



THE TIME HAS COME  
DETAILS AND PRICES OF YOUR SEASON TICKET AT OUR  
WONDERFUL NEW HOME, AND HOW TO APPLY.



# Ticket Holder Hotline

REMEMBER,  
EVERY SEAT AT  
THE AMEX  
STADIUM WILL  
BE GREAT

Season tickets will soon be going on sale for 2011/12, the opening season at the brilliant American Express Community Stadium.

We're giving priority to our loyal season ticket holders, each of whom (except under-16s) will be given the opportunity to buy up to three further tickets for family and friends.

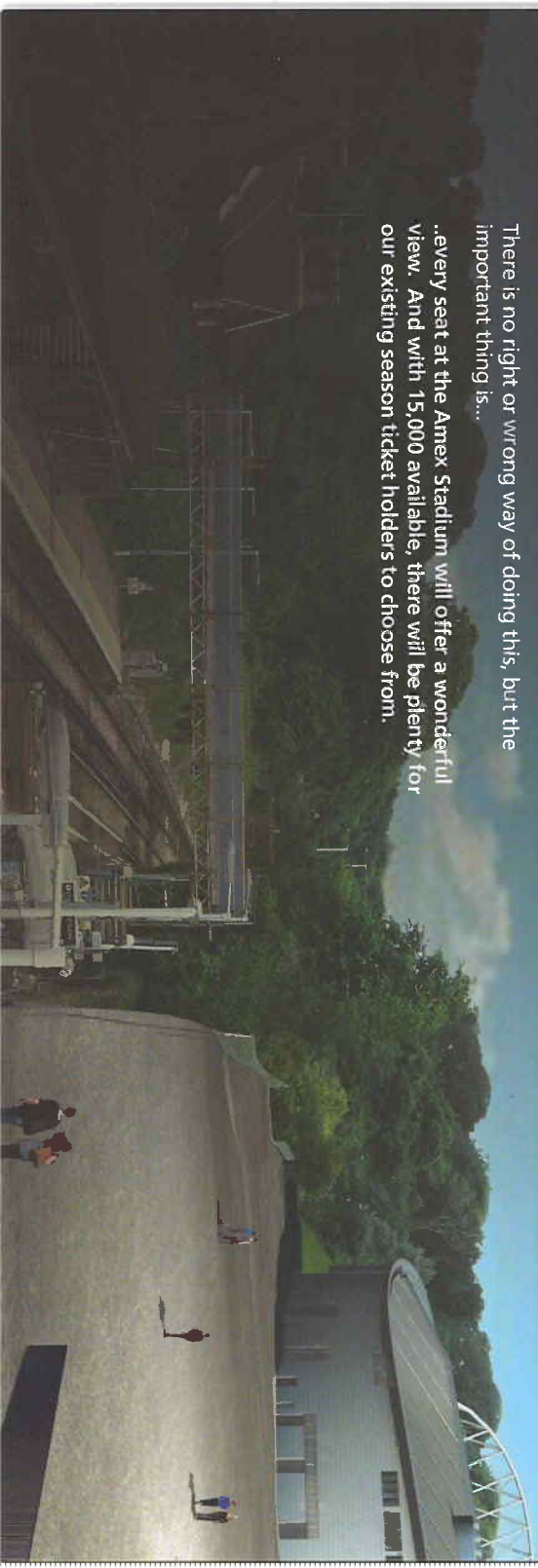
We're inviting you to the Amex Stadium for bespoke presentations, thrilling events to help you make up your mind about where you would like to sit. Each presentation will be limited to 40 guests to ensure that everyone gets the personal attention they need.

To arrange a date and reserve your place at the American Express Community Stadium call us on the Ticket Holders' Hotline - details above.

We're holding presentations on days and times to suit everyone. Because there are over 4,000 season ticket holders at Wraithdean the presentations will be scheduled according to the simple list of factors shown on the right.

There is no right or wrong way of doing this, but the important thing is...

...every seat at the Amex Stadium will offer a wonderful view. And with 15,000 available, there will be plenty for our existing season ticket holders to choose from.





# CALL 0845 873 0251 TO ARRANGE YOUR PRESENTATION

HOTLINE OPEN MONDAY-FRIDAY, 9AM-8PM

CURRENT  
TICKET HOLDERS  
GUARANTEED AN  
AMEX STADIUM  
SEAT

When you call the hotline we'll arrange a convenient time for your presentation according to the schedule shown below.

**Priority 1.** Those who have had Withdean season tickets for nine years or more or have bought a multi-year season ticket for nine years or more. These supporters will be invited to the presentations in seating block order to help ensure that people who sit near to each other at Withdean can continue to do so.

**Priority 2.** Season ticket holders who have helped the club in extra ways - for example those who made contributions to the Alive & Kicking fundraising appeal or who joined our litter-picking teams at Withdean. There are about 450 such supporters but of course many are already included under priority 1.

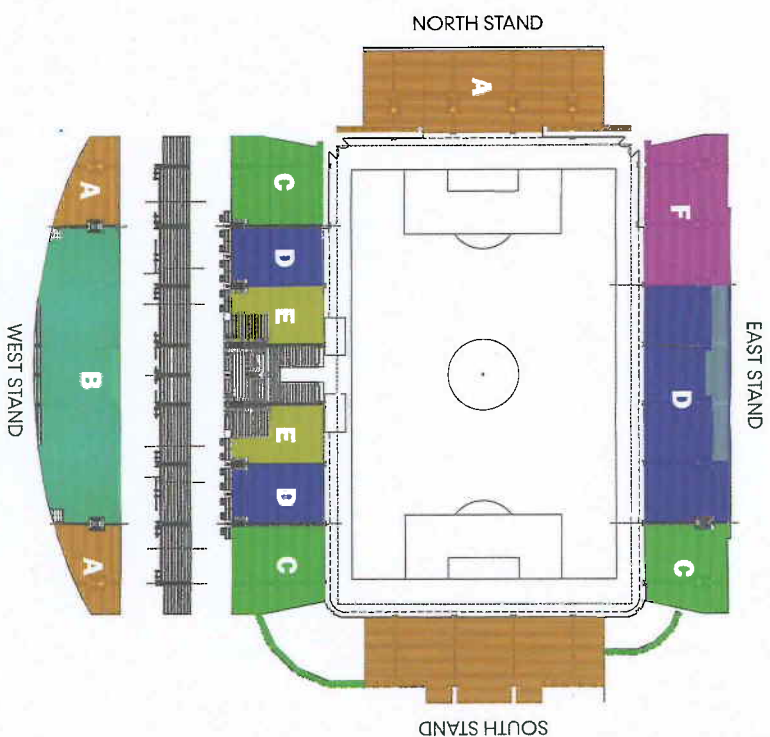
**Priority 3.** Disabled season ticket holders & BODS members. We have about 150 such supporters and they will be first in the queue for disability seating at the American Express Community Stadium.

**Priority 4.** Other season ticket holders. We have about 2,000 who are not included in categories 1, 2 and 3. We considered sending invitations to these ticket holders according to how long they have held tickets but doing so would discriminate against younger supporters - and again mean that many people who sit together at Withdean would no longer be able to. So invitations will be issued in seating block order.

OWN YOUR  
SEAT FOR  
**LIFE**  
CHECK OUT AN  
AMEX STADIUM  
PERSONAL  
SEAT LICENCE  
DETAILS AT YOUR PRESENTATION



# Prices



No second-best at the American Express Community Stadium: every seat will be padded, under cover and with a perfect view. Each area of the stadium will have its own character and Albion staff will discuss your needs and preferences with you at your presentation.

		MONTHLY £	ANNUAL £
■ Zone A North Stand / West Stand Upper	Adult	32.91	395.00
	Senior	23.04	276.50
	under 18	16.45	197.50
	under 10	8.23	98.75
■ Zone B West Stand Upper	Adult	38.33	460.00
	Senior	26.83	322.00
	under 18	19.16	230.00
	under 10	9.58	115.00
■ Zone C West Stand Lower / East Stand	Adult	41.25	495.00
	Senior	28.87	346.50
	under 18	20.62	247.50
	under 10	10.31	123.75
■ Zone D West Stand Lower / East Stand	Adult	45.41	545.00
	Senior	31.79	381.50
	under 18	22.70	272.50
	under 10	11.35	136.25
■ Zone E West Stand Lower	Adult	49.58	595.00
	Adult		
■ Zone F (Family Stand) East Stand	Adult	35.41	425.00
	Senior	24.79	297.50
	under 16 accompanying	8.25	99.00
	under 10 accompanying	4.08	49.00

NOTES ■ South Stand is away area. ■ West Stand Middle Tier and part of East Stand central area are for 1901 Club members. ■ East Stand (south) will be offered to away supporters for cup matches in accordance with FA regulations. ■ Concessions represent discounts of 30% (senior), 50% (under 18) and 75% (under 10). ■ Deposit equal to one monthly payment is payable on reservation. ■ Disabled supporters will be charged the season ticket price for the area in which they bought their ticket; personal assistants meeting a proven matchday need will be admitted free of charge.



## THE BEST WAY TO CHOOSE YOUR TICKET?

We considered three ways our supporters could choose their season tickets at the Amex Stadium.

### 1. Post 2. Online 3. By personal visit

The problems with the first two methods are that the personal touch will be missing. Individual queries will be difficult to resolve and supporters might not have all the information they want.



So we're going to do it face-to-face, with friendly personal meetings that answer individual questions. This was the system chosen by Arsenal and after considering all the options we think it's right for us too.

But if any supporter finds it impossible to get to a presentation we will help by phone or email during the allocated priority period.

## WHEN WILL PRESENTATIONS TAKE PLACE?

From early January, throughout the day and evening.



There will be up to four presentations daily in order to meet everyone's needs. When you call the Ticket Holders' Hotline we will agree a date and time convenient to you. You will then be sent a prestigious boxed order pack, including your personal Privilege Card and direct debit forms to complete and bring to the presentation.

## HOW WILL I PAY FOR MY TICKET?

We're determined to have a simple, affordable system.

Supporters will be asked to pay a deposit equivalent to one month's instalment when making their booking. They can then buy their tickets by monthly direct debit from March 2011 or with a single payment in April 2011.

The monthly payment scheme can be renewed annually.

## HOW CAN FRIENDS KEEP TOGETHER?

We have made it possible in two ways:



1. By allowing each existing season ticket holder to buy up to three additional tickets.

2. By inviting most ticket holders to presentations in seating block order - so that people who sit together will have the best opportunity of buying their future tickets together.

## HOW DO PRICES COMPARE TO WITHEDEAN?

There are six pricing zones at the Amex Stadium, some of which are the same price as, or cheaper than, equivalent areas at WitheDean. The centre of the West Stand lower tier has a higher price point but will provide a totally different matchday experience.

Optional public transport ticket vouchers will also be available, their price subsidised by the Albion.

**Q** "I have been a season ticket holder for ten years but sit with a friend who has had a season ticket for only three years. Can we come to a presentation together?" **A** You can buy a ticket for up to three friends or family members when you come to your presentation as a ten-year season ticket holder. If you prefer, you can arrange to join your friend at his presentation later on.





110 years of passion have gone into this.

