



# Seagull Loyalty Scheme 2014/15

## Frequently asked questions



The club will continue to use the Seagull Loyalty Scheme for the 2014/15 season. Below are details of how points from last season will be rolled forward for season 2014/15 for all supporters. When announcing ticket details for such a match, the club will announce any priority period, or series of priority periods, and the number of points required to qualify for those periods.

### How are points 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).

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. 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.

### If you are a season ticket holder:

All the time your season-ticket is active you have a constant balance of 1,000 loyalty points (see table below). For new season ticket holders, these are added on the date of the first competitive fixture of the season.

Platinum members: 1,330

1901 members: 1,100

Gold members: 1,050

Silver members: 1,000

Additional points are then earned as follows:

Home Cup Matches: 20

Away Cup and League Matches: 10

Loyalty Points for any given match will be credited to FAN accounts after the matches have been played.

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 Club Membership scheme.

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

Your 1,000 loyalty points awarded for being a season ticket holder are retained, provided you renew your season ticket in the allotted timeframe. Any additional balance (earned by attending away games and/or home cup matches as above, or carried forward from previous seasons) is then carried forward at a rate of 50% to the following season.

### What if I don't renew?

50% of your total balance (including the 1,000 points) is carried forward to the next season. In subsequent seasons it will then carry forward at a rate of 50%.

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

Your total balance (not including the residual of the 1,000 points) is carried forward to the next season at 10%.

If you are a non-season ticket holder:

You will earn points on a match-to-match basis as follows:

Home Cup Matches: 20

Home League Matches: 10

Away League and Cup Matches: 10

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

50% of your loyalty points are carried forward to the next season's balance.

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

You are awarded 1,000 loyalty points at the start of the season (these are added on the date of the first competitive fixture of the season). Any existing balance earned or carried forward from previous seasons is carried forward at 10%.

### Can I earn additional points?

Paid for club membership earns points (depending on the level of membership you join) - but these are not carried forward.

Call the Albion Booking Line on **0844 327 1901** for more information or visit [seagulls.co.uk/tickets](http://seagulls.co.uk/tickets) [CLICK HERE]

