



Excitement
guaranteed
- at the home
of family
football!

NEW!
**Improved
Direct Debit
terms**

Extended payment
schedule + reduced
admin fee

NEW!
**All U16 prices
reduced**

Rookery U16s just
£2.61 a game

NEW!
**Young Adults &
Students savings**
From just £6 a game

NEW!
**Family Area U8s
down to £10**
Fun activities
every game



Season Tickets
2011/12

A word from **Graham**

“We have thought long and hard about where cost savings can be presented, and we’ve taken the family and younger supporters route as a key focus.”

I’VE often been asked why Watford played and continues to play a special part in my life - and my answers have always reflected more than just what has happened on the field of play.

I’m sure you’ve had cause, at some point this season, to experience the warmth and unity of feeling that being at Vicarage Road can generate. It is about more than just the football sometimes.

I fully understand that the key factor in buying a season ticket is directly related to the quality of football that you watch here, and your judgement on the affordability of our pricing structure.

A season ticket is a big commitment, both emotionally and financially, and we don’t for one minute under-estimate that it’s more than about just saying you support Watford.

We appreciate these are tough times to be finding hundreds of pounds, so we hope that the prices you’ll find within this booklet seem fair to you.

If we are to continue to strive to be a ‘True Community Partner’ (one of our stated aims), then we have to focus on making it ever easier for families to come and enjoy the football together at Vicarage Road.

We have thought long and hard about where cost savings can be presented, and we’ve taken the family and younger supporters route as a key focus.

We’re aware that there are many thousands of adults and seniors out there who’ve shown us dedication and support over many, many years. We don’t take that for granted and we appreciate your loyalty, we really do.

There’s no question in my mind that the club is really trying very, very hard indeed to live by ‘The Watford Way’ - and part of that says we want to develop and maintain a high-performing player talent base.

Well in terms of value for money, honesty and commitment, I think all Watford supporters would agree that it’s been a tremendous season’s entertainment from the playing squad, led in exemplary fashion by the Football Manager, Malky Mackay, and his dedicated staff.

However not only do I understand, but I fully respect that you have your choices to make in terms of how you spend your disposable income.

Please have a look over the information here, into which has gone careful consideration of all the factors I’ve mentioned.

If it were to be with us - whether that’s once again or the first time - we’d be honoured to have your company in August.

Some of that magic, that true family feeling has really come to the fore this season, with matchday initiatives like our Marie Curie games rightly capturing national media attention.

That real buzz, that feeling Vicarage Road is an exciting place to be at, has of course often been generated by Malky Mackay’s team with their performances.

I hope you’ll choose Watford Football Club - our club.



NEW!

- Improved Direct Debit terms
- All U16 prices reduced
- Young Adults and Students savings
- Family Area U8s down to £10

Ticketing and purchasing information



Easy purchase options

DIRECT DEBIT FACILITY

NEW! We are delighted to announce that our Direct Debit payment terms have been improved to make the purchase of a season ticket that bit easier! To help supporters minimise the impact of the cost of a season ticket we have extended the repayment schedule to EIGHT months on a reduced admin charge of just 4%.

This facility is available to anyone buying season tickets ahead of the Early Bird Deadline on Saturday May 21st with the first instalment being taken at the end of June 2011.

After the Early Bird deadline has passed, the Direct Debit instalment plan will not be available to any supporters submitting their season ticket forms. Once the Ticket Office have processed your application a letter will be sent informing you of the exact dates when each of the eight monthly instalments will be taken from your account.

Unfortunately it is not possible to request different payment dates and we would like to advise any failed monthly instalment payments will incur an administrative charge of £12.

Please note that the Direct Debit option is NOT available when purchasing your season ticket online.

AUTO-CUP SCHEME

Unfortunately this facility was removed last season due to changes in banking security. The Auto-Cup scheme is still unavailable at this point however we do expect to be in a position to undertake the relevant software upgrades in the coming months which will enable the scheme to be reinstated. Full details on how to sign up will be announced on the club website when appropriate.

Seat renewal deadline and seat movements

SAME SEAT RENEWAL DEADLINE

Existing season ticket holders' seats will be held in reservation until the end of the Early Bird renewal deadline on Saturday May 21st. After this date they will be released and made available for movements and new applicants.

SEAT MOVEMENTS

Supporters wishing to move seats need to renew into their existing seats by the Early Bird deadline on May 21st. Once the Ticket Office has processed all applications we will advertise on watfordfc.com the dates when movements will be facilitated.

At that time, simply call the Ticket Office on 0844 856 1881 and they will be happy to update your Season Card should a seat movement be possible. Please note there will be a charge of £10 per seat movement. We would like to stress that it is very rare for seats in central areas within each stand to become vacant.

Please DO NOT attach a letter to your application form expressing a wish to move at this point.



Huge discounts when renewing online!

If you're a 2010/11 season ticket holder, and you want to know the easiest and cheapest way to renew your ticket for next season, visit the online ticket office on the club website and follow these simple steps:

Log onto www.watfordfc.com

- Click on the 'Tickets' tab and go to 'Online Sales'
- Click on the 'Sign In' tab at the top right of the page and then enter your unique FAN ID and password (if you are a first time user you will need to click on the 'Activate Account' tab on the left side of the Login page and simply follow the instructions on the website)
- Check your current seat details which should appear automatically
- Go to 'purchase'

If you want to renew for family and friends while you're online, you can enter their FAN ID and Surname (as they appear on the Season Card) in the relevant boxes.

Once you have chosen all the seats you require, fill in your credit/debit card details in the boxes provided. All bookings made online are cheaper than the full Early Bird price and are exempt from a booking fee. (The security number is the last 3-digit number on the reverse of your card.)

How else can I renew?

By phone on 0844 856 1881
By post, using the application form enclosed

We strongly advise supporters to book Online, by post or by phone. Should you wish to hand deliver your form please drop it into the Main Ticket Office under the Rookery Stand (**only on a matchday**) ensuring you get a receipt.

New applicants

Any supporters wishing to become season ticket holders can apply for the listed prices before the Early Bird deadline on Saturday May 21st by simply completing the application form or contacting the Ticket Office by phone on 0844 856 1881. It is not possible for new applications to be processed using the online facility.

All new applicants will be considered by the Ticket Office AFTER 10/11 season ticket holders wishing to renew have been processed and had the opportunity to move seats. New applicants will be allocated on a first come first served basis meaning that the earlier we receive the application before the Early Bird deadline the better the seats we will be able to provide.

Do not destroy your Season Card!

Please note: Existing 2010/11 Season Card holders MUST keep hold of their existing card as the 2011/12 season will automatically be loaded onto the card when purchasing.

Any Season Card holders who lose or destroy their cards will be charged a £5 administration fee for the issue of a new card.



We've got just the ticket for all Watford supporters



Families



Our Family Area location will continue to be situated in the North West side of the Vicarage Road end which offers a great view of the action at prices designed especially for affordable family football.

- **NEW!** We have reduced all child prices in the Family Area by at least 30%!
- **NEW!** We have split Under 16s into two categories. 8-15 year olds cost £30 with 7s & Under costing just £10 for the entire season!
- **NEW!** Second Parent price reduced by over 10% meaning a family of four starts from just £23.26 a game! The Second Parent concession only applies when BOTH parents of the child attend the match
- **NEW!** Family-orientated entertainment specifically for the Family Area at EVERY home game
- **NEW!** Improved segregation from the away end to include a new Families Only section created for visiting supporters in seats nearest to home supporters, a reduced allocation being provided to ensure the central bay is never sold and when away end is not at capacity visiting supporters will be moved further across stand to create a larger segregation area

To qualify for seats in this area there MUST be at least ONE full priced adult and ONE under 16 in your application. If you are seated in this area and no longer qualify under these criteria please contact the Ticket Office on 0844 856 1881 for further information.

U16s



NEW! As we continue our commitment to offer unbeatable value for money to all supporters, especially our family groups and young Hornets, we have reduced the Under 16s prices throughout the stadium by at least 30%!

This means that Under 16s season tickets in the popular Rookery End and Lower Rous are just £60 when purchased online which works out at only £2.60 a game. This price is available with or without a full paying adult.

In the Family Area prices start at just £0.43p per game for the new 7s and Under category and £1.30 per game for 8-15 year olds. Children in the Family Area must be accompanied by a full paying adult.

Access for all



Disabled supporters will pay the full applicable price for their season ticket, however they can receive an additional season ticket for a personal assistant free of charge. To qualify, an original copy of any of the following is required: confirmation of the middle or higher rate of disability living allowance; attendance allowance; severe disablement allowance; mobility allowance; or certification from your hospital specialist of being registered blind or partially sighted.

The Rookery/Vicarage Road Wheelchair Areas currently available are discounted in price due to their location and facilities. The Lower Rous Wheelchair Area is available at the applicable price categories for the Lower Rous Stand.

Young Adults & Students



NEW! Having reduced the prices for all under 16's, we have followed this theme through to the next age group by reducing our Young Adult and Student prices by nearly £60 in the Rookery, Lower Rous and Vicarage Road Stands and by £95 in the Upper Rous Stand!

A Young Adult or Student season ticket now costs just £140 which works out at just over £6 a game and saves nearly £200 over the matchday admission prices!

The Young Adult season ticket covers supporters aged between 16-19. This concessionary price is intended to bridge the gap between Under 16s and the full Adult rate.

Students can claim a concessionary priced season ticket provided they are on a FULL-TIME education course. Documentation from the University / College stating the course details and duration MUST be provided when applying and evidence of your status WILL be required when entering the stadium on matchdays.

Any student supporters over the age of 25 on 1st September 2011 are asked to contact the Ticket Office to provide further information about their course.

ONLINE DISCOUNT INFORMATION

Students wishing to renew online will find their seat price defaulted to an Adult price. Please contact the Ticket Office on 0844 856 1881 for further information on how to purchase at the online discounted price.

Over 65s



Concessionary priced season tickets are available to all Over 65s. We have changed the terminology from Senior Citizen to Over 65 to fall in line with Football League guidelines that state supporters should not be discriminated against because of gender.

75-Milers



Supporters who live more than 75 miles from Vicarage Road can opt for a specially discounted season ticket which allows them to choose any 15 home matches they want to attend.

Once 15 games have been attended the Season Card will be deactivated, however supporters who qualify for this scheme will have their usual seat held in reservation available to purchase until one week before any additional fixtures they may wish to attend.

To qualify for a 75-mile season ticket we require two different utility bills for the address registered which must also be the primary residence as declared on the electoral roll. Please note that evidence will be required for both renewals and new applications.

Concession Tickets

To claim any concessionary priced season tickets, the onus is completely on the purchaser to provide evidence of status, which is satisfactory to the club, at the time of sale. In some cases, concession price season ticket holders will also be required to provide evidence of status when entering the stadium on matchdays.

Where the concession is dependent on age e.g. Under 16s, Young Adults, Over 65s the criteria for qualification for this is your age on September 1st 2011. Please refer to the General Terms and Conditions for all concessionary details.

PLEASE NOTE: Our turnstile access control system clearly indicates when a concession priced ticket enters the stadium and therefore evidence of status will be required at all times.



Watford FC are committed to the principles of equality and respect. We welcome a diverse fan base so would therefore like to remind you that any racial, homophobic or discriminatory abuse, chanting or harassment is strictly forbidden and will result in arrest and/or ejection from the ground. The Club may impose a ban for one or more matches. The full ground regulations can be found at www.watfordfc.com under the 'Ticketing' tab. They are also displayed at various points around the stadium. Thank you for helping make us a great Club to be associated with.

Admin charges

Paying by Credit Card

Supporters renewing online not only enjoy cheaper prices but will not be charged a credit card fee.

If renewing by phone, post or in person, a £5 transaction charge will be added when paying by credit card. There will be no fee when paying by Switch, Maestro or Debit Card.

Please mark clearly if you are paying by a card that does not incur a credit card charge as failure to do so will result in an automatic transaction charge being added, which cannot be refunded.

Please note that the Club's contract with MBNA has ceased so if you hold a Watford MBNA card a booking fee will now be charged.

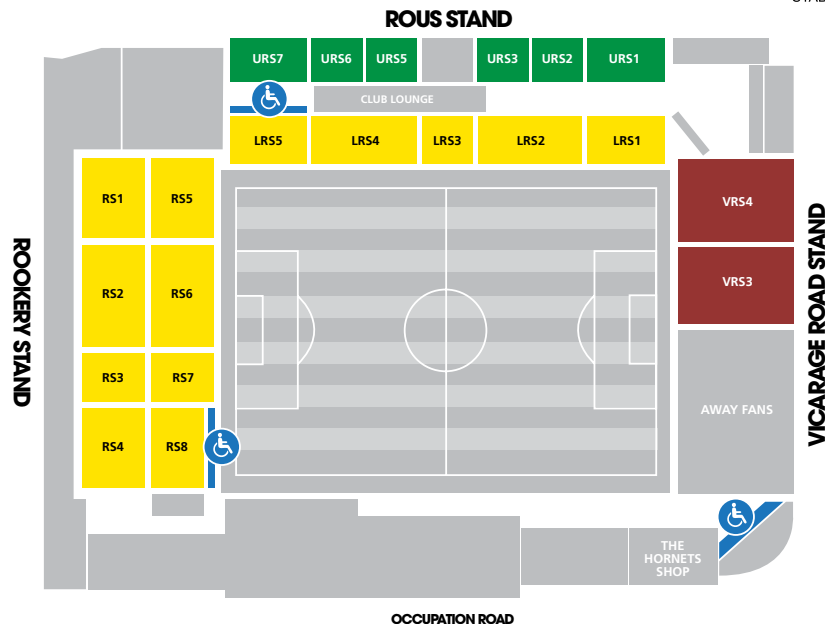
Early Bird Prices

BY PHONE RENEWAL / NEW APPLICANTS
IN PERSON RENEWAL / NEW APPLICANTS
DIRECT DEBIT RENEWAL / NEW APPLICANTS
ONLINE DISCOUNT RENEWALS ONLY

UPPER ROUS STAND	ADULT	460	480	499.20
	OVER 65	340	350	364.00
	YOUNG ADULT / STUDENT	230	240	249.60
	UNDER 16	125	135	140.40
	75 MILE ADULT	310	320	332.80
	75 MILE OVER 65	225	235	244.40
	75 MILE YOUNG ADULT / STUDENT	155	165	171.60
	75 MILE UNDER 16	125	135	140.40
ROOKERY STAND & LOWER ROUS STAND	ADULT	355	370	384.80
	OVER 65	210	215	223.60
	YOUNG ADULT / STUDENT	140	150	156.00
	UNDER 16	60	65	67.60
	75 MILE ADULT	240	250	260.00
	75 MILE OVER 65	150	155	161.20
	75 MILE YOUNG ADULT / STUDENT	105	110	114.40
	75 MILE UNDER 16	60	65	67.60
FAMILY AREA: VICARAGE ROAD STAND	ADULT	355	370	384.80
	SECOND PARENT	160	170	176.80
	OVER 65	210	215	223.60
	YOUNG ADULT / STUDENT	140	150	156.00
	8 - 15 YEARS	30	30	31.20
	7 & UNDER	10	10	10.40
	75 MILE ADULT	240	250	260.00
	75 MILE OVER 65	150	155	161.20
	75 MILE YOUNG ADULT / STUDENT	105	110	114.40
	75 MILE 8 - 15 YEARS	30	30	31.20
	75 MILE 7 & UNDER	10	10	10.40
	* Second Parent only applies when both parents of the child are in the party ** To claim this special Under 16 price discount there MUST be a full paying adult and child in the party			
WHEELCHAIR AREAS	ROOKERY STAND & NORTH WEST CORNER WHEELCHAIR USER	70	75	78.00
	PERSONAL ASST #	0	0	0
	# A personal assistant season ticket can be claimed when the disabled person needs assistance to attend matches at Vicarage Road Stadium			
	LOWER ROUS STAND WHEELCHAIR USER	Season tickets are now available in the Lower Rous Wheelchair Area. For full details on prices contact the Ticket Office on 0844 856 1881.		

Vicarage Road Stadium

SUPPORTERS ARE REMINDED THAT VICARAGE ROAD STADIUM IS A NO SMOKING VENUE



Other great benefits of being part of the Watford family

Sign up to Team Hornets today

- 10% Discount on Trust Activities
- Monthly Newsletter
- Monthly Competitions
- 10% Discount at The Hornets shop
- FREE Team Poster
- Access to Team Hornets World (exclusive website for Team Hornets members)
- Plus much more!

Register now FREE at
teamhornets.com



See how the club works behind the scenes

As season ticket holders we'd like to give you the exclusive opportunity to attend one of a series of presentations explaining what goes on behind the scenes at Watford Football Club.



This is your chance to see how the Commercial, Academy and Community Trust areas operate at Vicarage Road and how you can play a part in the future of the club. Refreshments will be provided.



The presentations will be held in Eltons in the Rous Stand on the following evenings from 6pm:

Tuesday 10th May
Wednesday 18th May

If you wish to attend one of the presentation evenings please contact Jane Phillips on 01923 496006 or email jane.phillips@watfordfc.com



Hornets Player offer - just £10 for 12 months!

Sign up for online match commentaries, extended highlights and exclusive interviews and receive £25 ClubCash to spend at The Vic

GET online for this amazing offer - and the hardest thing you'll have to do is decide how to spend your ClubCash.

Will you put it towards a new replica shirt, a gift for the die-hard Hornet in your life or perhaps pay for your half-time refreshments for a good few games.

It's that simple. Go to watfordfc.com, sign up for Hornets Player (£34.99 for 12 months) between July 1 and July 31, then we'll credit you with £25 ClubCash before the end of August*.

You've then bagged yourself behind-the-scenes access to the Hornets with exclusive video interviews and extended match highlights (more than double the length of free online highlights) - as well as full commentary on every Watford game for 2011-12.

And not forgetting that £25 ClubCash to spend at The Vic, on whatever you like.

Hornets Player for just a tenner? There's no reason why not!

*£25 ClubCash must be spent by November 30, 2011

HORNETS Player

INTERVIEWS | COMMENTARY | HIGHLIGHTS | ARCHIVE

ClubCash

ClubCash is a loyalty programme that enables fans to earn FREE money that can be used towards the cost of supporting the Hornets

Hornets Rewards

ClubCash

- ClubCash money is stored on your Season or Fan Card and can be earned / redeemed at selected tills within our Stadium Retail and Catering outlets.
- Free ClubCash money is also earned through every transaction in our Retail and Catering outlets when the card is placed on the reader
- Free ClubCash is earned through all our High Street and online retail partners via the Hornets Rewards scheme. Simply go to www.hornetsrewards.com to sign up and earn free cash from partners including Amazon, LoveFilm, Currys, Halfords, John Lewis, Superdrug, Sports Direct and many more!
- ClubCash can now be earned and redeemed online at www.thehornetsshop.co.uk
- Supporters can manage their ClubCash account and upload money via the 'My Watford' portal accessed through the main club website under the 'Fans' tab

For more details on ClubCash and Hornet Rewards visit www.watfordfc.com or email clubcash@watfordfc.com



Be part of the
WATFORD FAMILY

watfordfc.com | 0844 856 1881

