



BRIGHTON & HOVE ALBION

Brighton & Hove Albion Football Club
Supporter Services
American Express Community Stadium
Village Way
Brighton
BN1 9BL
-
01273 668855
supporter.services@brightonandhovealbion.com
brightonandhovealbion.com

LOYALTY POINTS 2021/22 SEASON

Below are details of how points from last season will be rolled forward for season 2021/22 and how points will be credited going forward, but please be aware of the two types of points – ‘season-ticket points’ and ‘members points’, and that ‘season-ticket points’ are essentially more valuable than member points. Supporter are advised that the document below details how loyalty points usually operate. However, whilst stadium capacities are reduced due to social distancing, the crediting of match by match and season ticket points will be frozen, and will only restart once 100% capacity is permitted. Season 20/21 which took place largely behind closed doors, will be treated like a blank year; no loyalty points will be credited from that season (including season ticket bonus points) and no points will be reduced (so no 50% reduction for the rollover).

How are points being awarded?

Points are awarded when you make an advance ticket purchase – provided you have quoted your Fan Number at the point of purchase (online, in person or via the phone). If you are making purchases for yourself and other people, please ensure that you quote their Fan Numbers in order for them to be awarded their points. Points will not be retrospectively awarded if you fail to assign the correct owner to the ticket at the time of booking.

Points ARE NOT awarded for tickets purchased at an away club’s turnstiles or ticket office, nor will they be awarded retrospectively for this type of purchase. Tickets purchased in person on the day of a match at the American Express Community Stadium will not be awarded points.

How are season ticket holder’s points awarded?

All the time your season ticket is active you will be given a priority purchase period for away matches and cup matches due to your season-ticket status. You will then be credited points for the additional matches that you purchase and attend. You will also now receive bonus points for the number of consecutive seasons you have held your season ticket (see table below). These bonus points will be added prior to the first competitive fixture of the season.

Number of consecutive seasons, prior to the current season, the season ticket has been held.
This is applied since the first season at the Amex.

	1	2	3	4	5	6	7	8+
Bonus Points	50	90	120	150	170	180	190	200

Please note if you cancel or buy your season ticket after the first league match of the season your bonus points will be removed or will remain uncredited until they are reinstated at the start of the following season.

Additional points are then awarded as follows:

Away League Matches: 5/10/15*

Home & Away Cup Matches: 5/10/15*

*Points awarded will vary depending on the opposition, date and demand level for the match between 5, 10 and 15.

In seasons prior to 2017/18 points have been awarded as follows:

Home Cup Matches: 20

Away Cup Matches: 10

Please note as a season-ticket holder you will not receive any points for previously purchased home league matches even if this was prior to purchasing a season ticket.

Number of consecutive seasons, prior to the current season, paid membership has been held.
This applies from the 2017/18 Premier League season onwards. (membership must be renewed by 1st July)

	1	2	3	4	5	6	7	8+
Bonus Points	50	90	120	150	170	180	190	200



Bonus Points for Loyalty

MyAlbion+ members will now receive bonus points for the number of consecutive seasons a membership is held for (see table below). These bonus points will be added prior to the first competitive home fixture of the season.

How are points awarded for non-season ticket holders?

From season 2017/18 onwards points are awarded as follows:

Home League Matches: A Grade: 5 B Grade: 10 C Grade: 15
Away League Matches: 5/10/15*
Home & Away Cup Matches: 5/10/15*

*Points awarded will vary depending on the opposition, date and demand level for the match between 5, 10 and 15.

In seasons prior to 2017/18 points have been earned as follows:

Home Cup Matches: 20
 Home League Matches: 10
 Away Cup & League Matches: 10

Please note that you can accumulate points as a non-STH or members but they will only count for ticket priority once you join MyAlbion+ as a paid member.

I am a 1901 Club member will I receive any additional points?

1901 Club members will not receive any upfront additional points, but every time the club is drawn at home in a cup match these points will be credited to 1901 Club members after the match is played as these matches are included in the 1901 Club membership. Example: A 1901 Club member who joined for the first season at the Amex, but has not attended any away matches will start the 2021/22 season with 36 points from cup matches plus 200 bonus points for renewing for nine consecutive seasons, a total of 236 points to start 2021/22. Please see below:

Season	Home Cup Matches	Cup Points	Carried Points <small>(Previous years End of Season Total ÷ 2)</small>	End of Season Total <small>(Cup Pts + Carried Points)</small>	Renewal Bonus Points	Running Total + Bonus Pts
11/12	5	100				100
12/13	3	60	50	110	50	160
13/14	4	80	55	135	90	225
14/15	2	40	67	107	120	227
15/16	1	20	53	73	150	223
16/17	3	60	36	96	170	266
17/18	3	30	48	79	180	259
18/19	3	45	39	84	190	274
19/20	2	30	42	72	200	272
20/21			36	36	200	236
21/22			36	36	200	236

What happens to season-ticket holders points at the end of the season?

Your loyalty points balance (earned by attending away matches and/or home cup matches or those carried forward from previous seasons) are carried forward at a rate of 50% to the following season. Your bonus loyalty points for maintaining your season-ticket status are removed before points are halved, and then recredited according to the number of consecutive seasons you have retained your season ticket, provided you renew your season ticket in the allotted timeframe.

What if I don't renew?

Provided you are a MyAlbion+ member, you will be awarded the points you would have been awarded if you were a non-season ticket holder attending 19 home league matches, plus the balance of any other points awarded for attending away matches or home cup matches. Once you activate membership 50% of your total balance is carried forward to the new season.

Example: A season-ticket holder for the full 2015/16 and 2016/17 season would be awarded 10 points for each league match included in the season ticket, these points would carry at 50% at the end of each season. For the 2017/18 season, they would start with 172 points.

2015/16 season points: 23 matches x 10 points = 230 points
 Points carried to 2016/17: 230 points ÷ 2 = 115 points
 2016/17 season points: 23 matches x 10 points = 230 points + 115 carried = 345 points
 Points carried to 2017/18: 345 points ÷ 2 = 172 points



What if I subsequently renew my season ticket in a later season?

Your loyalty points balance earned by attending away matches and/or home cup matches is carried forward with the usual 50% reduction each season. Any points earned for attending home league matches will be removed. You will be given a priority level for your season ticket status plus the points carried forward from attending away matches and or home cup matches. You will not be credited any bonus points as these apply only once you renew for a consecutive season.

What happens at the end of the season?

50% of your loyalty points are carried forward to the next season's balance. [Decimals are rounded down].

What happens if I become a season ticket holder?

Your loyalty points balance earned by attending away matches and/or home cup matches are carried forward with the usual 50% reduction each season. Any points earned for attending home league matches will be removed. You will be given a priority level for your season-ticket status plus the points carried forward from attending away matches and or home cup matches. You will not be credited any bonus points as these apply only once you renew for a consecutive season.

What happens if we have a very popular away match, how will tickets be sold?

Tickets will be sold according to a supporter's status and their points total. STHs will always receive top priority. Please see an example below:

1. STH with 150+ points
2. STHs with 60+ points
3. All STHs
4. My Albion+/My Albion+ Junior members with 250+ points
5. My Albion+/My Albion+ Junior members with 100+ points
6. All My Albion+/My Albion+ Junior members

What happens if I purchase a ticket and do not attend a match – will I still receive my loyalty points?

For cup matches the Club reserve the right to award points based on attendance, therefore it is imperative that supporters scan in through the turnstiles at all home and away matches. The Club may also put in place alternative/additional measures to check attendance at away matches and these will be communicated to supporters in advance of the match and must be followed in order to be credited the respective loyalty points.

Will the club take any action on supporters who purchase tickets and do not attend matches?

As stated above the club reserve the right not to credit loyalty points if supporters do not attend games. If the Club finds that supporters are purchasing tickets to matches and not attending on a more frequent basis the Club reserve the right to impose further loyalty point reductions.

What will happen if I sell my seat on the season ticket exchange will I still receive my loyalty points?

Supporters choosing to sell their seats on the season ticket exchange are advised that season ticket points will be unaffected, as these are not calculated from individual home league games. Membership points will be affected, however this will only impact a season ticket holder in the event they later lapse their season ticket and become a member.

What happens if I purchase an away ticket and then find I am unable to attend.**Can I claim a refund and will I still get my loyalty points?**

We understand that there will be times when supporters genuinely can't get to a game having purchased tickets to do so. In such circumstances, provided supporters can return tickets to us at least 72 hours prior to a game, have a legitimate and unavoidable reason for doing so, and we can sell the ticket to another Albion supporter in time, we will always do our best to refund fans. In the event we provide a refund and resell the ticket you will not receive the loyalty points. If we are unable to resell the ticket and do not refund you then you will receive the points unless we put in additional measures to check attendance. In this eventuality, loyalty points may or may not be awarded to you entirely at the club's discretion.