



We're renewing...

2016/17 SEASON TICKET RENEWAL



A large, dense crowd of football fans is shown from a high angle, filling the frame. They are waving numerous red and white striped scarves, creating a sea of red and white. The fans are looking in various directions, some towards the camera, some towards the field. The overall atmosphere is one of intense excitement and celebration. The text "...Now it's your turn" is overlaid in white, bold, sans-serif font in the upper right quadrant. A red diagonal graphic element is visible on the left side of the image.

...Now it's your turn

These are exciting times for our football club, and not just because of the start of a new season. We have a great deal to look forward to in the coming months, with work well under way on the extension of the Main Stand to transform our iconic venue into a modern, first class sports destination.

This historic project will bring Anfield's capacity to 54,000, combining our great history and tradition with high quality facilities and adding to the unrivalled atmosphere and spirit of this special place. Its impact will also be felt all across the city, from new jobs and the regeneration of the surrounding area to giving the Liverpool skyline a new, distinctive landmark. I hope you're as excited to watch it take shape as I am.

Of course, there'll be much to look forward to on the pitch as well. The arrival of our new manager has had a tangible effect on the mood not just in the dressing room but the whole club, with fresh ideas and a different style of football boding well for the future.

2016/17 will be Jürgen's first full season in charge, and I can assure you he and the rest of our team will all be working hard to deliver the results we all want in the coming campaign.

All of that means very little without your backing though; and for that, I and the rest of the Club thank you wholeheartedly for your continued support.

**HERE'S TO A SUCCESSFUL
NEW SEASON!**

Kind Regards,

Ian Ayre



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Free prize draw!

Renew your Season Ticket and automatically be entered into a prize draw to win:

1ST PRIZE

- Full refund on the cost of your Season Ticket for Season 2016/17

2ND PRIZE

- A Liverpool FC shirt signed by members of the first team

3RD PRIZE

- 2 x Hospitality tickets for a Premier League home game during Season 2016/17



For terms and conditions visit:
<http://www.liverpoolfc.com/season-ticket-prize-draw>

NEW FOR SEASON 2016/17

New Season Ticket Members Access Card for Season 2016/17

You will receive a new Season Ticket Member card for access into the Stadium for Season 2016/17. Your new card will be posted to you ahead of the first home game of the new season; therefore, if you have changed your address during the last 12 months it is important that you inform us of your new address by **Wednesday 25th May 2016**.

Visit [www.liverpoolfc.com/tickets/season-ticket-](http://www.liverpoolfc.com/tickets/season-ticket-change-of-address)

change-of-address for details of how you can update your address with us'. You can also update your address when renewing online.

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ALL EXISTING SEASON TICKET MEMBERS CARDS WILL BE INVALID FOR SEASON 2016/17.

Introduction of Young Adult Season Ticket for supporters aged 17 – 21

If you're aged between 17 – 21 years by 1st August 2016, you are eligible to pay the new young adult rate for your 2016/17 Season Ticket, see page 6 for prices and further information.

To take up this offer for season 2016/17 you must complete the enclosed renewal form and return along with payment and proof of identification and age to the Ticket Office in person or by post, along with the Auto Cup Scheme form, if you wish to enrol.





HOW TO RENEW YOUR SEASON TICKET

You can renew your Season Ticket:

- Online at www.liverpoolfc.com/renewal
- In person at the Ticket Office, Anfield.

Visit www.liverpoolfc.com/contactus for opening hours.

If you fall into any of the categories below however, you must complete the enclosed renewal form and return it to the Ticket Office in person or by post with payment and proof of photographic identification/utility bill. Photocopies of passports or birth certificates are accepted.

- You have changed your address.
 - You turned 65 years of age during the course of the season or will be 65 by 1st August 2016.
 - You currently hold a junior Season Ticket and will be 17 years of age by 1st August 2016.
- Please note: This may result in you being re-located to another part of the stadium.

- You are aged between 17- 21 by 1st August 2016 and would like to purchase your Season Ticket at the new young adult rate.
- You sit in the Kop, Centenary or Anfield Road and would like to move seats to the expanded Main Stand. Please visit www.liverpoolfc.com/tickets/season-ticket-seat-move-requests-2016-17

All renewals must be made no later than Wednesday 25th May 2016.

Please note: the transfer of ownership for Season Tickets will not be available.



LIVERPOOL FOOTBALL CLUB SUPPORTER'S COMMITTEE

As a Season Ticket Holder you have a dedicated representative on the Liverpool FC Supporter's Committee.

The Committee is made up of 12 members who represent a diverse range of groups of supporters including Season Ticket Holders.

If you have any points of view, suggestions or ideas about Season Ticket policies that you would like raised then you can email the Season Ticket Holders Committee representative at standhospitality-supporters@liverpoolfcsc.com

You can also contact the Supporter's Committee via: [facebook.com/LiverpoolFCSC](https://www.facebook.com/LiverpoolFCSC), on Twitter @LFCSupCom and <http://www.liverpoolfc.com/tickets/season-ticket-holders-supporters-committee-rep>



SEASON TICKET PRICES 2016/17

Liverpool FC has previously announced that the price of our highest Season Ticket will be frozen at the 2015/16 level of £869, with the lowest price Season Ticket reduced by a further £25 from the 2015/16 level to £685. Season Ticket prices for all other tiers have been frozen or reduced.

A tiered pricing structure will continue across Anfield stadium with price points according to seat location and view.



Tier	Stand	Adult	Over 65***	Junior*	Young Adult**
1	MAIN STAND	£869.00	£652.00	£165.00	£434.50
2	CENTENARY/MAIN STAND	£859.00	£644.50	£165.00	£429.50
3	CENTENARY/MAIN STAND	£855.00	£641.50	£165.00	£427.50
4	ANFIELD ROAD UPPER/CENTENARY/MAIN STAND	£834.00	£625.50	£165.00	£417.00
5	ANFIELD ROAD	£785.00	£589.00	£165.00	£392.50
6	ANFIELD ROAD	£775.00	£581.50	£165.00	£387.50
7	ANFIELD ROAD LOWER/MAIN STAND	£765.00	£574.00	£165.00	£382.50
8	KOP	£735.00	£551.50	£165.00	£367.50
9	KOP	£730.00	£547.50	£165.00	£365.00
10	KOP	£725.00	£544.00	£165.00	£362.50
11	KOP	£685.00	£514.00	£165.00	£342.50
12	MAIN STAND UPPER	N/A	N/A	N/A	N/A

* Aged 16 years or under by 1st August 2016 (Junior tickets must be purchased as a combined ticket with an adult, young adult or over 65) ** Aged 17 – 21 years by 1st August 2016 *** Aged 65 years by 1st August 2016

INTERESTED IN MAKING YOUR SEASON TICKET MORE AFFORDABLE VIA A PAYMENT PLAN?

Zebra Finance is offering a payment option to help spread the cost of your 2016/17 Season Ticket.

The **10 month** instalment plan interest rate is 0% meaning you do not pay any interest. An administration fee will be charged which will be included in your first monthly payment – the value of the administration fee will be based on 5.25% of the cost of your Season Ticket.

Amount of credit	Administration fee (5.25% of your ticket cost)	A first monthly payment of (including admin fee)	Followed by 9 monthly payments of	Total amount payable
£685	£35.96	£104.46	£68.50	£720.96
Interest rate 0% per annum fixed. 12.4% APR representative.				

See the above payment Representative Example based on a 2016/17 Adult Season Ticket within Tier 11.

It takes minutes to apply with instant approval for the majority of applications.

Acceptance is subject to application and credit status. Terms and Conditions apply.

The Liverpool Football Club & Athletic Grounds Ltd will introduce you to Zebra Finance who are a broker that introduces prospective borrowers to lenders. If your application is accepted, and you proceed with the credit, then the lender will be R Raphael & Sons Plc. The Liverpool Football Club & Athletic Grounds Ltd is an Appointed Representative of Zebra Finance Ltd who are authorised and regulated by the Financial Conduct Authority with firm reference number 688465. Their contact details are Lincoln House, Stephenson Way, Wyvern Business Park, Derby DE21 6LY www.zebrafinance.co.uk. The Liverpool Football Club & Athletic Grounds Ltd and Zebra Finance do not receive payment for introducing you to lenders. Credit is subject to application and acceptance. Terms and Conditions will apply which will be notified to you upon your making an application.

If you have any enquiries regarding the finance option or would like to find out more, please contact Zebra Finance on 01332 680400 or by email – enquiries@zebrafinance.com

If you choose the finance option, complete the enclosed form **ONLY** if purchasing your Season Ticket from the Ticket Office at Anfield or by post. If renewing online, the details will be requested at point of sale.

SEASON TICKET BENEFITS 2016/17

- Guaranteed seat for every home Premier League game.
- Free entry into our prize draw when you renew.
- Priority access to enrol and secure a ticket for all home Cup games via the Auto Cup Scheme.
- Option to release your seat via the Ticket Exchange for home Premier League games you are unable to attend.
- Free access to all Liverpool FC U21 and U18 home games if played at Anfield or the Academy.

Terms and Conditions apply.



AUTO CUP SCHEME

The Auto Cup Scheme allows Season Ticket holders the opportunity to secure home tickets for Liverpool FC's season-wide cup campaigns – the European,* FA Cup and League Cup competitions, for as long as the team is involved in the competitions.

Seats are automatically allocated to scheme members and once registered you'll remain in the schemes for as long as the team is involved in the competitions you've enrolled into.

*The Club is allowing Season Ticket Holders to enrol into the European Auto Cup Scheme in the event that Liverpool FC is involved in a European campaign. If Liverpool FC does not qualify then Auto Cup Scheme payments will not be taken.

How do I join?

There are several ways in which you can join the Auto Cup Scheme:



1. If renewing your Season Ticket online, follow the online renewal instructions and join the Auto Cup Scheme at the same time.
2. If renewing in person at the Ticket Office or by post, fill out the Auto Cup Scheme Application Form.

3. Season Ticket Holders who would like to purchase tickets for home cup games via the Auto Cup Scheme at a different price band to their Season Ticket should enrol during the **Additional Enrolment Period, see page 9 for details**, e.g. Adult Season Ticket Holder who wants to purchase young adult tickets for cup games.

ENROLLING INTO THE AUTO CUP SCHEME

In order to enrol you must provide:

- Debit/credit card details
- Mobile number
- Email address

Current email addresses and mobile numbers are required so we can contact you with important Auto Cup Scheme updates including if your payment fails.

To find out more about the scheme, including when payments are taken along with FAQs please visit www.liverpoolfc.com/tickets/auto-cup-scheme





AUTO CUP SCHEME – ADDITIONAL ENROLMENT PERIOD

**Do you want to sit in a
different seat to your usual
Premier League seat and sit
alongside your family and friends
who are also Season Ticket Holders
or even Members?**

If so, **DO NOT ENROL** into the Auto Cup Scheme when you renew your Season Ticket.

A separate additional Auto Cup Scheme enrolment period will take place once the Season Ticket renewal period has ended which will allow you to:

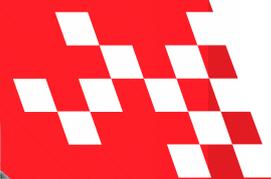
- **Enrol with other Season Ticket Holders**
- **Enrol with Official Members, subject to availability.**

Information on how to do this will appear online via www.liverpoolfc.com/tickets/auto-cup-scheme

We would recommend that Season Ticket Holders enrol during Season Ticket renewal or during the enrolment period available only to Season Ticket Holders if you want to be guaranteed a seat. **We cannot guarantee that seats will be available during the enrolment period available for Official Members.**

DO NOT WISH TO JOIN THE AUTO CUP SCHEME?

The Club will continue to operate a priority sales period based on attendance at previous games for any remaining home Cup match tickets that become available but cannot guarantee that tickets will be available to all who apply.





TICKET EXCHANGE

As a Season Ticket Holder there will be times when you cannot make it to a Premier League home match, due to holidays or other commitments.

Don't let your seat go empty!

NO NEED TO SIGN UP - use the **Ticket Exchange** scheme to release your ticket as many times as you want during the season.

Visit <http://www.liverpoolfc.com/tickets/ticket-exchange> for more information on how to use the service along with finding out how much credit you could be receiving!

For example, if you are a Season Ticket Holder in the middle of the Lower Centenary and your seat was re-sold for the Tottenham game played on 2nd April 2016 you would have earned £44.25 off the cost of your Season Ticket!

PLEASE NOTE:

Any credits due against your Season Ticket Renewal for season 2016/17 will include all games up to an including the Liverpool FC vs Tottenham Hotspur game that took place on Saturday 2nd April 2016. Any credits due for games being played after this game will count towards 2017/18 Season Ticket Renewal prices.

Terms and Conditions apply.



1. Can't get to the game?



2. Sell your match ticket



3. Get up to £44.25* towards the cost of your Season Ticket

*Based on a central location in the Centenary Stand. T&Cs apply



DISABLED SEASON TICKET HOLDERS

You can now renew your Season Ticket:

- By calling Customer Services on +44 151 264 2500, option 2'.

When renewing over the phone you will be asked to confirm your Season Ticket Members Card number, your name, address and seat details. Please have these to hand before you call.

- In person at the Ticket Office, Anfield. Visit www.liverpoolfc.com/contactus for opening hours.
- By post, send your renewal to:
**LFC Ticket Office, PO Box 204
Liverpool, L69 3JF**
If you have a personal assistant, you'll also be able to renew their Season Ticket at the same time.

Tier	Stand	Adult	Over 65***	Junior*	Young Adult**
1	MAIN STAND	£652.00	£489.00	£124.00	£326.00
2	CENTENARY/MAIN STAND	£644.00	£483.00	£124.00	£322.00
3	CENTENARY/MAIN STAND	£641.00	£481.00	£124.00	£321.00
4	ANFIELD ROAD UPPER/CENTENARY/MAIN STAND	£625.50	£469.00	£124.00	£313.00
5	ANFIELD ROAD	£589.00	£442.00	£124.00	£294.00
6	ANFIELD ROAD	£581.00	£436.00	£124.00	£291.00
7	ANFIELD ROAD LOWER/MAIN STAND	£574.00	£430.00	£124.00	£287.00
8	KOP	£551.00	£413.00	£124.00	£276.00
9	KOP	£547.50	£411.00	£124.00	£274.00
10	KOP	£544.00	£408.00	£124.00	£272.00
11	KOP	£514.00	£385.00	£124.00	£257.00
12	MAIN STAND UPPER	N/A	N/A	N/A	N/A

Disabled status refers to ticket holders who are disabled, ambulant disabled or visually impaired. One FREE personal assistant is allocated to each disabled admission.

* Aged 16 years or under by 1st August 2016 (Junior tickets must be purchased as a combined ticket with an adult, young adult or over 65)

** Aged 17 – 21 years by 1st August 2016 *** Aged 65 years by 1st August 2016

INTERESTED IN MAKING YOUR SEASON TICKET MORE AFFORDABLE VIA A PAYMENT PLAN?

Zebra Finance is offering a payment option to help spread the cost of your 2016/17 Season Ticket. See page 6 for full details.

AUTO CUP SCHEME

How do I join?

1. If renewing over the phone, request to join the Auto Cup Scheme when you speak to an adviser.
2. If renewing in person at the Ticket Office or by post, fill out the Auto Cup Scheme Application Form enclosed, along with your Season Ticket renewal form.

If you have a personal assistant, you'll also be able to enrol them into the scheme at the same time. Please visit page 8 for full details.

TICKET EXCHANGE

As a Season Ticket Holder there will be times when you cannot make it to a Premier League home match, due to holidays or other commitments.

See page 10 for full details.



LIVERPOOL FOOTBALL CLUB (THE “CLUB”) SEASON TICKET CONDITIONS OF ISSUE

Please read these carefully as there are changes for the 2016-17 season; these changes are highlighted in red.

1. Issue of Season Ticket

- 1.1 The issue of a Season Ticket and subsequent access to the Ground is subject to the Terms & Conditions of Entry (being each of the rules and regulations of FIFA, UEFA, The Football Association, The Premier League (‘PL’), and The Football League; the Ground Regulations; and the Conditions of Issue which can be found on the Club’s website at liverpoolfc.com or can be provided upon written request to the Club).
- 1.2 Season Tickets are for the use of supporters of the Club only. By applying for a Season Ticket and/or using the same you hereby warrant and represent that you are a supporter of the Club.

2. Admission to the Ground

- 2.1 By purchasing and/or accepting and/or holding a Season Ticket and/or using a Season Ticket to gain access to the Ground, you: (a) certify that you have read, understood and accepted; (b) agree to be bound by and to comply with; and (c) agree to bring to the attention of others, as required below, the Terms & Conditions of Entry.
- 2.2 A Season Ticket permits you to occupy at the Match the seat indicated on the Season Ticket or such other alternative seat as the Club may allocate to you in its reasonable discretion.
- 2.3 Nothing in these Conditions of Issue shall constitute or imply any entitlement to occupy the seat indicated on the Season Ticket in any subsequent season.
- 2.4 Save as set out in clause 2.5 below, you shall not bring into (or use within) the Ground any equipment that is capable of recording or transmitting (by digital or other means) any audio, visual or audio-visual material or any information or data in relation to the Match or any aspect of it. Any person acting in breach of this provision may have such equipment confiscated and/or will be required to deliver up any tapes, films, disks or other recordings or data to the PL and/or the Club and the copyright in any such recording or transmission is hereby assigned (by way of present assignment of future copyright pursuant to section 91 of the Copyright, Designs and Patents Act 1988) to the PL.
- 2.5 Mobile telephones are permitted within the Ground, provided that they are used for personal and private use only.
- 2.6 Save for official Club merchandise and/or other football-related clothing worn in good faith, you shall not bring into, use or display within the Ground any sponsorship, promotional or marketing materials.
- 2.7 You shall not offer or distribute (either free or for sale by any person) within the Ground any consumer article or commercial product of any nature. For the avoidance of doubt this clause shall not prevent the lawful distribution of text publications in any format which do not infringe clause 2.6 where both the content and the publication are lawful in all respects and do not in the Club’s reasonable opinion constitute a threat to public order.
- 2.8 The Club reserves the right to refuse admission to, or eject from, the Ground any person who fails to comply with the Terms & Conditions of Entry.
- 2.9 Without prejudice to the representation at clause 1.2, above, and in light of the Season Ticket holders being grouped together in designated areas, any attempt to gain access

to the Ground wearing or carrying apparel (including, without limitation, hats and/or scarves) that demonstrate support for the Away Club, may result in admission being refused or you being ejected from the Ground and in such circumstances no refund or alternative seat will be offered.

3. Use of Season Ticket

- 3.1 Subject to clause 3.2, below, Season Tickets are issued for your sole use and you shall not sell, assign or transfer or lend the Season Ticket or the benefit of it to any other person without the prior written consent of the Club. The reference to selling the Season Ticket includes

offering to sell a Season Ticket (including, without limitation, via an online auction website), exposing a Season Ticket for sale, making a Season Ticket available for sale by another and advertising that a Season Ticket is available for purchase. For the avoidance of doubt (and by way of example only) this Season Ticket may not be offered as a prize in any promotion or competition; transferred, lent or sold to any third party as part of a hospitality or travel package; given to a third party who agrees to buy some other goods or services; or used for any other commercial purpose, (all save as expressly authorised by the PL or the Club).

- 3.2 You may only sell or transfer the Season Ticket to a Guest with the express written consent of the Club given by the Club’s absolute discretion. No such sale or transfer will be permitted except where the same takes place in respect of an individual match and in consideration of no payment or benefit in excess of the face value of a ticket to that Match and such transfer does not take place during the course of any business or for the purpose of facilitating any third party’s business. Such resale or transfer to any Guest is hereby provided to be subject to the Terms and Conditions of Entry which will (save for any rights to transfer under this clause) apply to and bind that Guest as if he/she was the original purchaser of the Season Ticket (and you must inform the Guest of this).
- 3.3 The unauthorised sale or disposal of a Season Ticket may amount to a criminal offence under section 166 of the Criminal Justice and Public Order Act 1994, as amended by the Violent Crime Reduction Act 2006. The Club will inform the police when it becomes aware that a Season Ticket has been sold illegally and will press for charges to be brought against those breaking this law. If you are convicted of a ticket touting offence, or we reasonably suspect you have committed such an offence, we will notify the Premier League who may in turn notify other Premier League Clubs and/or the UK Football Policing Unit or other law enforcement agencies. The information that we share may include your personal details, information about the offence and about ticket purchases (including payment details). We will use this to identify and prevent ticket touting offences and disorder at matches.
- 3.4 The Season Ticket will remain the property of the Club at all times and must be produced together with evidence of your identity if required to do so by any official, steward or employee of the Club or any police officer. The Club reserves the right to require the immediate return of the Season Ticket at any time.
- 3.5 Any Season Ticket obtained or used in breach of the Terms & Conditions of Entry shall be automatically void and all rights conferred or evidenced by such Season Ticket shall be nullified. Any person seeking to use a Season Ticket in breach of the Terms and Conditions of Entry in order to gain entry to the Ground or remain at a Match may be considered to be a trespasser and may be refused entry to, or ejected from, the Ground in respect of a particular Match and/or may have his/her Season Ticket cancelled or withdrawn. In the event of any cancellation and withdrawal in accordance with this clause 3.5, no refund shall be payable to the holder in respect of any unexpired portion of the Season Ticket. The Club further reserves its right to take any legal or disciplinary action against any person(s) as it sees fit in connection with such matters, including a claim for an account of any profits made from an unauthorised use of the Season Ticket.

Adult and junior combined Season Tickets are issued on the strict condition that adults cannot use the junior’s ticket. **The Club reserves the right to carry out frequent spot checks to enforce this rule.**

4. **Changes to Dates, Refunds & Exchange**
- 4.1 No guarantees can be given by the Club that a Match will take place at a particular time or on a particular date. The Club reserves the right to reschedule any Match without notice and without any liability whatsoever. Your Season Ticket will enable you to attend the re-arranged Match.
- 4.2 The Club will have no further liability whatsoever, including (but not limited to) any indirect or consequential loss or damage, loss of enjoyment or travel costs.

5. Lost or Stolen Season Tickets

- 5.1 In order to gain admission to the Ground the Season Ticket must be presented in its entirety at every Match. If applicable, the numbered vouchers must be torn from

Season Ticket books in the presence of the turnstile operator/attendant.

- 5.2 In the event that you forget your Season Ticket in respect of any individual Match, the Club shall not be obliged to admit you or issue any other form of ticket for that Match. If a match-day duplicate ticket is issued, the Club will require a £10.00 non-refundable administration charge. A maximum of three match day duplicate tickets can be issued over the season, after which, no further duplicates will be issued.
- 5.3 If, in the Club’s opinion, a Season Ticket is damaged, lost, stolen or destroyed, a duplicate Season Ticket shall be issued by the Club as soon as reasonably practicable after the payment of a £10.00 non-refundable administration charge. Only one duplicate Season Ticket will be issued to you per season and you will be required to sign a document confirming that the original Season Ticket is damaged, lost, stolen or destroyed and indemnifying the Club against any direct or indirect consequences of such matter having been falsely represented or stated to the Club.
- 5.4 Should any Season Ticket when applied for not arrive in the post after purchase, you will be required to sign a document confirming this and undertaking to immediately return the original Season Ticket to the Club should it come into your possession at any time. There will be no charge for the issue of a duplicate Season Ticket in this instance.

6. Change of Address

- 6.1 If you change your address during the season you must notify the Club as soon as reasonably practicable. Proof of address must be provided before an address can be changed.

7. Cancellation & Withdrawal of Season Ticket

- 7.1 Without prejudice to any other remedies it may have, the Club shall have the right in the case of any serious or persistent breach of the Terms & Conditions of Entry to cancel and withdraw your Season Ticket. In the event of such cancellation no refund will be paid in respect of any unexpired portion of the Season Ticket. Without prejudice to the general nature of the above the following actions shall constitute serious breach of the Terms & Conditions of Entry:
 - 7.1.1 smoking in designated non-smoking areas;
 - 7.1.2 being (or appearing to be) intoxicated;
 - 7.1.3 persistent standing in seated areas whilst the Match is in progress;
 - 7.1.4 the sale or transfer (save as permitted) of a Season Ticket to any person;
 - 7.1.5 the possession of a banner or flag that bears material or slogans that are offensive, obscene, abusive or racist;
 - 7.1.6 the supply of any misleading or incorrect information in any application;
 - 7.1.7 the use or display or transmission of foul, obscene, abusive, racist and/or discriminatory language and/or gestures;
 - 7.1.8 the throwing of any object within the Ground that may cause injury or damage to people or property without lawful authority or excuse;
 - 7.1.9 the chanting or displaying or transmitting of anything of an indecent, racist and/or discriminatory nature;
 - 7.1.10 fighting or engaging in and/or inciting violence;
 - 7.1.11 bringing into the Ground (or using within the Ground): illegal drugs, other illegal substances, fireworks, firecrackers, smoke canisters, air horns, flares, laser devices, bottles, glass vessels or any item that might be used as a weapon or compromise public safety;
 - 7.1.12 entering the playing area or any adjacent area to which spectators are not generally admitted without lawful authority or excuse;
 - 7.1.13 any misrepresentation in relation to clause 1.2, above;
 - 7.1.14 breach of the terms of any Club membership (if so applicable);
 - 7.1.15 any breach of clauses 2.4 or 2.5, above; and
 - 7.1.16 any failure to pay or default of payment in respect of any sums owing to the Club (or any third party) in respect of any Season Ticket.

- 7.2 If a Season Ticket Holder is not 17 years old or over, his/her parent(s) and/or guardian(s) are responsible for his/her actions, conduct and compliance with the Terms and Conditions of Entry.
- 7.3 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 and to notify FIFA, UEFA, The Football Association, PL, The Football League and/or other football clubs of such exclusion and/or disqualification (and the reason(s) for such exclusion and/or disqualification).
- 8. Equality and Anti-Discrimination**
- Liverpool football Club is committed to equality and diversity and it is important that all of our fans share the Club's principles of inclusion. We aim to ensure that the Club and fandom provide a welcoming and safe environment for all our supporters regardless of race, religion, gender, age, disability or sexual orientation. Therefore, for Season Ticket Holders that are found to engage in abusive, racist, homophobic and/or discriminatory behaviours, the Club will take all and any appropriate and necessary action, which may include, eviction from the ground, suspension and/or withdrawal of an individual's Season Ticket and a Club lifetime ban. These individuals also risk prosecution.
- 9. Filming, photography and taping**
- All Season Ticket Holders who enter the Ground acknowledge that photographic images and/or video recordings (and/or stills taken from video recordings) may be taken of them and may also be used in televised coverage of the game and/or for promotional or marketing purposes by the Club, the PL or others, and use of a Season Ticket to enter the Ground constitutes consent to such use.
- 10. Home & Away Barclays Premier League and Other Competition Ticket Allocations**
- 10.1 A Season Ticket does not automatically give the holder entitlement to away Barclays Premier League or away Domestic Cup tickets. Subject to the Club receiving an application in accordance with the relevant selling instructions issued, priority may be given to supporters on the number of tickets purchased in the relevant competition during the previous season(s). It may also include the number of tickets purchased during the current season. The number of tickets purchased will be determined from the information held on the Ticketing database.
- 10.2 A Season Ticket does not automatically give the holder entitlement to away European tickets. Subject to the Club receiving an application in accordance with the relevant selling instructions issued, Season Ticket Holders may have the opportunity to submit an application for the first match played in the UEFA competition. The Club reserves the right to use the number of tickets purchased in the relevant competition during previous seasons to allocate priority for the first match played in UEFA competition. In the event of the Club progressing to any future rounds of the competition priority will be given to supporters who have purchased tickets for the previous round(s) (excluding any qualifying rounds) of the relevant competition during that season. It may also include the number of tickets purchased during previous seasons. The number of tickets purchased will be determined from the information held on the Ticketing database.
- 10.3 A Season Ticket does not automatically give the holder entitlement to home Domestic Cup or European Cup tickets. Subject to the Club receiving an application in accordance with the relevant selling instructions issued, Season Ticket Holders may receive priority for the first match played in the relevant competition (excluding any qualifying rounds). Any priority does not guarantee the allocation of a particular seat or that any seat will be available to purchase. In the event of the Club progressing to any future rounds of the aforementioned competitions priority may be given to supporters who have purchased tickets for the previous round(s) of the relevant competition during Season 2015/16. It may also include the number of tickets purchased during previous seasons. The number of tickets purchased will be determined from the information held on the Ticketing database.
- 10.4 In the event of Liverpool Football Club participating in any Cup Semi Final or Final no guarantee of a ticket allocation can be made to any Season Ticket Holders.

11. Auto Cup Scheme

- 11.1 The Auto Cup Scheme is available to Season Ticket Holders when renewing online, over the phone, by post, or in person at the Ticket Office. The Auto Cup Scheme is only valid for Season 2016/17.
- 11.2 The Auto Cup Scheme is available for ALL HOME Domestic and European Cup matches played at Anfield during season 2016/17.
- 11.3 Supporters enrolled into the European Auto Cup Scheme will remain in the scheme for the duration of all European competitions, including the UEFA Champions League and the UEFA Europa League.
- 11.4 Seats are automatically allocated to scheme members. Season Ticket Members cards will be activated if your usual Premier League match day seat is available. In the event this is not possible, a paper ticket will be sent to you for the best available alternative. Once you've registered in the Auto Cup Scheme, you'll remain in it for as long as the Club is involved in the competitions you have enrolled for.
- 11.5 In the event that the seat allocated to you via the Auto Cup Scheme is required by the organising body or otherwise by the Club, we reserve the right to allocate you the best available alternative seat.**
- 11.6 Where possible the Club will endeavour to allow a short time period for supporters whose payments fail to purchase a seat independently. Where this is not possible, details will be published at www.liverpoolfc.com.
- 11.7 Members of the Auto Cup Scheme MUST advise the Club of any changes relating to their credit/debit card details, mobile number and email address. This includes change to card provider, change to validity dates or change of card numbers. Failure to do so will result in payment failures and the subsequent removal from the Auto Cup Scheme.
- 11.8 It is the responsibility of the supporter to check before travelling to a home cup match that their payment has been successful and they have a ticket purchased. This can be checked by logging into My Account at www.liverpoolfc.com/tickets
- 11.9 Withdrawal from the Auto Cup Scheme is subject to a written request being submitted to the Club and will take effect prior to the commencement of the sale to any relevant match after the receipt of such request.
- 11.10 The Auto Cup Scheme is subject to the Clubs standard refund policy, however, please note tickets returned for a refund will affect the Auto Cup Scheme Member's priority and result in removal from the scheme.
- 11.11 The Club reserves the right to limit the number of Members to the Auto Cup Scheme.
- 11.12 The Club reserves the right to cancel or suspend the Auto Cup Scheme without further notice.
- 12. Ticket Exchange.**
- 12.1 If you are unable to attend a Premier League home match, you can put your seat up for sale through the Ticket Exchange. Your released ticket will be made available to LFC Official Members. For further details and full terms and conditions, please visit: <http://www.liverpoolfc.com/tickets/ticket-exchange>.
- 13. Exclusion of Liability**
- 13.1 Except in respect of death or personal injury resulting from any negligence of the Club, neither The Liverpool Football Club and Athletic Grounds Limited nor any of its officers, employees or agents shall be responsible for (whether in tort, contract or otherwise):
- (i) any loss, damage or injury to you and/or any Guest or to any property belonging to you or any Guest in or upon or around the Ground or any car park, resulting from any cause whatsoever;
 - (ii) for any loss of profit, loss of use, loss of opportunity or any indirect, economic or consequential losses whatsoever; and/or
 - (iii) any losses arising from any cancellation, postponement or rearrangement of a Match in accordance with Clause 4 including but not being limited to any indirect or consequential loss or damage, loss of enjoyment or travel/accommodation costs.
- 13.2 Neither the PL nor the Club shall be responsible for any interruptions and/or restrictions to the view of the Match caused by virtue of (i) the position of the seat

and/or (ii) the actions of other spectators.

14. General

- 14.1 The invalidity or partial invalidity of any provision of these Conditions of Issue shall not prejudice or affect the remainder of these Conditions of Issue, which shall continue in full force and effect.
- 14.2 The Club's failure to exercise, or delay in exercising, any right, power or remedy provided by these Conditions of Issue or by law shall not constitute a waiver of that right, power or remedy.
- 14.3 The Terms and Conditions of Entry constitute the entire agreement between the Club and the Season Ticket Holder and neither the Club nor the Season Ticket Holder shall have any claim or remedy in respect of any statement, representation, warranty or undertaking made by or on behalf of any other party in relation to the Terms and Conditions of Entry which is not set out therein.
- 14.4 Notwithstanding any other provision in these Conditions of Issue and with the exception of FIFA, UEFA, The FA, PL and the Football League, no other person other than you or the Club has any rights under the Contracts (Rights of Third Parties) Act 1999 to rely on or enforce any term of these Conditions of Issue. Nothing in these terms of conditions shall affect any right or remedy of a third party that exists or is available other than as a result of the aforementioned Act.
- 14.5 These Conditions of Issue shall be governed by and construed in accordance with the laws of England and Wales. The parties hereby submit to the exclusive jurisdiction of the Courts of England and Wales (including in relation to any non-contractual disputes or claims).

15. Definitions

In the Conditions of Issue the following words and phrases shall have the following meanings:

"Away Club" means the football club playing against the Club.

"Conditions of Issue" means these terms and conditions governing the issue and use of a Season Ticket.

"Ground" means the football stadium and all other locations owned, occupied or utilised by the Club.

"Ground Regulations" means those ground regulations issued by the Club from time to time that set out the terms and conditions upon which spectators are granted entry to the Ground (copies of which are available from the Club on request or otherwise on display at the Ground).

"Guest" means a relative, friend, colleague and/or companion to the disabled who would be entitled to purchase a Season Ticket under the Terms & Conditions of Entry.

"Match" means any Premier League football match (or other competition match as applicable) in which the Club participates and that takes place at the Ground during an applicable Season.

"Season Ticket Members Card(s)" means the access smart card granting access to the Ground for Matches during an applicable Season.

"Season Ticket Members Card(s)" means a season ticket booklet (and all or any component vouchers therein) or any season ticket smartcard including a Season Card (and/or any rights arising out of or in connection with any of the foregoing) for admission to Matches.

"Terms & Conditions of Entry" means each of the rules and regulations of FIFA, UEFA, The Football Association, The Premier League ("PL") and The Football League, the Ground Regulations, and the Conditions of Issue (all of which are available from the Club on request).

CHECKLIST

Changing address? Don't forget to let us know by Wednesday 25th May 2016 to ensure you receive your new Season Ticket Members card for 2016/17

Have you supplied up-to-date email addresses and mobile numbers?

Do you know how you can join the Auto Cup Scheme?

Are you aware of the Ticket Exchange scheme?

Did you know that you can pay for the cost of your Season Ticket using our finance option?

Renew by
25th MAY
2016

Customer Services: +44 151 264 2500
Online: www.liverpoolfc.com/renewal

Standard
Chartered



new balance.
football

Garuda Indones

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