

Athletic Club

Experience



**BILBAO
BIZKAIA**
be basque

Be part of
something
unique

- Athletic Club Museoa, the incredible history of a club that is different
- Match Day Experience: red and white passion in its purest form
- The finest Basque gastronomy inside the actual stadium
- San Mamés, the legend of the Cathedral of football

BILBAO BIZKAIA

Athletic
Club

Experience



Save money with this handy card when planning your stay in Bilbao Bizkaia, both on public transport and on tickets to museums, shows, restaurants, shops and other leisure facilities. Ask for it at the Bilbao Turismo offices or at:

www.bilbaobizkaiaicard.com

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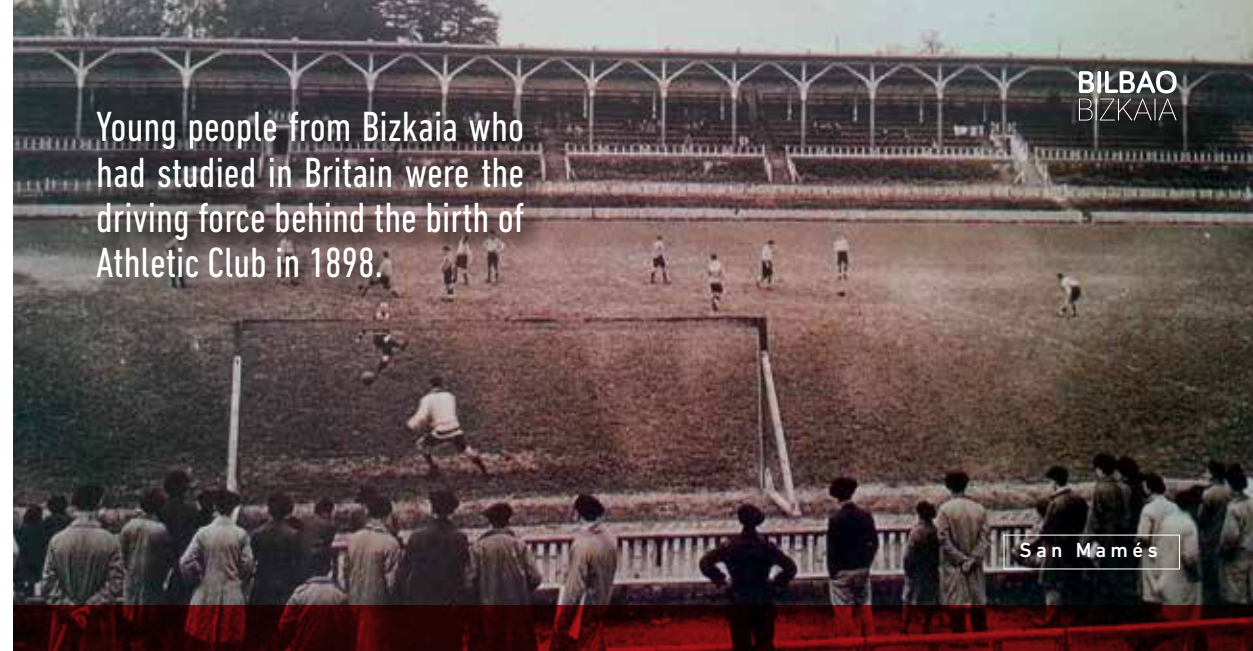
To be a unique team... **IS SOMETHING MAGICAL**

You have before you the perfect **ambassador of Bilbao Bizkaia** and the best host for everyone who visits the city. **Athletic Club** is a unique club in the world. A unique football team with an internationally recognised supporter base and a top stadium. More than one hundred years old, it has always been in the First Division. The idiosyncrasy of the footballers who wear the red and white shirt being Basque makes it a unique and different team from the rest. If you want to know more about its history, visit **Athletic Club Museoa** and learn first-hand about all its achievements.

<https://sanmames.athletic-club.eus/museo/>

FROM THE BRITISH ISLES TO BILBAO

To talk about **Athletic Club** is to talk about tradition, of the strong link it has with the Basque people, but... Did you know that it was founded as a reference to clubs from the United Kingdom? In the 19th century, during the industrialisation that Bilbao Bizkaia was undergoing, a big wave of British people arrived in the capital of Bizkaia to work. They brought with them a sport that was unknown at the time: football. A few years later, these and some young people from Bizkaia who had studied in Britain promoted the **birth of Athletic Club in 1898**. At that very moment, the legendary history of this club began to be forged.



ALIRÓN! ALIRÓN! Athletic is the Champion!

This is how Athletic Club celebrates its victories. The miners of Bizkaia at the end of the 19th century marked the veins of pure ore with the sign "All Iron" and expressed their joy by shouting in unison: Alirón! Alirón!

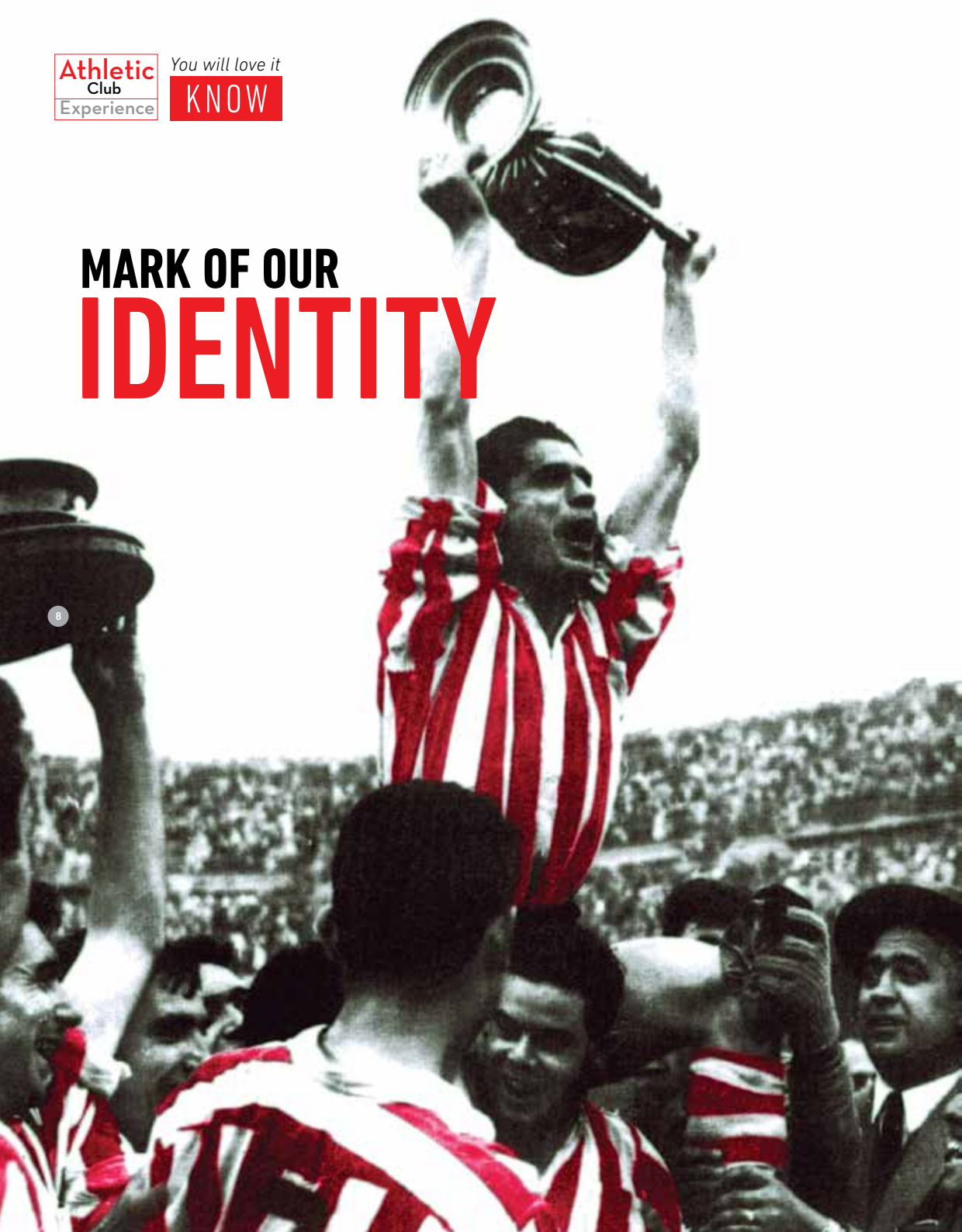


MARK OF OUR IDENTITY

The one thing that singles out Athletic Club from other teams is its philosophy. The club has become 'the mirror to look into' when we want to feel identified with what is ours. Its history endorses it. In its **more than 120 years of existence** it has always been in the First Division, has won titles and has continued to compete in both national and continental finals. All of this with the idea of playing with boys and girls born in the Basque Country or trained in clubs in this territory, values becoming less and less common in this sport.



This way of living football does not impair Athletic Club but makes it stronger. There is not a boy or girl in Bilbao Bizkaia who does not have an Athletic Club shirt at home or who has not been to **San Mamés** with their family. Match days turn the streets of the city into a red and white wave and San Mamés, cradle of *the lions*, roars shouting *Athletic*. This pride makes the communion between the team and supporters indestructible. The institution walks hand in hand with its city and territory.



The Cathedral of football

San Mamés was and is a unique stadium in the world. A ground where an arch became the icon of the club. The respect for the player and the passion at the matches made it a legendary ground in the world. It was inaugurated in 1913, and the current stadium was built 100 years later, on the same site. But do you know where its name comes from?

Athletic Club's stadium was created next to the current Casa de la Misericordia (House of Mercy), where Mamés, a saint thrown to the lions to be devoured alive for being a Christian, is worshipped. This is why the players of the Bizkaia club are colloquially known as lions. The mystique of the old San Mamés turned it into a cathedral.



San Mamés

A TRACK RECORD WITHIN THE REACH OF VERY FEW

MEN'S TEAM



8 LEAGUES



24 CUPS



3 SUPER CUPS



1 EVA DUARTE CUP

WOMEN



5 LEAGUES



Footballers leaving THEIR MARK

Over the years several terms have emerged in the world of football to give names to supporters, chants and trophies, among others. Such is the history of Athletic Club and the legacy left by some of its players, that several of the awards handed out each season in La Liga have to do with historic players of the red and white club, such as the **Pichichi** or **Zarra** awards.

Rafael Moreno Aranzadi, better known as **Pichichi**, was an Athletic Club striker who scored a total of 83 goals in 89 official matches. When the daily sports newspaper Marca decided to create a trophy for the top scorer of the Spanish League in 1953, they decided to name it after him.



But if we are talking about goals, let's talk about **Telmo Zarraonaindia**. Zarra scored 335 goals in 354 matches. In his fifteen seasons as a red and white player, he won one League, five Cups, one Eva Duarte Cup. He was Pichichi of the category on six occasions. Currently, the national player who has scored the most goals in La Liga receives this trophy.



If you are interested in knowing more about who Pichichi or Zarra was, we invite you to visit the Athletic Club Museoa.

<https://sanmames.athletic-club.eus/museo/>



Telmo Zarraonaindia



Iribar
18 seasons/614 matches



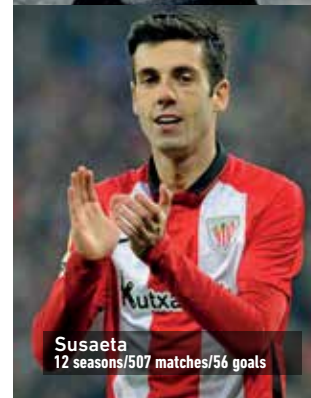
Erika Vázquez
16 seasons/400 matches/261 goals (active)



Etxeberria
15 seasons/514 matches/104 goals



Vanesa Gimbert
8 seasons/ 222 matches/35 goals (active)



Susaeta
12 seasons/507 matches/56 goals



Gainza
21 seasons/494 matches/152 goals



Iraia Iturregi
15 seasons/402 matches/64 goals



Guerrero J.
14 seasons/430 matches/116 goals



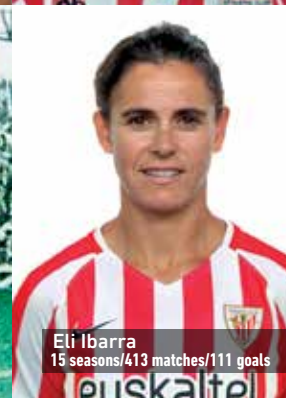
Ainhoa Tirapu
15 seasons/358 matches



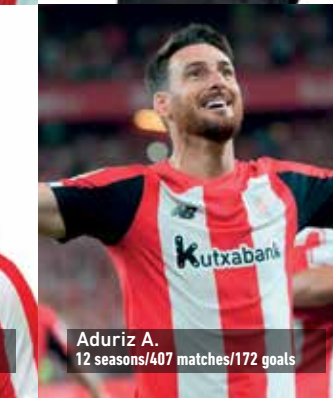
Iraola
12 seasons/510 matches/38 goals



Orue J.M.
17 seasons/481 matches/1 goal



Eli Ibarra
15 seasons/413 matches/111 goals



Aduriz A.
12 seasons/407 matches/172 goals



Dani
12 seasons/402 matches/199 goals

Athletic Club WOMEN THE LIONESSES IN THE ELITE

14

Athletic Club's greatness is not only confined to the men's game, but in women's football it is also one of the most successful clubs. Since it made its appearance in the early 2000s, the lionesses' paws have been on the ground. Between 2002 and 2007, they won four league titles, and the last one, in the 2015-2016 season, made the Red and Whites **one of the most decorated teams in the category.**

They have played five times in the Champions League and have played in two Queen's Cup finals. They are characterised by a supporter's base that gives a lot of colour and atmosphere to their matches, breaking European attendance levels. An example of this is the 48,121 people who attended the 2019 match against Atlético de Madrid in the Queen's Cup. Undoubtedly, an excellent reason to go to pitch 2 of the Lezama facilities and enjoy the girls' match.

Gabarra (barge) SYMBOL OF THE RED-WHITE DREAM

Athletic Club is unique in several ways, and one of them is how it celebrates its successes. Other teams celebrate their victories from the top of a bus or a symbolic place. Athletic Club, however, celebrates **sailing up the Bilbao River**. The Gabarra (barge), a flat-bottomed boat, sails up the Nervión with each of the titles won by the red and white. A tradition that began in the early 1980s. This makes the streets too small and causes massive traffic jams. A party where football, success and tradition merge, involving the whole city and creating spectacular images to remember. Since then, the barge has been waiting in the **Itsasmuseum** (The Maritime Museum) in the hope of returning to the waters of the Nervión as soon as possible.



A
GOOD
IDEA !

Visit **ITSASMUSEUM** under the Euskalduna Bridge and take a fascinating guided tour. You can book your visit at itsasmuseum.eus



HYMN

Athletic, Athletic, Athletic eup!
Athletic, Athletic, Athletic hurrah!
Athletic, gorri ta zuria
Athletic red and white
Danontzat zara zu geuria
for everyone, you are ours.
Erritik sortu ziñalako
Because you sprang from the people
Maite zaitu erriak
the people love you
Gaztedi gorri-zuria
Red and white youth
Zelai orlegian
on the green field
Euskalerriaren erakusgarria.
an example for Euskal Herria
Zabaldutagun guztiok
Let's all sing
Irrintzi alaia:
the exultant irrintzi (cry)
Athletic, Athletic
Athletic, Athletic
Zu zara nagusia
you are the best!
Altza Gaztiak
Come on, lads
Athletic, Athletic,
Athletic, Athletic
Gogoaren Indarra.
The strength of tenacity
Aritz zarraren enborrak
The trunk of the old oak
Loratu dau orbel barria.
has sprouted a new leaf
Aupa mutilak!
Long live our lads!
Aurrera gure gaztiak!
Come on guys!
Bilbo ta Bizkai guztia
Bilbao and all Bizkaia
Goratu bedi munduan
are praised around the world
Aupa mutilak!
Long live our lads!
Gora beti Euskalerria!
Long live Euskal Herria!
Athletic gorri-zuria geuria.
Our red and white Athletic
Bilbo ta Bizkai guztiak gora!
Long live Bilbao and all of Bizkaia
Euskaldun zintzoak aurrera!
Come on, honest Basques.

15

SAN MAMÉS

A stage full of passion

ATHLETIC

Here you see it ... a great stadium at the height of a unique club. There are many football grounds in the world, but few, if any, like San Mamés. Few stadiums breathe football like the home of Athletic Club. The noise, the atmosphere and the mystique of the stadium set it apart from the rest. The grandstand is designed so that the supporters can feel as close to the pitch as possible. This icon of the city is one of Bilbao Bizkaia's main attractions. Its atmosphere, its passion and its respect for its opponents have made it a world reference. Taking over the baton from the old San Mamés was no easy task. Still, its modern, innovative architecture and location have ensured that the new stadium has an authentic football atmosphere for its supporters. The lighting of the façade is undoubtedly one of the pitch's signs of identity. It can be enjoyed every day from 22:00 to 22:30 in summer and from 20:00 to 20:30 in winter from different parts of the city. It has a capacity for **53,331 people**. Since its opening in 2013, it has been awarded **best sports building in the world in 2015** in the World Architecture Festival and **Venue of the Year 2017** at the World Football Summit.



A
GOOD
IDEA!

One of the best places to photograph the stadium is the island of Zorrozaurre. And a good idea is to see its outside at night with its spectacular animated lighting.

Athletic Club Museum

Remember what you are, teach what you love

Dive into the history of a legendary club with a philosophy and values that are unique in the world of sport. An exciting journey through the history of a unique club. Get to know more than a century of football through a complete collection with original pieces from all times that will allow you to enjoy and soak up the greatness of Athletic Club. Images, videos or the trophy room flood the museum of the red and white club.

An avant-garde museum with a high degree of interactivity that brings together more than 100 years of the club's history. An ample area, measuring 1400 square metres, where you can explore the uniqueness of Athletic Club, relive its achievements and immerse yourself in the red and white history.

Following in the footsteps of a club with such a unique personality is exciting. The museum has panels and videos describing and recounting the club's founding and its evolution over the years. An area where you can sit in an old San Mamés grandstand and enjoy the audiovisual presentation, walk through a red area where the great pillars of the club appear or see the trophy room "in situ", among other things. **More than 1000 pieces and 900 videos selected from the club's archive that highlight the value of a collective legacy.**

The tour can be bought on the Athletic Club website or in person at the stadium (between gates 19 and 20).

<https://sanmames.athletic-club.eus/museo/>



The museum is adapted for people with reduced mobility.

GUIDED VISIT

Get to know the entrails of the Cathedral

Experience the emotion of **San Mamés** first-hand: a feeling that transcends football. A unique opportunity to experience and get to know the most intimate corners of Athletic Club's home from the inside. If your thing is to smell the grass and discover the sensations that have been experienced in the thousands of matches played by Athletic Club, what better than touring the inside of the stadium on a **Tour**.

This visit gives you a chance to learn about more than a century of football in just over two hours. The tour starts from **the San Mamés pitch**, so that all visitors can feel the excitement at the foot of the pitch. From that point, you can imagine what the players feel from the pitch when they hear 53,000 people cheering for them.

You can also discover **the press room**. The area where the media work. Next, it is time to visit one of the main attractions of this visit: the place where the team prepares to take the field, **the changing rooms**.

Another point of interest is **the changing room tunnel**. A fiery red corridor in which you can feel like the players when they walk out onto the pitch and recreate the moment they experience as they head towards steps to kick the ball into the air. You can also have your photo taken next to the bust of the legendary player Pichichi or sit on **the bench**.

Finally, you will have the chance to go up to **the main floor** of the stadium and enjoy the best panoramic view of the pitch, the Presidential Box and San Mames BAT from the central ring. This tour is also connected to **the stadium shop** if you are thinking about buying a present.

A
GOOD
IDEA



Pitch



Changing room tunnel



Press room



Changing room



San Mames BAT

A
GOOD
IDEA!

MATCH DAY EXPERIENCE

There is no better way to discover the essence of **Athletic** and **San Mamés** than going to see a football match. You probably already know other stadiums and their supporters, but what you will feel at an Athletic Club match at San Mamés is special. Very respectful supporters who are always looking to have a good time and share it.

Feel the
red and white
passion
from the grandstand

The club sells grandstand tickets to supporters online or at the stadium ticket offices on match weekend. Watching Athletic Club play is always a reason to celebrate.

DISTRIBUTION:

Online Sales:
proticketing.com/athleticclub_web

PHYSICAL TICKET SALES:

- San Mamés stadium ticket offices*
Friday, from 17:30 to 20:00
Saturday, from 10:30 to 13:30 and from 17:30 to 20:00
Sunday (or match day), from 10:30 to 13:00
and from 2 hours before the game.

*Check the times for each match
on the website
www.athletic-club.eus



Football and much
more in:



SAN MAMES
B A T

San Mames BAT, located in the central ring, is designed to enjoy top quality services, internationally renowned cuisine, and a totally different experience in an exceptional location with an open and spacious design.

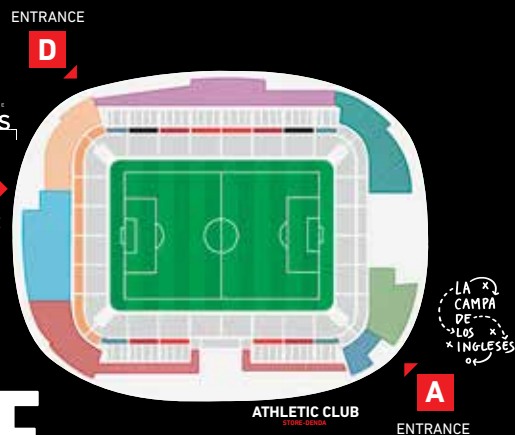


There you can experience the pre-match atmosphere one and a half hours before the match and enjoy the "third half" one hour afterwards and feel the warmth of San Mamés and have a perfect view of the match. Its cuisine is spectacular thanks to its Michelin-starred Bizkaia restaurants, such as Azurmendi (3*), Nerua, Andra Mari, Etxanobe, Zarate, Zortziko and Boroa. The central ring also has screens showing the match live, with replays, so that no detail of what is happening on the pitch of the Cathedral is missed.

Information and tickets:

www.sanmamesbat.eus





THE TASTE OF SAN MAMÉS

In a land like the Basque Country and in a mythical atmosphere such as San Mamés, you can't miss out on the stadium's cordon bleu cuisine, open to the public.

Directed by the prestigious chef from Bilbao **Fernando Canales**, this luxurious restaurant, located on the first floor, with a direct view of the stadium, allows you to experience first-hand the famous internationally recognised Basque cuisine.

Information and bookings:
www.sanmamesjatetxea.com



JATETXEA | RESTAURANTE
SAN MAMES
BY FERNANDO CANALES



LA CAMPA DE LOS INGLESES

La Campa de los Ingleses, is a sports bar that offers a wide range of informal but quality cuisine, taking as a reference the typical pintxo bars of Bilbao: a menu of the day during the week and a special menu on weekends. You can also enjoy dishes and snacks with views of the pitch.

Information and bookings:
www.lacampadelosingleses.com



Geuria is a meeting point where you can follow our teams' matches, not forgetting the broadcasts of other sports, concerts, DJ sessions, e-sports or vermouth sessions. An innovative concept of entertainment, sport and gastronomy with a common link: San Mamés as a symbol of identity in Bilbao.

Information and bookings:
www.geuriasanmames.com





LEZAMA

Cradle of talent

24

To speak of Athletic is to speak of Lezama, the cradle **where the future lions and lionesses are trained**. The academy, located in the municipality of the same name, was already forward-looking in its time and has inspired other major sports facilities, acting as a symbol of the youth academy. Admired and emulated by many, it looks after the players from the Basque Country and **trains people in all the values of a club that boasts a unique philosophy**

What started as a small school in 1971 is today one of the envious of the world for its latest technology applied to sport and its qualified and experienced sports professionals. Throughout its **50 years** of history, almost 10,000 footballers have played on its turf, of whom 192 men and 56 women have made it to the first team.

A visit to the red and white factory is the perfect excuse to watch a training session of the men's or women's first team, get an autograph and enjoy the 13 hectares of the most successful sports academies in the world.

More than football

Lezama is currently home to Athletic Club's first teams, both men's and women's, and seventeen grassroots teams, the first steps that a player must overcome before reaching the first team.



The visit to Lezama

To say that you have entered the heart of this unique club, you have to visit the Lezama sports facilities. There are three different ways to do this:



TRAIN/METRO

Euskotren/Metro - Line 3 (Last station: Lezama) 5 minute walk from the station.



BUS

Bizkaibus line 3223 Bilbao-Larrabetzu. Stop: between the La Cruz neighbourhood and the centre of Lezama.



BY ROAD

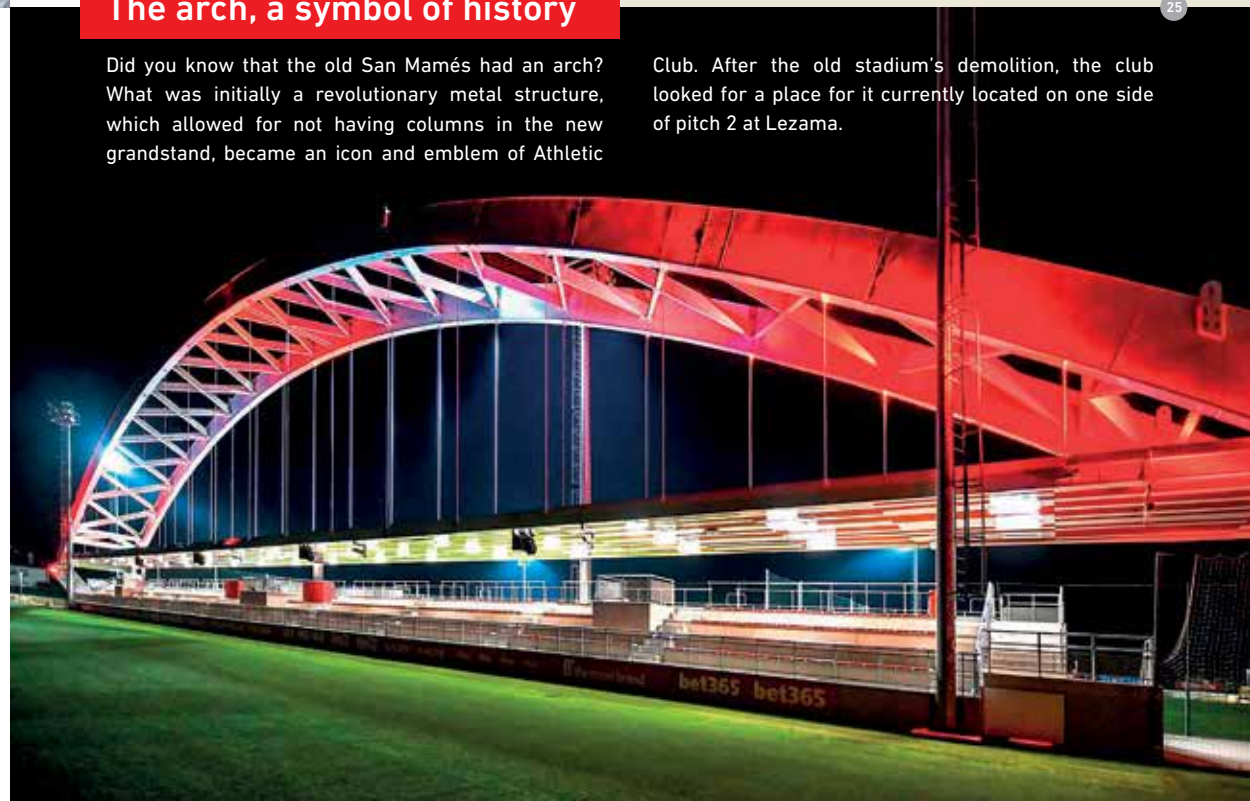
To get to Lezama by car, there are two routes depending on the arrival area:

1. On arriving at Lezama centre, change direction at the roundabout and take, a few yards away, the second entrance to the facilities.
2. On the other hand, if you arrive is after going through the centre of the town, you will have to leave the roundabout behind you and the entrance to the academy will be in the same direction of travel. There is an underground car park within the facilities.

The arch, a symbol of history

Did you know that the old San Mamés had an arch? What was initially a revolutionary metal structure, which allowed for not having columns in the new grandstand, became an icon and emblem of Athletic

Club. After the old stadium's demolition, the club looked for a place for it currently located on one side of pitch 2 at Lezama.



25

A HISTORIC HARMONY WITH THE CITY

In the history of Athletic Club, Bilbao has always been a protagonist and with it, its streets and buildings. So, if your idea is to learn more about the history of Athletic Club, here are some places in the city of Bilbao that you should visit...

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Ibaigane Palace

The Ibaigane Palace, one of the most representative buildings in neo-Basque style in the city, is now home to **Athletic Club's offices and official headquarters**. This building with three houses is located in the centre of Bilbao, in Alameda Mazarredo, just a few yards from the Guggenheim Museum Bilbao. An excellent place to visit and learn more about Athletic Club.



Ibaigane Palace



Bridge and Church of San Antón

Bilbao would be nothing without the bridge and the church of San Antón. The church marks the point from which the city was born and the bridge is its access road. That is why **both figures form part of the coat of arms of Bilbao and Athletic Club**. This emblem of the city was historically significant as it was an obligatory stop for Bizkaia's trade with Castile. It was also the only bridge across the estuary for centuries.



Bridge and Church of San Antón

It is in the **Old Quarter** of the city, in a spectacular setting that is a must-see. The best place to take photographs of the river, stroll around the Siete Calles (Seven Streets), visit the Ribera Market or enjoy a Txakoli wine and some *pintxos* in the bars on the Marzana quay.

Campa de los Ingleses

A large part of Athletic Club's existence is due to the Campa de Los Ingleses. This area ran along the left bank of the Bilbao Estuary from the 17th century until 1908. Nowadays, this space is occupied by the green area between the **Museo Guggenheim Bilbao** and the **Deusto bridge** and is occupied by unique buildings such as the **Iberdrola Tower**, the **Basque University Auditorium** or the **University of Deusto Library**. There you will find the **Paseo de la Memoria**, (Memory Way), outdoor sculptures by important contemporary artists including Tucker, Chillida or Dalí.

The Campa de Los Ingleses was a British cemetery that had several uses during the industrialisation of Bizkaia, including a football pitch. There, English sailors arriving by ship to Bilbao played football, up to then an unknown sport in the city. Thus the love of the sport was born.



Abandoibarra

Fuente Copa Coronación in Plaza Jado

In the heart of the city, in Bilbao's Ensanche district, is this fountain guarded by three lions. That is not where the detail is, however. It is in the middle of the spring, as it bears a more than a reasonable resemblance to the Coronation Cup trophy won by the red and white team in 1902.

It is a really great place to visit and learn more about Athletic Club, drinking a glass of txakoli, a young white wine, fruity and rich in aroma, accompanied by pintxos (tapas) are a feast for the eyes.



Jado Square

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Basilica of Begoña

In the middle of Bilbao's Semana Grande (Festivals), **the club goes to the Basilica of Begoña to pay homage to the Virgen**, for her to protect and give strength to the Athletic Club squads at the start of each season. A legacy, a heritage passed down through the generations that is a tradition within the club.



Basilica of Begoña

Festive atmosphere HOW DO YOU EXPERIENCE A MATCH DAY?

On match days, Bilbao becomes a festive place where the highest spirits are in the streets surrounding the stadium such as **García Rivero** or **Licenciado Poza** and the **Old Quarter**. In these places, the red and white supporters savour the atmosphere of the moments before the match by "poteando" (going from one bar to another drinking wine) and tasting some delicious pintxos with their group of friends and the family. Without a doubt, an excellent start to the day's football.

Athletic Club Supporters' Clubs

Athleticzales around the world

30

A football club without supporters is nothing. People who proudly wear their team's crest on their chest wherever they go, no matter the distance or the place.

In this section, Athletic Club has a great pillar in the form of the supporters' clubs. A total of 470 cheer on and make the red and white institution have its place in the world and be an even bigger club.

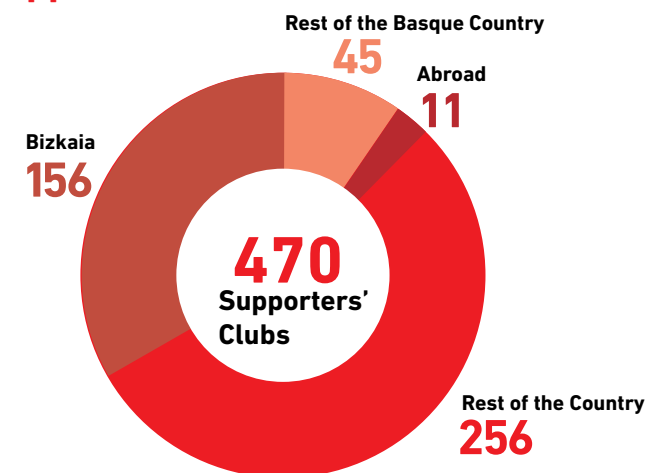
Of the total number of official supporters' clubs, 256 are in the state and 156 in Bizkaia. In the rest of the Basque Country, Athletic Club has 47 associations, and 11 are abroad (Argentina, Belgium, Colombia, Cuba, United States, France, Italy, Japan, Mexico, United Kingdom and Venezuela).



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All Official Athletic Club Supporters' Clubs



Athletic Club's colours BLACKBURN TO SOUTHAMPTON

Athletic Club has always stood out for its red and white colours, but did you know that there was a day when its skin was blue and white? At the beginning of its history, until 1910, the team wore a blue and white striped shirt, inspired by the colours of the English Blackburn Rovers. Until Christmas 1909, when the footballer Juan Elorduy travelled to the British Isles.

The player was sent by the club to buy 50 shirts because they were better quality. At Southampton, he could not find blue and white shirts. In a desperate attempt to avoid returning empty-handed, he decided to buy the club's red and white jerseys. From that moment on, Athletic Club's skin became definitively red and white.



Products that are IDENTITY

For Athletic Club supporters who want to dress like their favourite players, there is a wide range of official Athletic Club merchandise available both in the physical shop and online.

From sportswear to fashion items or accessories such as a scarf to a mobile phone case, a watch or a wallet... for adults and children alike. In addition, the club offers a range of pet products.



First kit



Second kit



Goalkeeper kit

At street level

Step into an Athletic Club shop and dress up in the red and white colours to become a real Athletic supporter. Many establishments offer the option of visiting them and buying the red and white team's kits. Take note: the largest of all is the one in the San Mamés stadium, between gates 0-26. Also in Bilbao, there is one in calle Bidebarrieta in the Old Quarter and another in Alameda Rekalde, and another in calle Mazarredo 65, next to the Guggenheim Bilbao Museum. Finally, there is another shop in the Max Center shopping centre in Barakaldo.



Alameda Mazarredo Shop



A GOOD IDEA!

From the internet to home

If you want to give someone a gift and are not in Bilbao, you can easily do it from the club's website.

Athletic Club has also provided its customers with the Click and Collect option, which consists of placing an order online and then picking it up at any official club shop.



MEETING & ENJOY

North

36

If you want to make your event special and leave an indelible mark on your meeting, you are in the ideal place... San Mamés is designed for you to enjoy events, congresses and company functions in a grandiose setting, classified as the best sports building in the world. Athletic Club offers you the best facilities for the development of any event, with **6000 square metres distributed along the central ring of the pitch.**

There is nowhere better to enjoy Athletic Club, its history and tradition with views of the pitch. An auditorium with an elevating seating system to reconfigure the space comfortably, multiple screens, so you don't miss a single detail, large sofas, bars and a gastronomic service. The ideal solution for special corporate events.

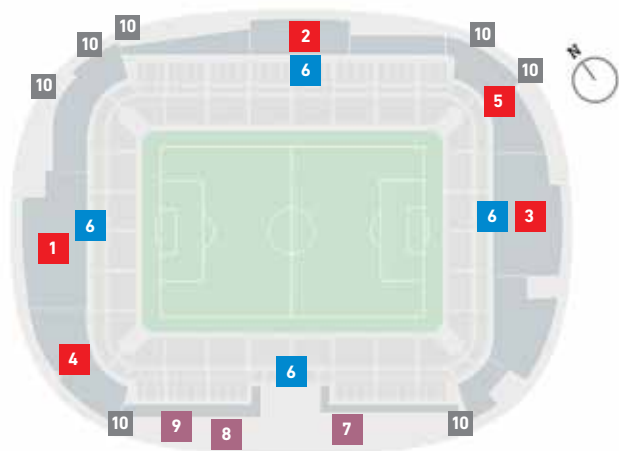
East

37

North Corner

South

San Mamés **VENUE**



38

■ Floor 1
■ Floor 0
■ Floor -2
■ Floor 4



sanmames.athletic-club.eus/en/rooms

San Mamés, an international reference point for Bilbao Bizkaia, has ten fully equipped venues for holding events of various kinds. Enticing places for you and your customers will enjoy an incomparable atmosphere where the grit, passion, and dedication of Athletic Club are reflected in every stadium's room.

A company meeting, a product presentation, national or international congresses, professional conferences, award ceremonies, motivational or training days. You make the choices.

5 SOUTHERN CORNER



300 pers. - 315 m²

6 BOULEVARD



3000 pers. - 2800 m²

BILBAO BIZKAIA

7 PRESS ROOM



150 pers. - 263 m²

8 MIXED ZONE



150 pers. - 447 m²

9 AUDIOVISUAL ROOM



30 pers. - 90 m²

10 SKY BOX



5-16 pers.

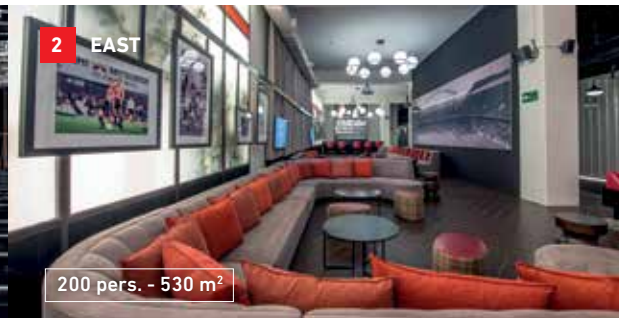
39

1 NORTH



700 pers. - 778 m²

2 EAST



200 pers. - 530 m²

3 SOUTH



700 pers. - 778 m²

4 NORTH CORNER



300 pers. - 612 m²

San Mamés has become an ideal venue for holding **business events** in Bilbao thanks to its services, location and functionality and its capacity to organise all kinds of events: conferences, congresses, work meetings, commercial presentations, galas, award ceremonies and anniversary celebrations, trade fairs, show rooms... This incomparable setting has turned San Mamés into a magnificent ally for the strategic interests of local and international companies.

The stadium has **more than 6000 square metres** of event space with the capacity to host anything from small gatherings of 6 people to celebrations of 3000 guests.

The stadium also offers complementary services such as car parking, cloakroom service, visits to the Museum and the Stadium Tour, gastronomy by the Bilbao chef Fernando Canales, recognised with a Michelin star, merchandising, ...

San Mamés is taking a stand as a unique venue for events in the **territorial market** and the global **MICE market**, thanks to internationally prestigious events held here, such as the finals of the "European Rugby Champions and Challenge Cups". It has also been a prominent venue for parallel activities of top events such as "The World's 50 the Best Restaurants" or the Muse concert, the star act of the programme in the "MTV European Music Awards".

ROCK & GOL

When music invades Bilbao Bizkaia there is no better stage than San Mamés to enjoy the best live music. The stadium has hosted two big concerts in its almost eight years of existence, such as Guns N' Roses and MTV Music Week.

The first, held on 30 May 2017, was the first big rock concert hosted by Athletic Club. 40,000 people sang along and danced to Axl Rose's lyrics. In November 2018, the capital of Bizkaia hosted MTV Music week, and San Mamés brought together more than 35,000 people with the music of Berri Txarrak, Crystal Fighters and Muse.

QUIZ

Now it's your turn to play. Here are a few questions to see if you have learnt a few more things about Athletic Club and, if not, to get your research skills out and discover them.

Athleticpedia

1. In which season did Athletic Club win its last League?

- a) 1975-1976 b) 1968-1969 c) 1983-1984 d) 1986-1987

2. From which British city did Athletic Club bring their red and white shirts?

- a) Manchester b) Southampton c) London d) Sunderland

3. What is the name of Athletic Club's stadium?

- a) San Mamés b) Coliseum c) La Catedral d) Monumental

4. Against which team did Athletic Club women play a record entry match?

- a) Barcelona b) Real Sociedad c) Levante d) Atlético de Madrid

5. How many boxes are there in San Mamés?

- a) 33 b) 47 c) 50 d) 52

6. In what year was the new San Mamés inaugurated?

- a) 2013 b) 2014 c) 1913 d) 2012

7. Where are Athletic Club's sports facilities located?

- a) Bilbao b) Lezama c) Amorebieta d) Barakaldo

8. How many teams does the red and white factory host in total?

- a) 14 b) 15 c) 20 d) 19

9. How many official supporters' clubs does Athletic Club have?

- a) 357 b) 254 c) 470 d) 486

10. Which band gave the first concert in San Mamés?

- a) Berri Txarrak b) Guns N' Roses c) Muse d) Crystal Fighters

Answers: 1-C, 2-B, 3-C, 4-D, 5-D, 6-A, 7-B, 8-D, 9-C, 10-B



Txikipedia

1. What colours does Athletic Club wear?

- a) Black b) Blue c) Yellow d) Red and white

2. What is the name of Athletic Club's stadium?

- a) Camp Nou b) San Mamés c) Riazor d) Mestalla

3. What are the Athletic Club players called?

- a) Tigres b) Periquitos c) Canarios d) Leones

4. How many Leagues has Athletic Club won?

- a) 8 b) 6 c) 9 d) 10

5. How many times has Athletic Club played in the Second Division?

- a) 3 b) 0 c) 1 d) 5

6. Which player has not worn the Athletic Club shirt?

- a) Aduriz b) Williams c) Sergio Ramos d) Muniain

7. In which boat does Athletic Club celebrate its titles?

- a) Yacht b) Barge c) Trawler d) Galleon

8. What is the capacity of San Mamés?

- a) 53,331 b) 58,925 c) 43,899 d) 62,500

Answers: 1-D, 2-B, 3-D, 4-A, 5-B, 6-C, 7-B, 8-A



TOP BILBAO

They are called TOP because they are the very best, worth visiting, tasting, buying, enjoying... a host of experiences that we have selected as essential because they are worth experiencing when you come here. Write them down in your programme and when you go home, count them.

Be surprised by the new BILBAO

Look and get excited, you will be amazed by its avant-garde architecture around which the whole city has been transformed, forming part of the *Guggenheim Bilbao effect*.



EAT with stars

Many restaurants will give you a taste of the country's authentic and excellent cuisine, some of them with Michelin stars.



Just a few yards FROM THE BEACH

From Bilbao, and just by taking the metro, you can go to many beaches to enjoy the sun, go for a walk or surf, such as Ereaga, Arrigunaga, Sopela or Plentzia.



The RIBERA market

Considered the most complete in terms of products and specialties from land and sea by the Guinness Book of Records, it is one of the largest covered markets in Europe.



PINTXOS through the Old Quarter

The best way to get to know the old Bilbao is to wander through the Siete Calles (Seven Streets) enjoying *pintxos*, *txikitos* and a lively atmosphere.



Strolling through the CAMPO VOLANTÍN

It is an absolute pleasure to look at Bilbao from the other side of the estuary and enjoy the beautiful buildings that line it.



Living AZKUNA ZENTROA (ALHONDIGA BILBAO)

Multi-purpose multicultural centre, an icon of the new Bilbao, whose atrium and unique configuration is a must-see.



SHOPPING à la mode

Centre, Old Quarter... today Bilbao is a great showcase to find the new designer firms that are most in demand.

Views from ARTXANDA

Take the funicular up Bilbao's most famous mountain and enjoy the incredible panoramic view it offers.



The city from THE RIVER

A different angle on this new Bilbao is to sail along the River with the different options available.





BILBAO TOURISM
www.bilbaoturismo.net
BIZKAIA TURISMO
www.visitbiscay.eus
EUSKADI TOURISM
www.turismo.euskadi.eus
NEKATUR/AGROTURISM
943 327 090 · www.nekatur.net

TOURIST OFFICES

BILBAO

- BILBAO TOURISM**
Q · Plaza Circular, 1 Edificio Terminus · 944 795 760
Q · Alameda de Mazarredo 66 (Next to Guggenheim Bilbao)
· Airport 944 031 444

BIZKAIA

- BAKIO**
946 193 395 · www.bakio.eus
BALMAEDA - ENKARTUR
946 802 976 · www.visitenkarteri.com
BARAKALDO BEC (Bilbao Exhibition Centre)
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Q **SANTURTZI**
944 839 494 · www.turismo.santurtzi.net
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946 404 974 · www.zierbena.net

TRANSPORT

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www.aena.es
CRUISERS AND FERRY
Ferry Bilbao-Portsmouth 944 234 477
www.pdferries.com
TRAINS
Abando Indalecio Prieto Station (Renfe)
Plaza Circular, 2 · 912 432 343 · www.adif.es
La Concordia Station; FEVE Bilbao
Calle de Bailén 2 · 912 320 320
www.renfe.com
COACHES
Bilbao Intermodal (Coach Station)
Gurtubai 1 · 944 395 077 · www.bilbaointermodal.eus
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944 790 981 / 946 855 000
www.bilbao.eus/bilbobus
Bizkaibus (Buses, provincial and airport)
946 125 555 · www.bizkaia.eus
METRO BILBAO
946 855 000 · www.metrobilbao.eus
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BIKE RENTAL SERVICE
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946 564 905 · www.bilbaobizi.bilbao.eus

GENERAL

EMERGENCY NOS. 112
GENERAL INFORMATION 010
(for calls from Bilbao)
944 010 010 (for calls from outside the city)
CONSULAR CORPS OFFICE
944 706 426
CITIZEN ATTENTION
944 241 700
GENERAL ROAD INFORMATION
011
LOST PROPERTY
944 204 981 / 944 205 000

MUSEUMS IN BILBAO

GUGGENHEIM BILBAO MUSEOA
www.guggenheim-bilbao.eus
FINE ARTS MUSEUM
www.museobilbao.com
SACRED ART MUSEUM
www.eleizmuseoa.com
ITSASMUSEUM
www.itsasmuseum.eus
HOLY WEEK PROCESSION MUSEUM
www.museodepasosbilbao.com
BILBAO BULL FIGHTING MUSEUM
www.bilbao.bmfortos.com
BASQUE MUSEUM / EUSKAL MUSEOA
www.euskalmuseoa.eus
ARTISTIC REPRODUCTIONS MUSEUM
www.bilbokoberreginenmuseoa.eus
ATHLETIC CLUB MUSEOA
www.sannames.athletic-club.eus/museo
EUSKAREN ETXEA
www.azkuefundazioa.eus
ARCHAEOLOGICAL MUSEUM
www.bizkaikoa.bizkaia.eus

MUSEUMS IN BIZKAIA

ON THE COAST
FISHERMAN'S MUSEUM
Bermeo · www.bizkaikoa.bizkaia.eus
PLASENTIA DE BUTRÓN MUSEUM
Plentzia · www.museoplentzia.org
RIALIA INDUSTRY MUSEUM
Portugalete · www.portugalete.org/es-ES/Rialia
SANTURTZI ITSASOA INTERPRETATION CENTRE
PESQUERO AGURTZA
Santurtzi · www.turismo.santurtzi.net
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www.puente-colgante.com
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Bakio · www.bizkaikoa.bizkaia.eus/bakolingunea
FARO DE SANTA CATALINA
Lekeitio · www.lekeitioturismo.eus/es/

INLAND

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DURANGO ART AND HISTORY MUSEUM
Durango · www.museoak.bizkaia.eus
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Orozko · www.orozkomuseoa.eus
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Berango · www.cinturondelhierro.eus

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