



## WATFORD FOOTBALL CLUB 2016/17 HOME MATCH TICKETS – SALES POLICY

### **OVERVIEW**

IN detailing home match tickets sales arrangements for 2016/17, Watford FC is continuing its policy of prioritising fans who've regularly supported the team here at Vicarage Road over recent seasons.

There is no single, perfect solution. The aim has been to devise a policy that is as fair & equitable as possible, reflecting a combination of regularity and longevity of support, while trying to end with reasonable numbers in priority groups.

All data used in the figures below is drawn from the past two seasons - effectively since July 2014 - to provide consistency of purchasing priority numbers across both home and away sales policies.

Thanks to all supporters who've provided feedback about their buying experiences and requests for future technologies; the analysis from which helped shape the club's decision-making process.

### **METHODS OF PURCHASE**

THE Hornets are keen that all those intending to purchase home match tickets - whether for every game or just one or two - are familiar with [watfordtickets.co.uk](http://watfordtickets.co.uk), the club's online sales website, and have a Fan ID number.

Tickets will occasionally be available to purchase over the phone on 01923 223023 (Ticket Office Hotline) and in person –from the Ticket Office under the Rookery Stand – however buying online is the club's recommended route.

Anyone who has ever bought tickets through our Ticket Office team will have a unique Fan ID number assigned. This automatically creates an online account at [watfordtickets.co.uk](http://watfordtickets.co.uk), which can be activated and personalised.

The ability to purchase on behalf of other Fan ID numbers is available in the 'Friends & Family' section of the 'My Account' options. Each ticket bought will need to be assigned to an eligible Fan ID before a purchase can be completed, making the linking of Fan IDs important if you regularly buy tickets for two or more supporters.

For the purposes of building a booking history, please do not create duplicate Fan IDs. Issues with online purchasing can be resolved with help from our Ticket Office team: [ticket.office@watfordfc.com](mailto:ticket.office@watfordfc.com) or 01923 223023.

### **PRIORITY SALES GROUPS**

WORKING with its data partner Goodform, the Hornets have created three main groups in order to offer priority access during any sales process. There will be around 2,300 match tickets available for sale.

- Group A recognises fans who've been to 15 or more home matches since July 2014
- Group B recognises fans who've been to between 6 & 14 home matches since July 2014
- Group C recognises fans who've been to between 1 and 5 home matches since July 2014

#### **Group A – 2,101 fans (a previous season ticket counts as multiple purchases (2014/15 = 23, 2015/16 = 19)):**

- Supporters with 15 or more home match ticket purchases under Fan ID record since July 2014 (and NOT a current 2016/17 season ticket holder)

#### **Group B – 2,653 fans:**

- Supporters with at least 6 but less than 15 home match ticket purchases under Fan ID record since July 2014 (and NOT a current 2016/17 season ticket holder)

## **PRIORITY SALES GROUPS (continued...)**

### **Group C – 25,647 fans:**

- Supporters with at least 1 but less than 6 home match ticket purchases under Fan ID since July 2014 (and NOT a current 2016/17 season ticket holder)

### **Why are exact numbers being published?**

Numbers of those eligible at any give time and the level of take-up will be included in all updates. This way, it is hoped to avoid or at least minimize very heavy server traffic and longer queue times via the Ticket Office hotline.

**Note:** Numbers of fans in Groups A, B & C may increase as the season progresses since data extracts will be updated after every fixture sales process has ended.

## **I'M A SEASON TICKET HOLDER AND WANT TO BUY A TICKET FOR SOMEONE ELSE**

THAT'S fine – but that 'someone else' must be eligible in his/her own right, and therefore likely you'll have already added them to your 'Friends & Family' network in your online account for the assigning of ticket purchases.

That said, Watford FC is acutely aware that it must continue to encourage the next generation of Hornets' supporters to attend matches at Vicarage Road. This view was also strongly supported by the results of the summer 2015 'Supporters Say' ticket survey research.

Therefore the club reserves the right to make available the option for season ticket holders to bring along their non-season ticket-holding child / children who would otherwise be ineligible to be assigned a match ticket.

Such opportunities will be specifically referenced along with a time slot provided for purchase, and administrated by the club's Supporter Liaison Officer Dave Messenger: [dave.messenger@watfordfc.com](mailto:dave.messenger@watfordfc.com) 01923 496367.

Season ticket holders are politely reminded that they are counted as already being a match ticket holder for all home fixtures, therefore a second ticket cannot be assigned to their own Fan ID number.

## **I LIVE ELSEWHERE IN THE UK OR OVERSEAS. HAVE I ANY CHANCE OF GETTING TICKETS?**

THE club is keen to ensure that 'long distance' supporters, who are likely to have limited purchasing history, are occasionally able to buy home match tickets.

We reserve the right to sell a small number of tickets for a home fixture to Watford fans based overseas or exiled elsewhere in the UK who hold a valid Fan Card assigned to a Fan ID record created on or before July 1, 2016.

Such tickets will be sold entirely at the club's discretion. Such opportunities will be specifically referenced, and managed by Supporter Liaison Officer Dave Messenger: [dave.messenger@watfordfc.com](mailto:dave.messenger@watfordfc.com) / 01923 496367.

## **SALES PROCESS**

AT least 72 hours before each sale commences, the Ticket Office team will publish a schedule of sale, broken down by date and Priority Sales Group.

Regular ticket sales updates will be provided via the club's official Twitter account, [@watfordfc](https://twitter.com/watfordfc), and also via an end-of-day (c. 5.30pm) Ticket Office daily update article posted at [watfordfc.com](http://watfordfc.com).

In order to give all fans a good chance to plan for their visit, the windows of time for Priority Groups purchase will be relatively short. This will allow a more flexible approach to decisions during the sale with regards to involving other fans in the chance to purchase tickets well before the date of the fixture.

Pay-on-the-day (a ticket purchase at the Matchday Ticket Office) opportunities are unlikely to exist for many, if any, home Premier League match this season, which is why those wishing to attend are strongly encouraged to read in full each game's sales timings as well as ensuring that their Fan ID is linked to an active online account.

## **A QUESTION FOR US?**

Feel free to send an email to [ticket.office@watfordfc.com](mailto:ticket.office@watfordfc.com), an address monitored closely during office hours. Calls are also welcome to 01923 223023, the club's Ticket Office Hotline, Monday-Friday 9am-5.30pm.