



17.18

SEASON TICKET

INFORMATION



HEART OF MIDLOTHIAN FC

SEASON TICKET INFORMATION

Season Tickets 2017/2018

Important Information



1. Introduction

This is the Season Ticket Information referred to in our Season Ticket Terms and Conditions. It applies only to the sale of Season Tickets - separate and additional terms and information apply to sale of other match tickets and hospitality tickets.

Please take time to read this important information about Season Ticket pricing, categories, ways to pay, benefits, and restrictions. If you have any questions about our season tickets, please contact our ticket office using the details below.

2. Season Ticket Office Opening Hours & Contact Details

The Season Ticket Office can be contacted as follows:

In Person: Located within the Clubstore beneath the Wheatfield Stand (access via Wheatfield Street).

Opening hours are:

- Monday to Friday: 9:00AM - 5:00PM
- Saturday: 9:00AM - 3:00PM
- Matchday: 9:00AM - 90 Minutes prior to kick-off

Any amendments to these opening hours will be communicated to supporters via the Club's website and social media channels.

Phone: Call 0333 043 1874, option 1 then option 1 (calls to this number are charged at local rate).

Email: supporterservices@homplc.co.uk

Post: Season Ticket Office, Tynecastle Stadium, MacLeod Street, Edinburgh, EH11 2NL

3. Season Ticket Sales

Key Dates

Due to major changes in the stadium configuration our season ticket process is slightly altered from previous years. The recategorising of seats in the Main Stand has major pricing implications for Main Stand season ticket holders. They are, therefore, being given priority during the “moving period”. (Period 1)

Similarly, given the fact that Roseburn Season Tickets are now partial, current season ticket holders are being given priority to move, should they wish to do so, to areas offering full season tickets.

3.1 Period 1: May 15th - 6th June

Renewals

All supporters who wish to renew their season tickets must do so, during this period as otherwise, the seats will be released for resale. If you wish to renew but also wish to move your seat, you should still renew and you will be given the opportunity to request a move during Period 2 or Period 3, dependent upon the location of your current seat. This is as per normal practice.

The only exception to the above relates to those season ticket holders in the Main Stand, who wish to move their seats due to the pricing differential. They should contact the ticket office to discuss their requirements if they have not already done so. Their seats will be marked for possible release, but will not actually be sold, until they have been given the option of a seat elsewhere in the stadium, during Period 2.

3.2 Period 2: June 7th - 12th

Relocation of fans from the Main Stand or the Roseburn Stand

As explained above, season ticket holders from the Main Stand and the Roseburn Stand are being given priority in requesting a move, given the changes effecting their current seats.

They should contact the ticket office to request a move. Those from the Main Stand who have not yet purchased their season ticket, will require to pay at this point. Similarly, those in the Roseburn stand will be required to pay the upgrade price.

3.3 Period 3: June 13th - 15th

Relocation of fans from the Wheatfield and Gorgie Stands

They should contact the ticket office to request a move to any area of the stadium. This request will be fulfilled subject to availability

3.4 Period 4: From 16th June

Fans wishing to purchase new season tickets

All remaining seats will go on general sale.



4. Season Ticket Prices

4.1 Season Ticket Pricing is based on 2 main criteria, as described below

- **Age and/or Personal circumstances**

A Standard Adult price is set and concession prices are then based on that price.

Several concession rate Season Ticket options are available: to individuals under 13 years of age at 1 September 2017, under 18 years of age at 1 September 2017, OAPs over 65 years of age at 1 September 2017. Concessions are also offered to Students in Full Time Education ("FTE") for the entire duration of season 2017/2018. Proof of age/status such as a passport or driver's licence (or matriculation ID card for students) is required. NUS cards are not accepted as a valid form of ID for students. We also offer a reduced rate for adults benefitting from Employment Support Allowance ("ESA") upon showing documents confirming receipt.

In addition to concession pricing, special prices are also offered for wheelchair users and their carers and for ambulant disabled, including visually impaired support and their carers. Wheelchair and carer bays are located along the concourse of all 4 stands and a designated visually impaired area is available in the Main Stand.

Only photographic identification of concession status is accepted by the Club.

Club policy is that children under the age of 13 should be accompanied by an adult in the Stadium at all times. As a result under 13's season tickets are only available when purchasing an Adult or Over 65 category Season ticket.

Season Ticket Holders can upgrade concession Season Tickets to an alternative concession or Adult Season Ticket. A discount will be offered on the match Season Ticket price to use the designated Season Ticket seat. The discount shall be calculated based on the difference between the Season Ticket purchase price and the Match day price.

- **Seating Zone within the Stadium**

The Stadium configuration is as shown below. It should be noted that partial season tickets only are available in Sections H and J of the Roseburn Stand, to enable the club to maximise occupancy for specific Category A games.

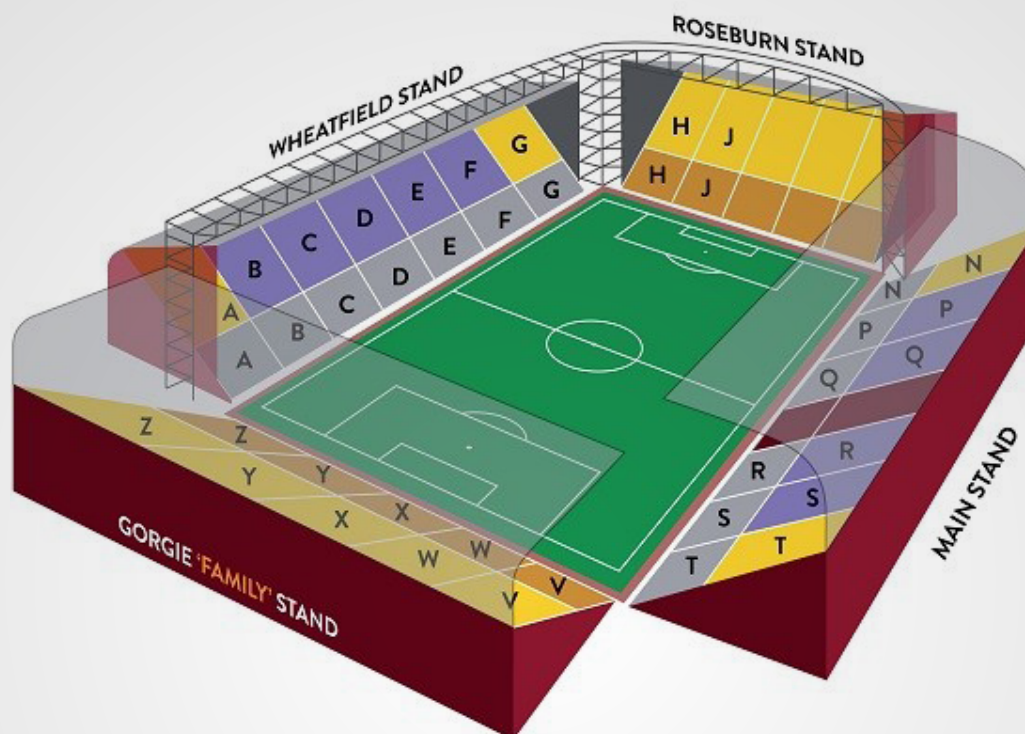
The club defines all matches as either Category A or Category B. Category A matches are those matches played against Aberdeen, Celtic, Hibernian or Rangers.

Category A Season Tickets are valid for all home SPFL matches; a minimum of 18 matches.

Category B+ Season Tickets are valid for all home SPFL matches except those against Celtic, Hibernian and Rangers. Full fixtures will be made available at www.heartsfc.co.uk

Stadium Configuration

Tynecastle is an all-seater stadium. A seating plan linking to our pricing table is shown below.



4.2 The Season Ticket Prices for season 2017/2018 are set out below

Please relate to the colour coding in the above diagram to obtain the relevant pricing category

Category A Season Tickets

17/18 ST PRICE	BRONZE	SILVER	GOLD	PLATINUM	WHEELCHAIR AND CARER OR BLIND AND CARER
Adult	£300.00	£320.00	£370.00	£470.00	£160.00
065/FTE/ESA	£190.00	£205.00	£240.00	£305.00	£110.00
U18	£165.00	£175.00	£205.00	£260.00	£95.00
U13	£55.00	£55.00	£55.00	£110.00	£95.00

Category B+: Season Tickets (Roseburn Stand Only)

	CAT B+ BRONZE	CAT B+ GOLD
Adult	£180	£250
065/FTE/ESA	£100	£130
U18	£85	£100
U13	£30	£30

5. Transitional Payment Arrangements for the Main Stand Season Ticket Holders

As we move from our old main stand to our new stand, scheduled to open in season 2017/18, current season ticket holders in this stand will require to be re-assigned to new seats. Many of these seats will now be in Gold or Platinum pricing categories, rather than the Silver category that previously applied to all Main Stand seating to reflect the limited and ageing facilities.

In order to assist season ticket holders who find themselves faced with a larger than usual price increase, due to this reclassification, we are offering a transition period, as outlined below.

Silver Category Renewals:

- New Silver Category Pricing will apply as normal

Renewals in new Gold Category:

- Season 17/18: Silver Category Pricing will apply
- Season 18/19: Full Gold Category Pricing will apply

Renewals in new Platinum Category:

- Season 17/18: Gold Category Pricing will apply
- Season 18/19: an increase to the mid-point between Gold & Platinum Category Pricing will apply
- Season 19/20: Full Platinum Category Pricing will apply

This offer is only available to current Main Stand season ticket holders who wish to renew.

Any new Season Ticket Holders in the Main Stand will pay normal category pricing.

6. Seat Guarantee and Price Freeze

In order to generate funds for the completion of the new main stand a special initiative is being introduced which will assist the club's cash position during the re-development, while providing benefits to supporters over the next 3 seasons.

For a £100 donation to the Tynecastle Redevelopment Fund (TRF), the Club is offering a three year price freeze and seat guarantee as follows:

- (i) A guaranteed price freeze on your Season Ticket from season 2017/2018 up to and including season 2019/2020, provided you renew your Season Ticket each year.
- (ii) Guaranteed priority to purchase your Season Ticket seat, for all non-league matches, from the opening of the new stand which is expected to be 9th September 2017.
- (iii) A 50% reduction in our '1 in a million' benefit scheme, saving you £50. This scheme will comprise a range of club benefits and special offers at local entertainment venues and restaurants. Further information relating to this scheme will be provided separately.

Unfortunately, this Price Freeze option is not available to Main Stand season ticket holders who have taken advantage of the transitional payment arrangements and the Seat Guarantee is not available to Roseburn Stand season ticket holders.

7. Season Tickets

Ways to Pay and Booking Fees

We encourage all fans, where possible, to purchase their Season Ticket with Cash, or cheque as this helps the club in cash flow terms and avoids the fees associated with credit or debit cards.

Season Tickets however, can also be purchased using a debit or credit card either at the Ticket Office or online at Hearts eTickets www.heartsfc.co.uk or over the phone by calling 0333 043 1874, option 1, then option 1.

The Club's current booking fees are as follows:

- Counter sales at the Season Ticket Office

A fixed fee of £1.50 per Season Ticket for credit card transactions is charged (up to a maximum of £6). No fees are charged for cash or cheque sales over the counter at the Season Ticket Office.

- Telesales and Standard online transactions at Hearts eTickets

A fixed fee of £1.50 per Season Ticket for each telephone and online sale is charged up to a maximum of £6. In addition, postage costs may apply, being 60p for standard 1st class postage, £6.95 for special delivery. There is, of course, no additional fee for collection.

8. Season Ticket Finance

The Club has arranged a scheme whereby supporters are able to purchase their Season Ticket under a flexible payment plan administered by the Club's payment partner, Zebra Finance. Season Tickets will only be guaranteed under this payment method if the individuals' application is accepted by Zebra Finance.

Two plans are available from Zebra Finance: (i) a four-month interest free plan (a 4.5% administration fee is applied by Zebra Finance, taken with your first payment), or (ii): a ten-month interest bearing plan. More information about the options offered by Zebra Finance and application details can be found at <https://www.eticketing.co.uk/heartofmidlothian/default.aspx>

All such applications are processed and administered by Zebra Finance are subject to a credit check, separate terms and conditions with Zebra Finance and are not guaranteed. If you apply for Zebra Finance, your Season Ticket will not be valid until Zebra Finance has paid the price of your Season Ticket to the Club.

The Club is authorised and regulated by the Financial Conduct Authority as an introducer appointed representative, introducing Zebra Finance to supporters seeking personal loans for Season Tickets. [Zebra Finance is an intermediary and agent for lender, R Raphael & Sons Plc.] The Club is not an agent for either Zebra Finance or R Raphael & Sons Plc. The Club receives commission from Zebra Finance of £1 for every Zebra Finance account activated.

9. Season Ticket SmartCards

Season Tickets are in the form of a SmartCard which gives you access to all matches covered by the Season Ticket.

An administration charge of £5 is payable for the replacement of lost SmartCards.

Season Ticket holders who forget/misplace their SmartCards for any given match may be issued with a paper Season Ticket for access to the Stadium for that game only. The Season Ticket will be issued subject to the holder's SmartCard not being used for the match. In the circumstances a Season Ticket can be requested from the Season Ticket Office, using the contact details above, however the Club will not "fast track" any such requests. The Club reserves the right not to issue a replacement match Season Ticket where a SmartCard is lost.

In the event that Season Ticket holders are unable to attend a fixture on a specified date, the Club encourages holders to contact the Season Ticket Office and advise that their ticket will be available for resale for the specified match. By contacting us you are giving us authority to re-sell your seat and this cannot be reversed or credited if you change your mind. While giving the club the right to re-sell your seat, our policy is to pass on a number of these tickets to the Big Hearts Community trust to distribute to worthwhile causes.

