

LONDON IRISH
2015/16 SEASON TICKET



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MESSAGE FROM MICK CROSSAN



“WE ARE DETERMINED TO MAKE OUR SEASON TICKET HOLDERS THE HEARTBEAT OF THIS CLUB, WHICH MEANS FRESH THINKING AND A FRESH APPROACH.”

These are exciting times for rugby and, more importantly, for London Irish.

The consortium that I'm proud to lead has been thorough in reviewing the structures that we inherited and the process of improvement is well underway, both on and off the pitch.

We want this Club to compete consistently at the top end of the game in this country and in Europe. To do so successfully requires a Rugby Department with top quality players and coaches, complemented by commercial and operations departments of a similar calibre. The process of creating such a rugby structure is complete and we are on our way to reflecting those standards in our off-field organisation.

In addition, we have re-invigorated our Academy with the objective of restoring it to its previous position as the best amongst its peers in the country. The London Irish family has settled into our new home at Hazelwood and

we're looking forward to realising its potential as one of the finest training complexes in the country. The fact that it has been selected as an official training venue for visiting teams in the forthcoming Rugby World Cup is an indication of the level this Club aspires to.

While all of this is most encouraging, it is meaningless without that essential part of the London Irish family – You, our supporters, in particular, our Season Ticket Holders.

We are determined to make our Season Ticket Holders the heartbeat of this Club, which means fresh thinking and a fresh approach.

This brochure, and the invitation it contains to renew, is a first step on an exciting journey- I hope you will be part of it.

MICK CROSSAN, CLUB PRESIDENT

PART OF THE FAMILY

“This is a great family Club, from minis to the first team, there is a great bond around the Club.”

GEORGE SKIVINGTON, CLUB CAPTAIN

“The Club is like a family - from the owners, to the staff and supporters. There is a true alignment of all involved.”

PAUL HODGSON, ACADEMY COACH

“London Irish has always been very much in the hearts and minds of the Magee family. My grandfather, Louis, was a very proud founder member of this great Club.

He appreciated so much the opportunity to captain the Club and indeed to be the first international out of London Irish.

On behalf of the Magee family it gives me great pleasure to wish the Club, and all its committed members and supporters the very best for the upcoming season.”

LOUIS MAGEE, PRESIDENT IRFU

“London Irish is where I have grown up. It has been an integral part of shaping who I have become.”

TOM SMALLBONE, PLAYER

“My father played for the Club in the Amateur era, it makes it special for me to play at London Irish. It is the Club which has given me a chance at top flight rugby”

FERGUS MULCHRONE, PLAYER



“FOR US, NOW, IT IS ABOUT RE-BUILDING TRUST; YOUR LOYALTY IS UNQUESTIONABLE AND WE WANT YOU TO CONTINUE WITH US ON OUR JOURNEY.



MESSAGE FROM BOB CASEY

I would like to thank you for your unwavering support in what has been a difficult few seasons for London Irish.

I'm incredibly excited about the future of our great Club as we continue with our five year vision, which I was pleased to be able to share with many of you at our recent Season Ticket Holder events.

It is the vision and commitment of our new owners that convinced me to re-join the Club in an executive capacity. Their passion, combined with the loyalty of you, our exceptional supporters, helped to convince me that I had a role to play, with you, in moving this great Club forward to the next stage of its development.

The last few months have been integral in creating a path that will ensure our future success. The Rugby programme for next season is complete and will be led by our new Head Coach, Tom Coventry and Glenn Delaney in his new role of Head of Rugby Operations. Clark Laidlaw, Grant Doorey and Richard Whiffin will complete the coaching team as Assistant Coaches. Before appointing Tom we carried out extensive research on him and he came highly recommended, so we know we have the right man.

All these individuals embody the core values which make this Club so special; resilient, united and hard-working. These values were also key factors when identifying new signings; Ben Franks, Matt Symons, Brendan McKibbin, Joe Trayfoot, Dominic Waldouck, Tom Cruse, David Sisi, Andy Goode, Eoin Sheriff, Asaeli Tikoirotuma and Sean Maitland are people that will add to, and improve, the London Irish family next season.

The Commercial team at London Irish has spent the last six months communicating with you to understand what you love about the Club and to identify areas for improvement. We have conducted this research through surveys, supporter feedback groups and post-match presentations. The crucial thing for you to know is that we have listened. This has been reflected in the Reserved and Unreserved seating plan and our simplified back to basics pricing structure. We will also offer U13's free Season Tickets anywhere in the ground, as we look to build on our reputation as a family friendly Club.

For us, now, it is about re-building trust; your loyalty is unquestionable and we want you to continue with us on our journey.

Keep the faith.

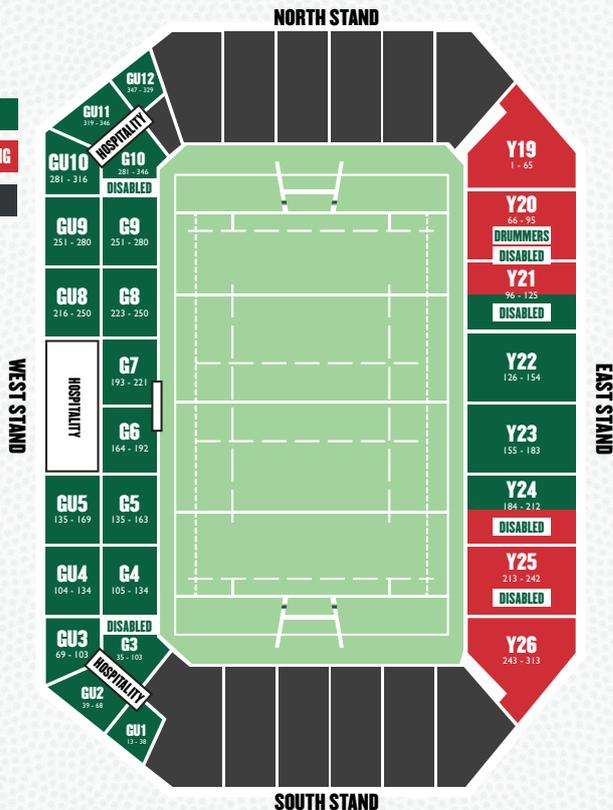
BOB CASEY, OPERATIONS DIRECTOR



STADIUM PLAN

KEY

- RESERVED SEATING
- UNRESERVED SEATING
- CLOSED STANDS



GOING BACK TO BASICS

One of the points that came back in our recent Supporter Survey was that the variety of seating and game category options was overly complicated and wasn't working for you. We want to make your matchday experience as enjoyable as possible, and you told us that having three different seating categories fragmented your support.

With this in mind, we will be closing the South Stand next season and removing the Premium/Standard seating categories to replace them with a clear Reserved and Unreserved seating structure.

SEATING CATEGORIES 2015/16

Reserved seating in the West Stand and the centre of the East Stand will offer supporters the opportunity to reserve their exact seat for every game, something which we know is important to a lot of our Season Ticket Holders.

Whilst Reserved seating is popular, we are aware that this is not for everyone. There are a significant number of our supporters who like to meet friends at the game and decide where to sit once they arrive at the ground each matchday. With this in mind, we have expanded the Unreserved area in the East Stand to include seating up to the 22, offering great value for seats with a fantastic view of the action.

We will still reserve seats for supporters who require Disabled Seating, and for the London Irish Drummers. We hope that these changes will enable you to get more out of your matchday experience.

SEASON TICKET PRICING

RESERVED

AGE BAND	EXCLUSIVE RENEWAL PRICE (UNTIL 5PM FRIDAY 5TH JUNE)	SEASON TICKET PRICE (FROM FRIDAY 5.01PM 5TH JUNE)
ADULT	£345	£355
AFES	£280	£290
65+	£280	£290
22-25	£280	£290
18-21	£205	£215
13-17	£120	£130
UNDER 13	FREE	FREE

UNRESERVED

AGE BAND	EXCLUSIVE RENEWAL PRICE (UNTIL 5PM FRIDAY 5TH JUNE)	SEASON TICKET PRICE (FROM FRIDAY 5.01PM 5TH JUNE)
ADULT	£260	£270
AFES	£190	£200
65+	£190	£200
22-25	£190	£200
18-21	£160	£170
13-17	£85	£95
UNDER 13	FREE	FREE

AGE BANDS: AN EXPLANATION

Following our recent Supporter Survey and meetings with the Supporter Feedback Group, we have decided to make some changes to our age-band pricing structure. It is important that we attract supporters from all age ranges and we hope that you see this reflected in the Season Ticket pricing.

ADULT*

Our Adult ticket covers anybody aged between 26 and 64.

AFES

(ARMED FORCES AND EMERGENCY SERVICES)

If you are a serving member of the Armed Forces or a Blue Light Responder (Police, Paramedic, Fire) you are entitled to the AFES discount. Evidence of current service will be required before purchase.

65 AND OVER*

Anybody who is 65 or over will be entitled to a concessionary rate Season Ticket.

22-25*

If you are working your way up the job ladder or saving up for a home deposit, we still want you to enjoy the Craic! In the past younger Supporters have struggled to afford a Season Ticket once they are paying for themselves, so we have decided to give them a helping hand.

18-21*

Supporters aged between 18 and 21. We recognise that many of our supporters in this age-range may be at different stages of work or education so may need a more affordable way to come to games.

13-17*

Anybody aged between 13 and 17. As young supporters find their feet and develop their own rugby style, we want them to see rugby the right way, the London Irish way.

UNDER 13*

For the 2015/16 season all Under 13 Season Tickets will be FREE anywhere in the Stadium. As a Club we feel it is important to offer families an affordable way to watch top-class rugby. Children are the future of our Club, and, you never know, one of them could be the next Declan Danaher or Topsy Ojo. All Under 13's must be accompanied by a responsible adult aged 18 years old or above.

* Age-based concessionary rates are as applicable on 1st September 2015

For full terms and conditions please refer to the London Irish website

UNDER 13'S GO FREE



For the 2015/16 Season we will be offering all under 13 supporters a **FREE** Season Ticket. Yes, **FREE**.

We are proud to be a Family Club and we hope that you can see, from our new age bands for young supporters, we are helping to bring through the next generation of Rugby supporters.

In a Rugby World Cup year, we are committed to furthering the legacy of Rugby in this country, by offering families an affordable way to watch top class Rugby.

UNDER 13 BENEFITS

- Free Membership to the Junior Exiles Club
- Junior Season Ticket Holder Rugby coaching session
- Birthday Card
- Digger's Christmas Party
- Meet the Players Event



All Under 13's must be accompanied by a responsible adult aged 18 years old or above when attending any London Irish event at Hazelwood or Madejski Stadium. Up to three U13 Season Tickets can be purchased with every 18+ adult Season Ticket, including concessions.

“ME AND MY BOYS ARE EXCITED TO BE PART OF THE NEW BEGINNINGS AT LONDON IRISH, AND WE GO INTO NEXT SEASON WITH THE SAME DEDICATION AND BELIEF AS EVER. AS A MUM IT IS VERY IMPORTANT TO ME THAT LONDON IRISH IS ONE BIG FAMILY.”

SAM WALLIS-ROBINSON , SUPPORTER



BENEFITS

	BENEFITS	DETAILS
✓	SAVE MONEY AND SEE EVERY GAME	The London Irish Season Ticket guarantees you a seat at 10 Home Premiership games, including the Double Header, three European Challenge Cup pool fixtures and two First XV fixtures against Harlequins at The Stoop, all for less than the price of 10 home games. The venue of the 11th Premiership fixture is to be confirmed and therefore we haven't included this in the Season Ticket price.
✓	TWO FREE TICKETS TO ANY MADEJSKI STADIUM HOME GAME IN 2015	We think this is a great benefit and you seem to agree! The original goal of this benefit was to attract new supporters to the Club to help grow our support, and provide great value to Season Ticket Holders. You must claim and use your tickets by the last home game in December 2015. We will provide you with information on how to claim your two free tickets in due course and we will require some information on your guests so that we ensure they come back time and time again!
✓	SEASON TICKET HOLDER PRIORITY ACCESS	Season Ticket Holder's will get priority access to purchase home and away tickets, before they go on general sale, and will receive 10% off home tickets purchased in these windows.
✓	GUARANTEED RIGHT TO PURCHASE A TICKET FOR HOME KNOCK-OUT GAMES	If the team repeat their Cup run again next season, as a Season Ticket Holder, you will have the right to purchase your seat for any knock-out games held at the Madejski Stadium.
✓	POST-MATCH QUESTION AND ANSWER SESSIONS	Get closer to the team with access to post-match Q&A sessions, and exclusive presentations on the future of our Club, in our Season Ticket Holder only area.
✓	ENTRY INTO ENGLAND INTERNATIONAL TICKET BALLOT	Automatic entry into our International ticket ballot for England home fixtures at Twickenham, excluding RWC 2015.
✓	ACCESS TO A-LEAGUE GAMES INCLUDED IN YOUR SEASON TICKET	See the future of the London Irish Academy coming through the ranks at A-League fixtures played at the Hazelwood training facility for FREE.

EXCLUSIVE EARLY BIRD RENEWAL BENEFITS

Returning Season Ticket Holders who renew before the Early Bird deadline will get an exclusive benefits package to thank them for their loyalty. These exclusive renewal benefits are listed below.

The Early Bird deadline is 5pm, Friday 5th June 2015.

TWO TICKETS TO THE LONDON IRISH SEASON TICKET HOLDER TOTAL ACCESS EVENT

If you book your Season Ticket in advance of the Early Bird deadline, you and a guest can attend one of the London Irish Season Ticket Holder Total Access events on the 21st and 22nd August at Hazelwood. After the Early Bird renewal deadline we will send you details on how to claim your two tickets.

LOYALTY PRICE FOR RENEWING EARLY BIRD SEASON TICKET HOLDERS

As a renewing Season Ticket Holder you will be able to take advantage of the 2014/15 pricing by ordering your Season Ticket ahead of the Early Bird deadline.

KEEP YOUR SEAT

Any seats not renewed by the Early Bird deadline will go on general sale.



HOW TO RENEW AND KEY TIMINGS



WEBSITE

You can renew or purchase a new Season Ticket and Car Parking Pass online by going to

www.london-irish.com

and clicking on tickets. You will need to log in using your customer number (which you can find on your 2014/15 Season Ticket card) and post code or register before you complete your transaction.



BY TELEPHONE

Call the London Irish Supporter Centre on

0118 968 1016

Office hours are Monday-Friday 9am- 5pm.
Saturday 9am-12pm and Sunday (matchday only)
9am-12pm.



BY POST

Send the application form at the back of this brochure along with a cheque payable to Reading FC or card details to London Irish Season Ticket Application, Madejski Stadium, Reading, RG2 0FL.



IN PERSON

Visit the Madejski Stadium Ticket Office, opening hours are Monday-Friday 9am- 5pm.

Saturday 9am-12pm and Sunday (matchday only)
9am-12pm.



KEY TIMINGS...

All seats will be put on general sale at 5:01pm on Friday 5th June 2015. All existing Season Ticket Holders can take advantage of the Early Bird offer by booking before this date. The Early Bird renewal offer entitles you to £10 off your 2015/16 Season Ticket and two tickets to one of the London Irish Total Access events in the summer, so don't miss out!

2014/15 Season Ticket Holder seats will be secure until the Early Bird deadline.

All unclaimed seats will be put on general sale at 5:01pm on Friday 5th June 2015.

You will receive your Season Ticket card in August. If you have ordered a seasonal car parking permit please expect this to arrive in the post separately.



SPREAD THE COST

If you wish to spread your payments using Zebra Finance please fill out the form included in your envelope and return to the address provided.



SEASON TICKET RENEWAL FORM

Please use one form per ticket and complete all the fields

APPLICANT DETAILS

I wish to renew my existing Season Ticket

I wish to buy a new Season Ticket

If you would like to move your existing seat, apply for additional tickets or disabled tickets, please call the Ticket Office on 0118 968 1016.

Customer No
.....

Title First Name

Surname

Address
.....

Postcode

Home No

Mobile No

Email

Date of Birth

Please provide us with your correct email address to ensure that you receive important communications from the Club.

TICKET DETAILS

Please refer to your season ticket brochure for all information on the 2015/16 Season Ticket.

STAND

East

West

CATEGORY

Reserved

Unreserved

TICKET TYPE

Adult 18-21

AFES 13-17

65+ Under 13

22-25

PAYMENT DETAILS

By Debit/Credit Card: We do not accept American Express or Diners Club.

By cheque: There is no charge for cheques. Please make payable to Reading FC.

By Zebra finance: Please include Zebra Finance application form.

Credit/ Debit Card number

Start Date Expiry Date Issue No. (switch only) Security No.

/ /

Name on card:

Card Holder's Signature: Total Payable: £

To receive information on the 2015/16 Junior Exiles Club please tick here

To receive information on our Season Ticket Holder upgrades to Hospitality please tick here

To receive relevant information from sponsors and partners of the Club please tick here

Please send this form and payment to: London Irish Ticket Office, Madejski Stadium, M4 Junction 11, Reading, RG2 0FL.

Please note London Irish accepts no responsibility for any application forms that are lost in the post or do not reach the Ticket Office before the deadline to secure your current seat.

If you are applying for a Season Ticket other than an Adult Ticket, you will need to provide proof of age/employment in order to receive discounted rates. Even if you have received the discount in previous seasons you will need to provide up to date documentation. Please send a copy of your documentation to the Ticket Office with this form.

SEASONAL CAR PARKING 2015/16 APPLICATION FORM

The Car Park Pass for the 2015/16 season entitles you to a space in the Red Car Park, or Orange Car Park (Disabled Parking only), for all home games at the Madejski Stadium.

With a match by match rate of £8, a seasonal permit offers you a saving of £14 across the season.

You can renew or apply for a seasonal Car Parking Pass online at www.london-irish.com or fill in the application form using BLOCK CAPITALS and return to: London Irish Ticket Office, Madejski Stadium, M4 Junction 11, Reading, RG2 0FL.

If you are paying by cheque please make payable to Reading FC.
Alternatively call the Supporter Centre on 0118 968 1016.

TICKET TYPES	LOCATION	NO. OF PASSES	PRICE	TOTAL
Car Park Pass (2015/16 Season)	RED		£90	
Disabled Car Park Pass (2015/16 Season)	ORANGE		£90	

APPLICANT DETAILS

Same as Season Ticket Application Form

Customer No

Title First Name

Surname

Address

.....

Postcode

Home No

Mobile No

Email

Date of Birth

PAYMENT DETAILS

I would like to purchase the Car Parking Permit(s) listed above.

If you are paying by cheque please make payable to Reading FC.
Alternatively you can pay by credit/debit card.

We do not accept American Express.

Credit/ Debit Card number

Start Date

Expiry Date

Issue No. (switch only)

Security No.

/ /

Name on card:

Card Holder's Signature: Total Payable: £

TERMS AND CONDITIONS

By purchasing the Season Ticket you agree to be bound by these Terms and Conditions. Any individual purchasing a Season Ticket on behalf of a third party shall be deemed to be acting with the consent of such third party to agree to be bound by these Terms and Conditions on their behalf.

By purchasing the Season Ticket you acknowledge and agree that you are entering a binding agreement, on the terms set out in these Terms and Conditions, with the Club for the entire period of time covered by the Season Ticket.

Terms and Conditions are deemed to be acceptable to Holders upon purchase of a Season Ticket. Holders must at all times do everything within their power and control to protect and enhance the good name of the Club. The Club reserves the right to amend these Terms and Conditions within reason at any time without prior notice.

The exclusive Early Bird renewal period ends at 5pm on Friday 5th June 2015. The Club cannot accept any responsibility for any application forms which are lost or delayed in the post. Where a closing date has been set, the Club cannot accept receipt of late applications.

The Season Ticket remains the property of the Club at all times. Holders should check prior to the commencement of the Season that the Season Ticket details are correct.

Season Tickets cannot be refunded once purchased so please take your time to choose the best package for you.

Concession age brackets are 65 and over, serving members of the Armed Forces and Emergency Services (AFES), ages 22-25, 18-21, 13-17 and under 13.

All ages are applicable as of 1st September 2015.

All Concession Season Ticket Holders should bring proof of age to each match, as checks may be carried out at the turnstile.

If you are applying for a discounted ticket then you will need to provide proof of your age/employment. Even if you have provided documentation before you will be required to show proof of up-to-date documentation.

Disabled Supporters are entitled to a complimentary carer's ticket and this is available in designated Disabled Seating areas only. Proof of disabled status may be required.

In the event that your Season Ticket is withdrawn or cancelled, the Club reserves the right to exclude you from any membership scheme maintained or organised by the Club and/or to disqualify you from applying for any match ticket or Season Ticket at its discretion.

The Club reserves the right to change the date and venue of any fixture.

Only home pool matches are included in the Season Ticket; quarter or semi-finals and play-off games are not included in the Season Ticket. The Club does not have to offer reduced price match ticket promotions to Season Ticket Holders for these matches. If ticket promotions are offered the Club reserves the right to offer these without liability to Season Ticket Holders.

Priority booking for play-offs will be given to Season Ticket Holders.

If you successfully referred a friend in the 2014/15 season then please call the ticket office to claim your discount on your 2015/16 Season Ticket.

Up to three U13 Season Tickets can be purchased with every 18+ Adult Season Ticket, including concessions.

For the full terms and conditions please refer to the London Irish website www.london-irish.com

LONDON IRISH. MORE THAN A CLUB, IT'S A FAMILY



[TWITTER.COM/LIRFC](https://twitter.com/LIRFC)

[FACEBOOK.COM/LIRFC](https://facebook.com/LIRFC)

WWW.LONDON-IRISH.COM

LONDON IRISH SUPPORTER CENTRE:

T: 0118 968 1016 Madejski Stadium, Reading, RG2 0FL

COMMERCIAL OFFICE:

T: 01932 750 100

London Irish RFC, Hazelwood, Croysdale Avenue, Sunbury on Thames, Middlesex, TW16 6QU

