



#TOGETHER

— IN THE —

Premier  League

## 2017/18 LOYALTY POINTS

The club will continue to use the Seagull Loyalty Scheme for the 2017/18 season but the rules of the scheme have changed slightly, and the club will introduce two separate loyalty tiers: season-ticket holders and members, with two types of points; with season-ticket holders always receiving priority on high-demand matches

These changes have been made to give greater priority to season-ticket holders based on loyalty, particularly those who continue to commit to renewing every season - but also to those who regularly travel to away matches.

Below are details of how points from last season will be rolled forward for season 2017/18 and how points will be credited from the 2017/18 season onwards, but please be aware of the two types of points – 'season-ticket points' and 'members points', and that 'season-ticket points' are essentially more valuable than member points.

### How are points being awarded?

Points are awarded when you make an advance ticket purchase – provided you have quoted your Fan Number at the point of purchase (online, in person or via the phone). If you are making purchases for yourself and other people, please ensure that you quote their Fan Numbers in order for them to be awarded their points. Points will not be retrospectively awarded if you fail to assign the correct owner to the ticket at the time of booking.

Points ARE NOT awarded for tickets purchased at an away club's turnstiles or ticket office, nor will they be awarded retrospectively for this type of purchase. Tickets purchased in person on the day of a match at the American Express Community Stadium will not be awarded points.

### How are season ticket holder's points awarded?

All the time your season ticket is active you will be given a priority purchase period for away matches and cup matches due to your season-ticket status. Rather than previously awarding you 1000 loyalty points you will be given priority by your status as a season-ticket holder and you will then be credited points for the additional matches that you purchase and attend. You will also now receive bonus points for the number of consecutive seasons you have held your season ticket (see table below). These bonus points will be added prior to the first competitive fixture of the season.

**Number of consecutive seasons, prior to the current season, the season ticket has been held.  
This is applied since the first season at the Amex.**

	1	2	3	4	5	6	7	8+
<b>Bonus Points</b>	50	90	120	150	170	180	190	200+

**Please note** if you cancel or buy your season ticket after the first league match of the season your bonus points will be removed or will remain uncredited until they are reinstated at the start of the following season.

Additional points are then awarded as follows:

Away League Matches: 5/10/15\*  
Home & Away Cup Matches: 5/10/15\*

\*Points awarded will vary depending on the opposition, date and demand level for the match between 5, 10 and 15.

In seasons prior to 2017/18 points have been awarded as follows:

Home Cup Matches: 20  
Away Cup Matches: 10

**Please note** as a season-ticket holder you will not receive any points for previously purchased home league matches even if this was prior to purchasing a season ticket.

Example: A season-ticket holder since 2011/12 would be awarded 180 bonus points for renewing for 6 consecutive season and would be awarded 10 points for each away match and 20 points for each home cup match, the cup and away match points would carry at 50% at the end of each season (half points will be rounded down). For the 2017/18 season, they would start with 209 points. Please see below:

Season	Home Cup Matches	Cup Points	Away League Matches	Away League Points	Carried Points (Previous years End of Season Total ÷ 2)	End of Season Total (Cup Points + Away Points + Carried Points)	Renewal Bonus Points	Running Total + Bonus Pts
11/12	1	20	1	10		30	0	30
12/13	1	20	1	10	15	45	50	95
13/14	1	20	1	10	22	52	90	142
14/15	1	20	1	10	26	56	120	176
15/16	1	20	1	10	28	58	150	208
16/17	1	20	1	10	29	59	170	229
17/18					29	29	180	209

#### How are points awarded for non-season ticket holders?

From season 2017/18 onwards points are awarded as follows:

Home League Matches:	A Grade: 5	B Grade: 10	C Grade: 15
Away League Matches:	5/10/15*		
Home & Away Cup Matches:	5/10/15*		

\*Points awarded will vary depending on the opposition, date and demand level for the match between 5, 10 and 15.

In seasons prior to 2017/18 points have been earned as follows:

Home Cup Matches:	20
Home League Matches:	10
Away Cup & League Matches:	10

Please note that you can accumulate points as a non STH or member but they will only count for ticket priority once you join the Seagulls Priority Membership Scheme as a Bronze/Young Seagulls PLUS member.

#### I am a 1901 Club member will I receive any additional points?

1901 Club members will not receive any upfront additional points, but every time the club is drawn at home in a cup match these points will be credited to 1901 Club members after the match is played as these matches are included in the 1901 Club membership.

Example: A 1901 Club member who joined for the first season at the Amex, but has not attended any away matches will start the 17/18 season with 48 points from cup matches plus 180 bonus points for renewing for six consecutive seasons, a total of 228 points to start 17/18. Please see below:

Season	Home Cup Matches	Cup Points	Carried Points (Previous years End of Season Total ÷ 2)	End of Season Total (Cup Pts + Carried Points)	Renewal Bonus Points	Running Total + Bonus Pts
11/12	5	100				100
12/13	3	60	50	110	50	160
13/14	4	80	55	135	90	225
14/15	2	40	67	107	120	227
15/16	1	20	53	73	150	223
16/17	3	60	36	96	170	266
17/18			48	48	180	228

#### What happens to season-ticket holders points at the end of the season?

Your loyalty points balance (earned by attending away matches and/or home cup matches or those carried forward from previous seasons) are carried forward at a rate of 50% to the following season (please note half points are rounded down). Your bonus loyalty points for maintaining your season-ticket status are removed before points are halved, and then recredited according to the number of consecutive seasons you have retained your season ticket, provided you renew your season ticket in the allotted timeframe.

**What if I don't renew?**

Provided you are a Seagulls Priority Scheme member, you will be awarded the points you would have been awarded if you were a non-season ticket holder attending 23 home league matches, plus the balance of any other points awarded for attending away matches or home cup matches. Once you activate membership 50% of your total balance is carried forward to the new season (please note half points are rounded down).

Example: A season-ticket holder for the full 2015/16 and 2016/17 season would be awarded 10 points for each league match included in the season ticket, these points would carry at 50% at the end of each season (half points will be rounded down). For the 2017/18 season, they would start with 172 points.

2015/16 season points:	23 matches x 10 points = 230 points
Points carried to 2016/17:	230 points ÷ 2 = 115 points
2016/17 season points:	23 matches x 10 points = 230 points + 115 carried = 345 points
Points carried to 2017/18:	345 points ÷ 2 = 172 points

**What if I subsequently renew my season ticket in a later season?**

Your loyalty points balance earned by attending away matches and/or home cup matches is carried forward with the usual 50% reduction each season (half points are rounded down). Any points earned for attending home league matches will be removed. You will be given a priority level for your season ticket status plus the points carried forward from attending away matches and or home cup matches. You will not be credited any bonus points as these apply only once you renew for a consecutive season.

**What happens at the end of the season?**

50% of your loyalty points are carried forward to the next season's balance (half points will be rounded down).

**What happens if I become a season ticket holder?**

Your loyalty points balance earned by attending away matches and/or home cup matches are carried forward with the usual 50% reduction each season (please note half points are rounded down). Any points earned for attending home league matches will be removed. You will be given a priority level for your season-ticket status plus the points carried forward from attending away matches and or home cup matches. You will not be credited any bonus points as these apply only once you renew for a consecutive season.

**What happens if we have a very popular away match, how will tickets be sold?**

Tickets will be sold according to a supporter's status and their points total. STHs will always receive top priority. Please see an example below:

1. STH with 150+ points
2. STHs with 60+ points
3. All STHs
4. Bronze/YS+ members with 250+ points
5. Bronze/YS+ members with 100+ points
6. All Bronze/YS+ members



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**General enquiries**  
0344 324 6282\*  
\*Calls cost your normal landline rate

**Albion Booking Line**  
0844 327 1901\*\*  
\*\*Calls cost seven pence per minute,  
plus your network charge



Official club website  
**BrightonAndHoveAlbion.com**

To purchase tickets visit  
**seagullstickets.com**

