



Official Hospitality Reseller

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Liverpool FC claim their first victory in Champions League 2024

03 October 2024, Liverpool, UK

And we're off... Anfield Stadium hosted Liverpool Football Club's first Champion's League fixture of the 2024-2025 season on Wednesday, 2 October, with the Reds squaring off against Bologna Football Club 1909. LFC claimed victory against the Rossoblu, sending the visiting Italian team home with a final score of 2-0 to the delight of the Anfield crowd.

The Founders Lounge welcomed an array of LFC-supporting guests, providing a vibrant atmosphere and exceptional service for its first European night under the floodlights at Anfield in 2024.

The Founders Lounge – on offer by BEYOND Hospitality – is a new hospitality addition to Anfield Stadium, providing a premium match experience that includes spectacular pitch views, padded seating, and five-course dining.

The Lounge is available exclusively to LFC supporters. In addition to a gourmet menu and signature cocktails, guests rub shoulders with Liverpool legends at every match.

“It's brilliant to have started the Champions League campaign on such a high note, and we are excited for the rest of the season ahead. BEYOND is honoured to represent the great LFC brand through the Founders Lounge, and are proud of the trust placed in us to bring the venue to the market,” says James Byrom, UK Events Managing Director for BEYOND Hospitality.

Ticket-inclusive Founders Lounge passes for all Liverpool FC home fixtures are available to purchase directly on www.liverpoolfchospitality.com, and via select [sub-agents](#).

Media: For more, contact media@beyond-hospitality.com or beyond@thewilful.com.

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About Liverpool Football Club and Athletic Grounds Limited and BEYOND Hospitality Group UK

BEYOND Hospitality Group was founded in 2023 by visionaries and veterans of sports hospitality, bringing together decades of expertise and a proven track record – to reimagine remarkable events. BEYOND is more than a sales or implementation partner; we cover the full spectrum of hospitality programme creation and curation for event-owners, starting with strategy through to the development of products and pricing, inventory management, sales, marketing, and more.

For more information about BEYOND Hospitality, visit www.beyond-hospitality.com or email LFC.Hospitality@beyond-hospitality.com.

Founded in 1892, **Liverpool FC** is one of the world's most historic and famous football clubs, having won 19 League Titles, including the Premier League, eight FA Cups, nine League Cups, six European Cups, three UEFA Cups, four European Super Cps and 16 Charity Shields. The Liverpool Football Club and Athletic Grounds Limited (LFC) is owned by Fenway Sports Group LLC, through certain wholly owned subsidiaries.

For more details and to purchase official hospitality, please visit www.liverpoolfchospitality.com.

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