

CASSIDY COVENTRY BLAZE – SEASON TICKET INFORMATION 2008 /2009

Applications are now invited from those wishing to purchase a season ticket for the 2008/2009 ice hockey season

We have made some fairly significant changes to our pricing structure for the 2008/2009 season – both for game night admissions and season tickets. We have had a great deal of feedback from supporters during the year and we have tried to accommodate as much of that in the new pricing structure. For game night pricing, we have increased an adult ticket from £13 to £15. This may seem like a large increase, but in order for us to keep competing at the level we do, against the teams and associated resources that we have to, it is something we need to do. Conversely, we have taken the decision to reduce the Under 16 price from £9 to £7, so one adult attending with one child will pay exactly the same to watch a game as last season. We have also decided to re-introduce a special student price of £10 which will only be available on a game by game basis and not as a season ticket. To purchase a student ticket for a game you will have to show a current NUS EXTRA card. This will be the ONLY form of student identification accepted.

In terms of season tickets, the comment we have heard the most is that people want the ticket to cover all 27 league games and not just a selected 24, so we have decided to do that for the 08/09 season. All season tickets will be valid for all 27 home league games and if for any reason we have less than 27 league games, we will substitute alternative competitive cup or play off games.

The other thing we have been asked for is the option to split the payment for season tickets into two payments rather than having to find all the money in one go. So, for the purchase of 08/09 season tickets, you will have the option to split your payment into two instalments. Half at the time of booking and the other half due on 1st August 2008. Supporters have also said they like the benefit of an extra discount for buying early, so we have maintained an Early Bird price for both new and renewing season ticket holders who book and pay in full before Friday 16th May. This price is only valid if paid in full at the time of booking.

In previous seasons, there has been very little saving over game by game pricing, through purchasing a season ticket – generally around 3%. We have significantly changed that for the 08/09 season in that early bird purchasers will save around 17% on game by game pricing and split payment and non early bird purchasers will still save around 13%. Either way, a season ticket will still enable you to watch the UK's number one ice hockey team and Elite League Champions for LESS than the pay on the door price for 07/08.

The other feedback was that you like the fact that unlike some other clubs, we do not charge a 3 or 4% surcharge for payments made by credit or debit cards so we have kept that in place again this season. We will absorb all the charges we incur through taking that type of payment.

Normal admission prices will apply for all games not covered by a season ticket and for all those games, season ticket holders will have their seats reserved for them until 90 minutes before face off. We do reserve the right, however, to vary this time period from time to time.

Season tickets will be transferable in that a season ticket can be used by someone else. Please note that a child season ticket can only be used by another under 16. Standing season tickets are available but there is no further reduction in price. Season tickets can not be booked in blocks 6,7,8,9 or 13.

We will make every effort to place your application as close as possible to the seats you request on your form but if there is any difficulty, we will contact you to discuss, so please ensure you include email address / phone numbers on the form where appropriate.

Existing season ticket holders have priority on renewing their existing season ticket seats until Friday 13th June 2008, thereafter all unreserved seats will be released and will be available on a first come, first served basis. Any seats not currently held by a season ticket holder can be purchased immediately.

If you are a new applicant, please call the Blaze Office on 02476 223220 or visit the Hockey Locker in City Arcade, opposite Argos, near to the Skydome Arena to check latest seat availability. Please note that we are unable to reserve seats ahead of receiving an application form and payment.

Child tickets require the applicant to be Under 16 years of age and OAP tickets require the applicant to be over 60 years of age on 1st September 2008. **PROOF OF AGE WILL BE REQUIRED FOR ALL CONCESSION APPLICATIONS, EVEN IF PREVIOUSLY PROVIDED.**

In applying for season ticket, you recognise and accept that Coventry Blaze have the right to :-

- Offer special promotions during the course of the season, which may or may not alter the relative value of the season ticket
- Remove any section of seating from use at any time, for any reason, without penalty
- Reschedule season ticket games or substitute alternative fixtures

Benefits of Season Tickets

- Your seat guaranteed for every season ticket game
- Significant savings over game by game admission prices
- Your seat reserved for you until 90 minutes before face off for non season ticket games (variable from time to time)
- No need to queue at the box office for tickets, no need to phone the box office to make reservations and no box office booking fees for non season ticket games
- All season ticket holders will receive discounted admission to all Coventry ENL Blaze home games

Key Dates

- Season Tickets are on sale now to new applicants and existing season ticket holders
- Current season ticket holders have until Friday 13th June 2008 to renew their current seats
- To qualify for the early booking discount price, you must have purchased and paid in full for your season ticket by Friday 16th May 2008

We look forward to receiving your completed application form in due course and would like to thank you for your continued support.