

The New Season Ticket.

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Ticket Office: T: 0844 249 1871 www.london-irish.com



London Irish

**Proud of where we come from
Be proud of where we're going**

The New 2010/2011 London Irish Season Ticket

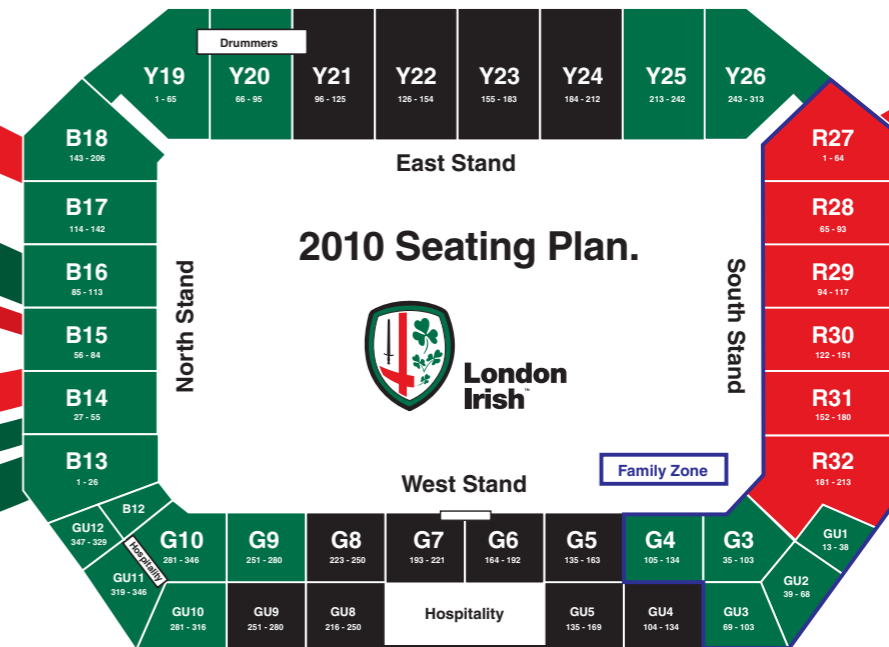
A season ticket for London Irish shows your undivided support for which we are extremely appreciative. It also gives you the chance to make some exceptional savings across the season on the price you would pay on match days for the same seat – up to 56%! Our prices also remain extremely competitive when compared with other Premiership clubs. You'll see some exciting new developments for the season ahead – including a fantastic value family zone, a debenture lounge and a Members Club with lots of exclusive features. We have also simplified the pricing of tickets to make it easier for you to choose the London Irish experience you want.

The 2010/11 season ticket will include the following:

- 11 Premiership home games, including the London Double Header at Twickenham
- 3 Heineken Cup games
- 2 LV= Cup games
- Any pre season friendlies played in Sunbury
- London Irish 'A' team home games played in Sunbury

Additional benefits

- Priority booking for play-off games and key events including the London Irish Awards Dinner
- 10% discount on full price London Irish merchandise
- Season Ticket holder booklet with season preview, squad profiles, fixture information and special offers
- New design London Irish Season Ticket Smart Card
- Middlesex Charity 7s: support London Irish in their bid to retain the title and get 2 for 1 on adult tickets
- London Double Header: 20% off for friends and family
- Special promotions & competitions during the season



Category	Unreserved		Standard		Premium	
	Season Ticket	Matchday	Season Ticket	Matchday	Season Ticket	Matchday
Adult	£240	£25 (save £160)	£285	£33 (save £243)	£370	£40 (save £270)
Concession	£130	£15 (save £110)	£185	£25 (save £215)	£290	£35 (save £270)
U16	£95	£10 (save £65)	£140	£20 (save £180)	£290	£35 (save £270)

Family Zone: We pride ourselves on being a family-friendly club so have introduced an exceptional value family zone where each adult can bring an U16 for free!

Disabled Season Tickets include a free Helpers Season Ticket and are available in disabled seating areas only on proof of disability. For details and to book, please call the Ticket Office on **0844 249 1871**. Concession – Over 60, full-time students, members of the Emergency Services and members of the Armed Forces*. *Only applies to Season Tickets.

New for 2010/11. Join the London Irish Members Club

We are excited to have launched a brand new members club for 2010/11. Membership will give you an exclusive package of benefits, from special offers with our partners and sponsors, to exclusive, hot off the press news and information – giving you the inside track on the club. Membership is also perfect for our supporters from further afield who can't usually come to games, but want to feel part of the club.

Includes:

- Exclusive pre-season event with members of playing squad and coaches
- Membership card
- Members' tie or scarf for ladies
- Members' e-zine with breaking news and exclusive information
- Entry to the ballot for England international games
- First priority booking for play offs and events for members who are also season ticket holders and priority over non season ticket holders for all members
- £2 off home game tickets and other ticket and hospitality offers
- Exclusive discounts and offers from our sponsors, suppliers and partners

(All this for £50)

Members Club Sponsor and Partner offers

We've teamed up with our sponsors and partners to bring you a range of exclusive offers including:



CityJet

10% discount on CityJet routes across Europe from London City Airport



Rugbytech

£10 Megastore voucher plus 10% off all full price purchase



Seatwave

£25 off first purchase of tickets.



Hilton Hotels

A range of exclusive offers for London Irish members at Hilton Hotels, official hotel partner of Premier Rugby (offers will vary throughout the season) PLUS entry to a quarterly draw to win an exclusive break at a Hilton Hotel, with tickets for a London Irish away game.



The Hilton Reading

Special B&B rate of £79.00 per night for 2 people sharing including VAT, a drink on arrival, complimentary parking (1 car) and complimentary access to our LivingWell Health club during the stay. Or add dinner for 2 people on the first night for £109.



LivingWell Healthclub at the Hilton Reading

No joining fee and the 1st and 6th month free, saving an amazing £175 on an annual membership.



King of Shaves

50% off all purchases through the King of Shaves online shop.

CHAMPNEYS

Champneys

15% off Champneys standard day experiences and stays at Champneys health resorts and a 10% discount on Champneys online spa shop.



Foxhills

Golf: Become a member for the day. Play the member only course free of charge and invite up to 3 guests to play with you at the member guest rate.

Spa: Enjoy Guilt Free Golf: 2 for 1 on Spa Day. Valid Mon- Fri on £59 Spa Days.

Bedrooms: Discounted rates on all bedrooms with a complimentary upgrade.

Conference: Save £20 on Day Delegate rate and pay £70.00 per person including lunch and conference equipment.



THE DOYLE COLLECTION

The Doyle Collection

Book our Best Available Rate at The Kensington Hotel, The Bloomsbury Hotel or The Marylebone Hotel and receive complimentary continental breakfast in the restaurant and a pint of Guinness in the hotel's bar.

Premier Lounge

The ultimate season ticket where you can take advantage of the recently built Premier Lounge that blends state of the art design with contemporary styling. This luxurious suite offers exceptional panoramic views of the pitch and provides a superb backdrop to entertain your guests and guarantee a truly fantastic match day experience.

Package includes:

- Padded seats directly outside the facility located in the South West corner of the ground
- Tea and coffee at halftime
- Exclusive use of members only cash bar throughout the day
- Player Q&A session pre match
- Player visits at half time or after the match
- Opportunity to purchase a selection of hot and cold drinks and snacks

Seasonal clients will also receive the following benefits:

- Opportunity to enter the ticket ballot for England Internationals at Twickenham
- Priority Premier Lounge booking for additional games not included in the seasonal package

Seasonal Prices

Adult £580 Under 16 £464

For further information and to book, please contact
Matt Wasley on 01932 750114 or matt.wasley@london-irish.com

We regret that this facility is not suitable for wheelchair users. Due to the popularity of this package, it is expected to sell out on a seasonal basis and will not be offered on a match by match basis.



Debenture Lounge (3 Year Debenture)

Secure your seat at a fixed price for the next three seasons.

Effectively, you are being offered a three year price freeze in return for an upfront payment. In order to make the payment process simple there will be the opportunity to spread the payment of the debenture over the first six months.

The debenture seats are limited to only 80 seats and are located centrally in the West Upper. These seats will be allocated on a first come, first served basis after which we will create a waiting list.

In addition to securing your very own seat for the next three seasons, Debenture holders will receive the following benefits:

- The right to guarantee your premier padded seat in the West Upper on the half way line for all pool home matches over the next three seasons
- Exclusive use of a new Debenture Lounge with private bar where a selection of hot and cold drinks and snacks can be purchased
- Complimentary match programme for each guest
- Exclusive and complimentary Debenture holders lunch at first home match of the season
- Company logo in all home matchday programmes (if applicable)
- Team news hot off the press
- Debenture transferable to another named party, upon acceptance of the club
- Debenture holders will also receive a complimentary ticket to any home domestic or European cup quarter final over the term of the debenture
- The best seats in the house

£640 per season for three seasons.

For further information and to book, contact
Matt Wasley on 01932 750 114 or matt.wasley@london-irish.com

The London Double Header. Reserved seats for season ticket holders.

This marks the start of the Premiership - London Irish, London Wasps, Saracens and Harlequins play two games, back to back, at Twickenham. This year the LDH will be on Saturday 4th September, and London Irish will be one of the home teams, playing either Saracens or Harlequins.

If you buy a season ticket for next season, you are entitled to a reserved seat. Simply complete and return the attached form to claim your ticket. There are limited seats available within each category and these will be allocated on a first come, first served basis so renew early to ensure you secure a premium seat! You can also apply for Friends and Family tickets at a 20% discount using the enclosed form.

See application form for further information.

Seasonal car parking

We have a limited number of seasonal car parking permits available on application on a first come, first served basis. A seasonal car pass covering all London Irish games played at the Madejski Stadium costs £90. This represents a 25% saving on permits purchased on the day.

Please see enclosed application form for more details.

Would you prefer to spread the cost of your ticket?

If you'd like to buy a season ticket or one of our hospitality packages, but would prefer to spread the costs, Zebra Finance can offer you a personal payment plan to suit your needs.

For further information on costs and how to apply,
please call the **Ticket Office** on **0844 249 1871**

How to renew/apply for your Season Ticket or Membership.

By Post

Fill in the form and return with a cheque payable to Reading FC to **London Irish Season Ticket Application, Ticket Office, Madejski Stadium, Reading, RG2 0FL**

By Telephone

Call the **Ticket Office Hotline** on **0844 249 1871**

Office hours are **Monday-Friday 9am – 5pm, Saturday 9am-12pm and Sunday (matchday) 9am-12pm**

In Person

Visit the Madejski Stadium Ticket Office, opening hours are as above, except on Saturday and Sunday matchdays, open from 9am until halftime. Please note that any supporter paying by cheque in person will be asked to present a cheque guarantee card at the time of purchase.

Website

You can now renew your Season Ticket online (for your current seat only) by visiting **www.london-irish.com**; click on Season Tickets and log in. You will require your **Customer Number** and your **PASSWORD** (which is your POSTCODE and to be typed in UPPERCASE with no spaces). Note that you will be asked to change your password once you have logged in.

If you are applying for a season ticket, other than an adult, you will need to provide proof of your age/employment in order to receive the discounted rates. Even if you have already had this discount in previous seasons, you will need to provide up-to-date documentation. When applying by post, internet, or over the telephone, you must send the Ticket Office a copy of the appropriate documentation before your Season Ticket will be validated. When renewing in person, please ensure you bring your documentation with you.

Frequently asked questions

1. If I want to change my existing seat, how and when can I do this?

Current Season Ticket Holders can change to any unreserved seat (i.e. a seat not currently occupied by a 2009/10 Season Ticket Holder) at any time. There is a special window whereby un-renewed seats can be purchased before they go on general release. Season Ticket Holders can change their seat for an individual match free of charge provided that additional tickets are purchased when the seat change is arranged with the Ticket Office. Where the move is to a higher priced seat/stand, the price difference between the seats will be chargeable.

2. Why have you increased some prices for season tickets and match day tickets?

For some considerable time a number of season tickets have been underpriced and whilst we have tried to maintain this for as long as possible we now need to increase prices to be able to continue to build on the Club's success and to cover rising costs. We have reviewed our pricing structure and believe that we have introduced prices that are simple and fair with options for all budgets. If you compare us to other Clubs then you will see that we remain one of the most competitive in the Premiership.

3. My seat has changed from premium to standard or vice versa – why is that?

We have reviewed our pricing structure and seats have been categorised and priced according to their position and view of the pitch. Premium seating areas will be charged at a higher rate than the rest of the stand to reflect the superior viewing position.

4. My child received a free under 8's season ticket this season; can they go free for 2010/11?

We have introduced a brand new Family Zone in Blocks GU1 to GU3 West Upper, G3 to G4 West Lower and the whole of the South Stand. Any child under the age of 16 can go to all matches free of charge with a paying adult. If you do wish to sit in another part of the stadium with your child then you will need to pay for a season ticket at the appropriate U16 price. If your child is under 5 and does not require a seat then they can continue to go free in any part of the stadium.

5. What will be in my new season ticket pack and when will I receive it?

Your 2010/11 Season Ticket Booklet will include a new season ticket smart card and season ticket booklet with season previews, squad profiles and match information as well as special offers and promotions. Your pack will be sent to you in August.

6. Will I get a new Season Ticket Smart Card?

All Season Ticket Holders will receive a new smart card in the brand new London Irish design. You will keep this card for future years unless you change your seat. Lost or stolen cards should be reported to the Ticket Office and you will be charged £2 for a replacement.

7. Is it possible to pay for my season ticket in instalments?

This can be arranged through Zebra Finance Ltd. This finance agreement is between Zebra Finance Ltd and the applicant - London Irish and Madejski Stadium play no part in this process. For further information contact the Ticket Office on **0844 249 1871**.

8. I want to bring the whole family to watch London Irish, what is the best ticket to buy?

A family of four (2 adults and 2 children) could save anything from £190 by purchasing tickets in our new Family Zone (see details in booklet). With a wide range of match day entertainment including live music and kids activities, London Irish is a great family day out.

9. Do members of the Armed Forces and Emergency Services get a discount on tickets?

Yes, members of the Armed Forces and Emergency Services qualify for a discounted rate on Season Tickets. Proof of employment will be required. Please contact the Ticket Office for further details.

10. What is available for disabled supporters at Madejski Stadium?

There are 128 wheelchair spaces available. Entry is at ground level and the places are set well back from the pitch, offering excellent viewing and weather protection. Disabled supporters are provided with a complimentary 'carer' ticket for each ticket purchased in the disabled area. You can choose not to sit in the designated area, however the complimentary carer ticket will then not apply.

For further information, please contact the **Ticket Office** on **0844 249 1871**.

