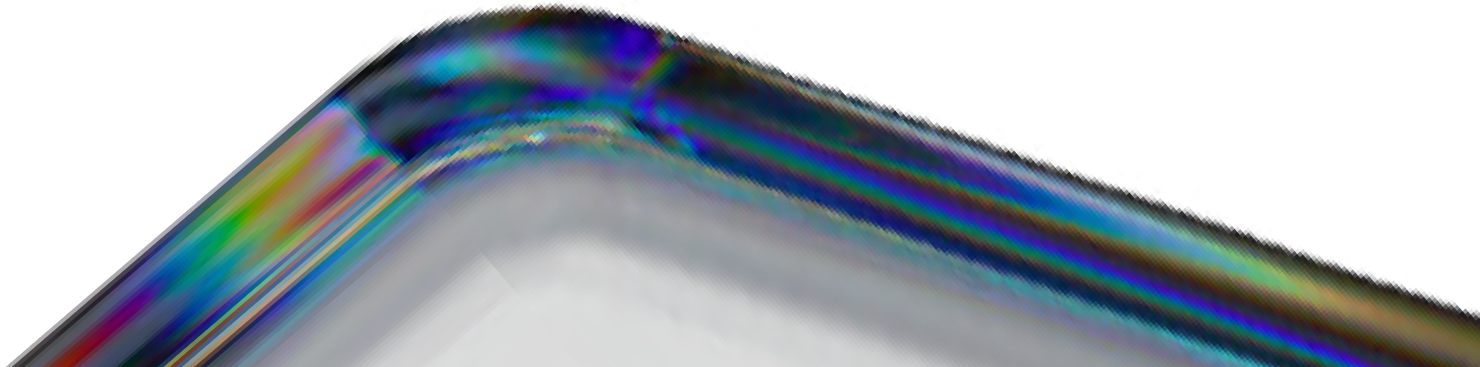


20th-23rd	Disney On Ice: 100 Years of Wonder	Wembley OVO Arena
22nd-23rd	Six Nations Live Screening	BOXPARK Wembley
25th	Pantera	Wembley OVO Arena
26th	England vs. Spain Women's Nations League KO @ 20:00pm	Wembley Stadium
26th	Lionesses Fanpark	BOXPARK Wembley
28th	Lenny Kravitz	Wembley OVO Arena

Manchester

2nd	Manchester United vs. Crystal Palace KO @ 14:00pm	Old Trafford
26th	Manchester United vs. Ipswich KO @ 20:00pm	Old Trafford

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March 2025

Liverpool

8th	Liverpool vs. Southampton KO @ 15:00pm	Anfield Stadium
15th	Six Nations Live Screening	BOXPARK Liverpool
30th	Soulside Mother's Day Bottomless Brunch	BOXPARK Liverpool

London

2nd	Aespa	Wembley OVO Arena
6th-7th	Teddy Swims	Wembley OVO Arena
8th	Sidemen Charity Match	Wembley Stadium
8th	Sidemen Charity Match Fanpark	BOXPARK Wembley
8th	Kidz Bop Live	Wembley OVO Arena
9th	EBI	Wembley OVO Arena
16th	Carabao Cup Final	Wembley Stadium

16th	Loserville with Limp Bizkit	Wembley OVO Arena
19th	Voice in a Million	Wembley OVO Arena
20th	Tom Segura	Wembley OVO Arena
21st	England vs. Albania World Cup Qualifiers KO @ 19:45pm	Wembley Stadium
24th	England vs. Latvia World Cup Qualifiers KO @ 19:45pm	Wembley Stadium
29th	The Darkness	Wembley OVO Arena

Manchester

8th	Manchester United vs. Arsenal KO @ 15:00pm	Old Trafford
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Coming Soon

Lana Del Rey
UK AND IRELAND TOUR 2025



Liverpool

24th - 25th Jun Dua Lipa
28th Jun Lana Del Rey

dua lipa
radical optimism tour



London

20th - 21st Jun Dua Lipa
26th Jun Guns 'N' Roses
28th Jun Linkin Park Fanpark

Fully Booked



Manchester

5th Apr Man United vs. Man City
27th Apr Manchester Marathon

Align your brand with the action.

Want to know more about availability around key event moments?

Please contact [**jamie.fisher@openmedia.uk.com**](mailto:jamie.fisher@openmedia.uk.com) for more information.