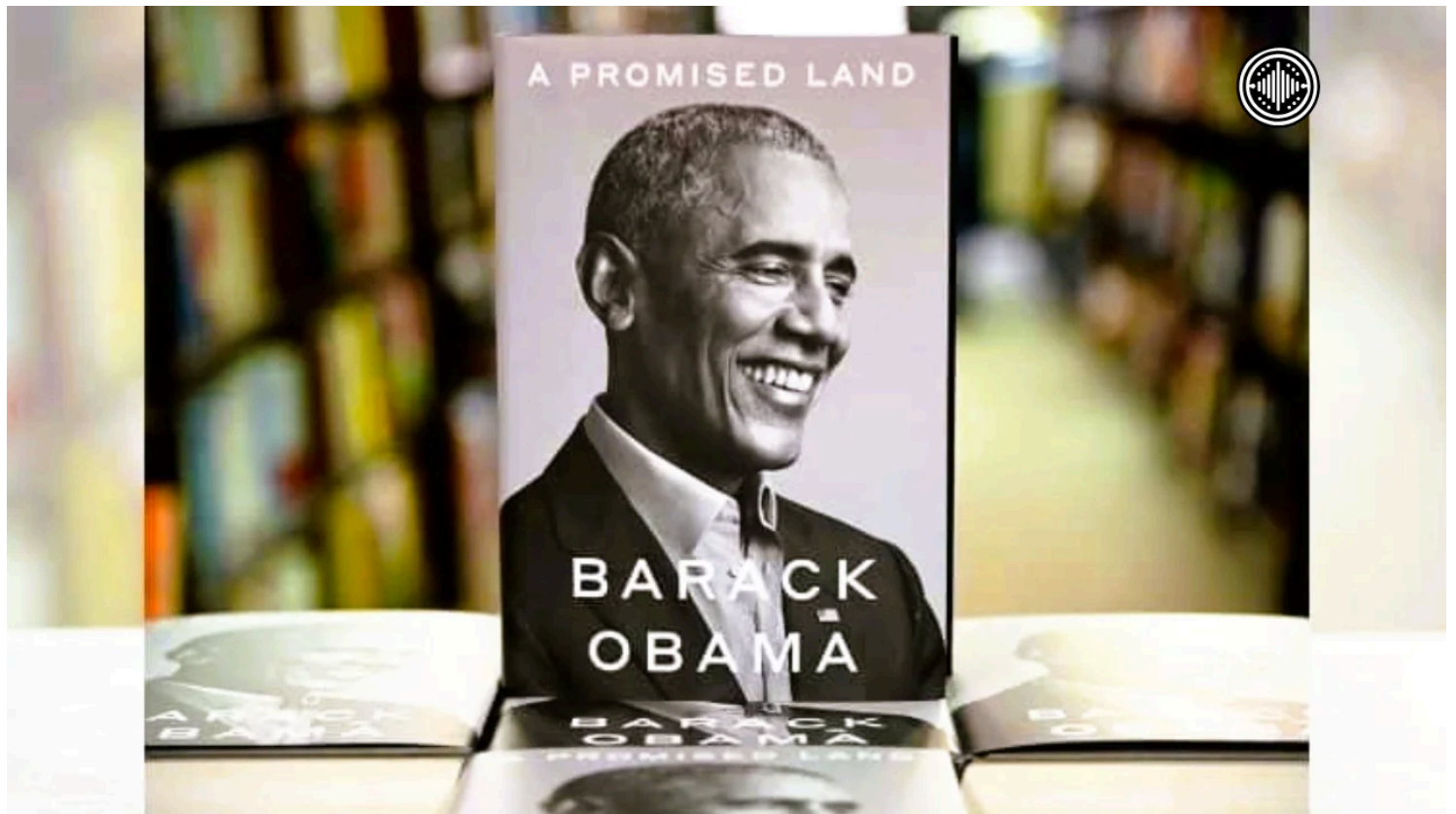


Obama's London VIP Event to Outprice Beyoncé's Shows

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Barack Obama is used to making headlines, but this time, it's not about politics. The former United States President is preparing for a special speaking tour, and fans will need to dig deep into their wallets for the chance to meet him.

Set for September 24 at London's O2 Arena, An Evening With President Barack Obama is offering VIP ticket packages that cost more than twice as much as Beyoncé's top-tier seats. The most exclusive option is priced at £1,790 and comes with a long list of perks. Guests will get premium seats near the stage, early entry, a commemorative ticket, and a signed

copy of Obama's memoir, *A Promised Land*. For many, though, the biggest draw is the chance to take a photo with the 44th President if they pass the required security checks.

Unlike other celebrity meet-and-greets, the photo policy is strict: only one photo is allowed for every two guests, and tickets are sold only in pairs. That means solo attendees won't be able to purchase the highest-level package or be matched up with strangers for the photo.

Beyoncé, whose *Cowboy Carter* tour recently came through London, offered her own VIP experiences, but at a much lower price point. Her most expensive tickets cost around £860 and included early entry, premium seating, exclusive merchandise, and access to private lounges.

Obama and Beyoncé share a public connection; she famously sang the National Anthem at his second inauguration in 2013. But when it comes to ticket pricing, the former President is clearly in a league of his own.

Other options for Obama's show include a £895 dining package that features a four-course meal at Gaucho steakhouse, champagne, seating within the first ten rows, and post-show access to the Seat Unique Club with live entertainment. Additional VIP tickets start at £595, while standard tickets, expected to cost less, will be available starting July 10.

Organizers have announced that 100 tickets per city will be set aside for charities. Demand is likely to be high, given Obama's enduring global popularity and the limited number of premium seats.

Meanwhile, Beyoncé reportedly gave away some of her unsold tickets in London through local food banks, highlighting the contrast between her approach and the premium exclusivity of Obama's events.

For many fans, the chance to hear Obama's insights and perhaps snap a once-in-a-lifetime photo is worth the steep price.

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