



AFC BOURNEMOUTH

SEASON TICKETS 2007/2008 NEW ERA – NEW PRICES

CLUB REDUCES THE COST TO WATCH FOOTBALL FOR SEASON 2007/2008. SPECIAL FOCUS ON FAMILIES AND CHILDREN.

The new Directors of AFC Bournemouth are delighted to invite you to join them in this exciting new era for the club, with the first step being the announcement of reductions in the price of Season Tickets for the 2007/2008 season for many parts of the ground.

The cost of tickets has been reduced in all areas apart from the Main Stand Centre, and the Pullman seats.

There are significant savings to be made. For example the cost of an adult Season Ticket in the North Stand next season will see a huge saving of at least £92 if you purchased the same ticket on a match by match basis, even based on this season's prices.

The Club will also be providing free football for all under 8's who attend with a paying customer anywhere in the stadium. To encourage more families to take advantage of the Family Stand the club will now be offering a family package (two adults plus two children) where the second child is free, and there is a 50% reduction on additional children who are family members. All Under 16s receiving who qualify for a free Season Ticket will only pay £15 for Junior Cherries membership. Already excellent value this additional focus on families means a family of four will only pay an average price per game of £28.91 in a specially designated family area – a massive discount of 36% on this seasons matchday prices.

The under 16 price will in future automatically include membership to the Junior Cherries Club, enabling all under 16's to watch 23 games for £90, and have the membership benefits of belonging to the JC's. That represents outstanding value at £3.91 per game.

The Club have also reduced the cost of Season Tickets for the other 'concession' groups in many areas of the ground.

New director Steve Sly who recently made a commitment to supporters to reduce Season Ticket prices said that he was delighted to be able to deliver on it so soon and reward those supporters who are able to demonstrate their commitment to the club by purchasing Season Tickets.

Chairman Jeff Mostyn added that he hoped supporters would welcome the reduction in prices which is intended both to entice new people to visit the Fitness First Stadium and also to encourage more fans to commit to following the Cherries all year round through the purchase of Season Tickets.

The Club are yet to set the match day ticket prices for next season, but Chief Executive Laurence Jones emphasised the new Season Ticket prices represent fantastic value. It is not expected the new match day prices will be announced until the new fixture list is published for next season when the Club will also consider following the lead of many other clubs, by introducing a tiered structure for games.

Season Tickets will go on sale from Saturday 24th March 2007.

Existing Season Ticket Holders will receive their renewal packs through the post in the week commencing 26th March 2007. New Season Ticket Holders should use this application form or obtain a form from the club.

Existing Season Ticket Holders are reminded they have until the end of May to renew their Season Tickets to secure their current seats.

**SUPPORT YOUR TEAM... DON'T FORGET
TO RENEW YOUR SEASON TICKET!**

AFC Bournemouth The Fitness First Stadium, Dean Court, Bournemouth, BH7 7AF

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Club 01202 726 300 Tickets 01202 726 357

Email tickets@afcb.co.uk Web www.afcb.co.uk

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AFC BOURNEMOUTH

NEW ERA – NEW PRICES SEASON TICKET TERMS & CONDITIONS

The term Season Ticket refers to the card issued by AFC Bournemouth (The Club) which, when presented at the turnstile gives entitlement to entry for a specific match and only at this point does the card become a ticket.

1. The Season Ticket Card remains the property of AFC Bournemouth at all times and its use is subject to compliance with the terms and condition set out below.
2. This Season Ticket is sold subject to The Club Ground Regulations, a copy of which can be obtained from the Ticket Office, Fitness First Stadium, Bournemouth, Dorset, BH7 7AF.
3. The Season Ticket admits the holder to all first team home games in the Coca Cola League. For cup games, your seat will be reserved but you will have to purchase it within the timescale notified for the game.
4. The Season Ticket admits the holder to the Pontins Combination or its equivalent.
5. Admission to home youth team matches, testimonials and friendly matches is NOT included within the Season Ticket.
6. Supporters purchasing by Standing Order are subject to additional terms and conditions applicable to that programme.
7. Application for a Season Ticket will be considered to constitute acceptance of the conditions.
8. Where availability demands, Season Ticket Holders will have preference for the purchase of away match tickets for Cup Finals, provided they apply within the timescale notified for such matches.
9. THE CARD ISSUED MUST BE PRESENTED AT THE TURNSTILE IN ORDER TO GAIN ENTRY TO VALID MATCHES. You are advised to take up your position not less than 30 minutes prior to the designated kick-off time.
10. Season Tickets ARE NOT TRANSFERABLE unless notification is given in writing to the Ticket Office Manager not later than 24 HOURS before kick off time. The notification must give the full name and address of the person who will be using the ticket. In the case of a concessionary ticket being used by a person not fulfilling the concession requirements, the notification must be accompanied by a fee equal to the difference between full cost of the seat and the concessionary price applicable for that position.
11. The club reminds supporters purchasing tickets that they reserve the right to withdraw the Season Ticket from any person at any time should they contravene any Ground Regulations.
12. Season Tickets are valid for the advertised match date, or any date to which a match is rescheduled. It is the responsibility of the Season Ticket Holder to ascertain the date and kick off time of any re-arranged match. NO REFUNDS can be given under any circumstances. The club cannot guarantee that your seat will not be affected by adverse weather conditions.
13. If you change your address during the season, please notify the Ticket Office as soon as possible to enable us to keep our records up to date.
14. The club reserves the right to change its advertised fixture without notice and without liability. Play cannot be guaranteed to take place on a particular day or at a particular time.
15. Supporters are reminded that it is a criminal offence to:-
 - (a) Enter upon the field of play
 - (b) Chant foul, abusive or racist remarks.
 - (c) Throw any object towards the playing area or any other area of the stadium.
 - (d) Be in possession of intoxicating liquor during the play whilst in view of the pitch or whilst entering the ground
 - (e) Be drunk whilst entering or attempting to enter the ground.THESE ARE ARRESTABLE OFFENCES.
16. If a supporter is prosecuted for any criminal offence, the club reserves the right to confiscate their Season Ticket.
17. Your entry to the stadium is conditional on your consent to being searched by Club Stewards.
18. The use of Transistor radios is not permitted in the ground unless with a suitable earpiece. No person may bring into the Stadium or use within the Stadium any equipment that is capable of recording or transmitting (by digital means or other means) any audio, visual or audio-visual material or any information or data in relation to a match or the Stadium.
19. Mobile phones are permitted within the Stadium provided that they are used for personal and private use only.
20. It is a breach of the Ground Regulations to stand in the seated areas during play except for the purposes of access and egress.
21. The club reserves the right to confiscate any concessionary Season Ticket which has been subject to use by a person ineligible to a concessionary price without the appropriate upgrade procedures being followed.
22. Duplicate match tickets in respect of a Season Ticket left at home in error will be issued from the Ticket Office at the discretion of the Ticket Office Manager at a fee of £5.

WE RECOMMEND THAT YOU INSURE YOUR SEASON TICKET AND KEEP IT SAFE. IF LOST A CHARGE OF £20.00 WILL BE MADE FOR A REPLACEMENT SEASON TICKET.

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SUPPORT YOUR TEAM... DON'T FORGET TO RENEW YOUR SEASON TICKET!

SEASON TICKET APPLICATION FORM **NEW ERA – NEW PRICES**

Please complete ALL sections:

Surname:	Forenames:
Address:	
Postcode:	Date of Birth:
If under 16 please give name of school:	
Phone (day):	Phone (evening):
Email:	Mobile:

Seat Details (please refer to SEASON TICKET 2007/2008 PRICING):

Block:	Row:	Seat:
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Type (please tick): Adult Under 16 / Junior Cherry Concession (see below*) Family

To apply for concession please tell us if you are: Student (full time)* Over 65* Disabled*

Amount Payable: £

Payment Details:

How would you prefer to pay (please tick): Cash Cheque Card Standing Order

Card Details: Card No.	
Expiry Date:	CVV (last 3 digits on reverse of card):
Issue No. (Maestro / Switch only):	

In purchasing the above Season Ticket I understand that I am agreeing to be bound by the Terms and conditions and Ground Regulations as published by AFC Bournemouth, a copy of which I can obtain from the Club.

Signature _____ Date _____

Your application CANNOT be processed without a signature

I agree to my details being used for Marketing purposes YES NO

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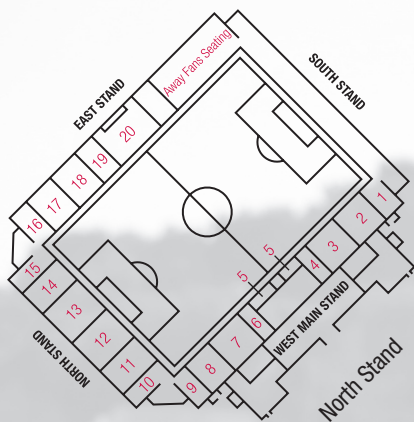
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Examples of some Great Savings:

For most of the ground a JC pays an average price per game of only £3.91. A family of four in the specially designated area pays an average price per game of only £28.91 - a massive discount of 36% on the current matchday 'walk up' price. North Stand adult Season Ticket held at 2005/06 prices.

Blocks	10 - 15	8 - 9	7	4 - 6	1 - 3	16 - 19	20	6
Adult	£299	£280	£360	£450	£360	£315	£370	£550
Concessions	£152	£152	£240	£285	£240	£170	£230	£330
Under 16/JC	£90	£90	£90	£180	£90	£90	£180	£300
Family (2 adults + 2 u16)	£778	£665	£900	£1260	£900	£810	£1100	£1700

*NB Family Stand - minimum booking one adult and one child/maximum two adults per child

Concessions – Who qualifies?

- Under 8/JC:** Born after 01/09/1999 pay £15 Junior Cherry membership and Season Ticket FREE.
- Under 16/JC:** Born after 01/09/1991, Junior Cherry membership for 2007-2008 included in Season Ticket price. Proof of age required.
- Over 65's:** Born before 01/09/1942.
- Students:** Person in full time education, attending University, College or 6th Form and only on production of letter from Uni/Coll/School Principal confirming status for the 2007-2008 Academic year.
- Disabled:** In receipt of DLA at middle or higher rate, please contact Ticket Office for details.

Family Stand Package:

2 adults + 2 children, the second child under 16 pays £15 to join Junior Cherries then Season Ticket is FREE, additional children who are family members receive a 50% discount.

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