

### MESSAGE FROM THOMAS SANDGAARD

Dear Charlton Supporters,

To start, I want to thank you all for your fantastic support this season. A year ago, we were just starting to welcome supporters back to The Valley. The presence of so many fans made that first game of the 2021/22 season at The Valley against Sheffield Wednesday incredibly special.

Since the opening match, we've had some memorable days on the pitch, with the game against Plymouth Argyle instantly springing to mind. It was great to see the stadium rocking that day and the team securing three points. It was a day I think we all enjoyed and wanted to see more just like it.

Unfortunately, there haven't been enough days like that home and away this season, and it certainly hasn't been what we set out to achieve. Still, you have supported Charlton. You have supported our men's and women's teams. Many have supported our academy through Valley Gold and cheered on our U23s and U18s. Each of our teams have had some great runs!

With costs going up in everyone's everyday life, it was important to us that your Charlton season ticket was one that you could get, without an increase. For that reason, we have frozen season-ticket prices during our early-bird phase.

With the club also experiencing the impact of higher prices with inflation, the price of a season ticket and match-to-match tickets will be higher than last year, but only after the early-bird phase. You all have asked for more transparency around pricing after the early-bird period, and we've provided the details in our season-ticket launch as well as in this brochure. The price increase only impacts purchases made after the early-bird period.

Charlton has a history of offering affordable football, and our early pricing offers one of the most affordable season tickets in the division. Additionally, we're offering a V12 Finance option, so supporters may purchase their 2022/23 season tickets and pay over either four or 10 months.

Everyone at the club is intently focused on increasing the probability that we all get what we want next season – promotion. We are putting things in place as we look towards the 2022/23 season:

- We have good players in the squad on long-term deals, which are building blocks for us to add to in the summer window.
- We are investing in infrastructure as we work towards Category One academy status.
- We have invested in medical equipment and staff to help improve prevention and management of injuries.



As well as investments on the pitch, we are also looking to instil a "Premier League-ready" mentality off the pitch.

- We are investing in new roles as well as hiring more staff at The Valley to improve our responsiveness and care of season-ticket holders as well as all fans.
- We are focused on responding more quickly and resolving complaints and queries we receive.
- We are engaging in more effective initiatives to grow our fanbase in the UK and globally.
- We have fantastic new sponsorship partners, including RSK, supporting our teams.
- We will continue to invest in and improve the CharltonTV experience and will continue to offer the best live streaming product in the EFL.
- We will make continuous improvements with our catering services and offerings on matchdays don't forget to check out the very popular Upbeats Kitchen located in the Covered End.

I know there are always more opportunities for improvement, and we want you to be a part of making every matchday experience great both at The Valley and away from home. If you have feedback or ideas to share, please email us at: fans@cafc.co.uk.

As I am sure you all know, we will continue to do all we can to Fill The Valley, and we want to put a team on the pitch, every match, that plays winning, attractive, exciting football. We know it's winning matches that will fill the 27,111 seats at The Valley. Our Fill The Valley campaign got off to an excellent start against Plymouth, and while we had some good momentum, we learned a lot from the initiatives that didn't work so well. We appreciate hearing and learning from the season-ticket holders who've shared their understandable frustration. Season-ticket holders are a vital component of our club, and we have put things in place so you are not frustrated by future initiatives.

My goal remains to Fill The Valley, and I still want to give as many people as possible, from all over, the opportunity to visit The Valley for the first time. It's an incredible place, and a great matchday is something everyone should experience. For next season, ticket initiatives will be capped and will target select groups (young fans through schools, grassroots football clubs, football camps, key workers, community trust participants and local community charitable groups). We will designate certain blocks where seats are often empty for these groups to ensure that any new supporters do not prevent our valued season-ticket holders from getting the seats they need or want for family or friends. Ticket distributions will be monitored, with closer follow-up with attendees as we look to turn them into long-term, paying, and passionate attending fans.

We're focused on building a much-improved 2022/23 season, and we want you to be part of it. As Charlton supporters, you have played a critical role in the club's history, whether it be battling to return to The Valley, overcoming uncertain ownership changes, or getting loud in the Covered End to cheer the team to victory. We appreciate your support and look forward to seeing you next season to support our promotion goal. You make Charlton Athletic.

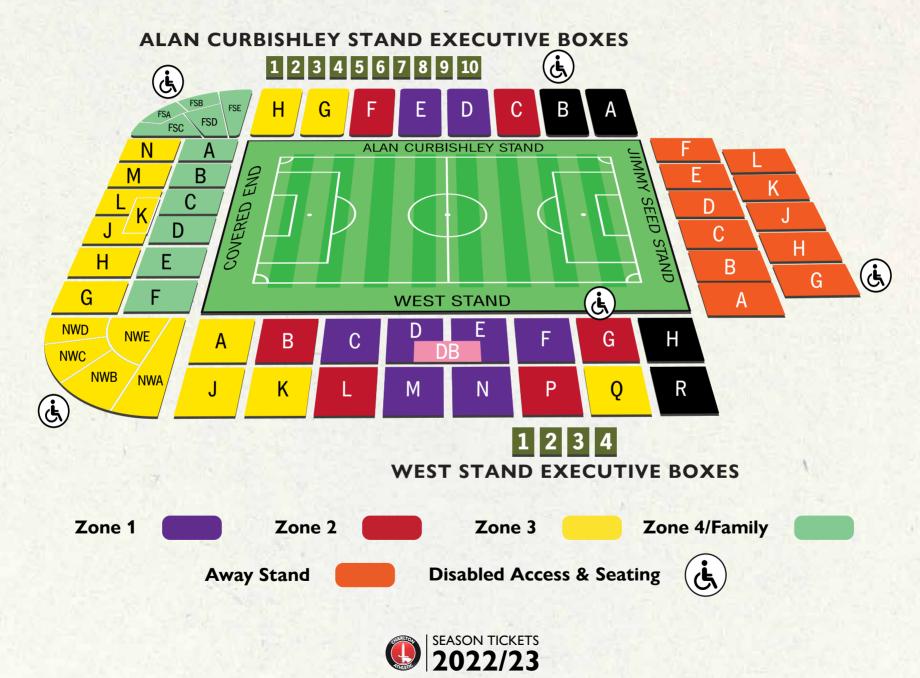
Up the Addicks!

Thomas Sandgaard





### THE VALLEY STADIUM MAP



### **SEASON TICKET PRICES FROZEN** EARLY BIRD OFFER – RENEW BY MONDAY, MAY 9<sup>TH</sup>

Renew your season ticket(s) before **5pm on Monday, May 9<sup>th</sup>** to secure your existing price i.e. price freeze. Phase 2 pricing will be applicable from **Wednesday, May 11<sup>th</sup>** (see page 9 for more information).

7		Adult	<b>Adult</b> Disabled	<b>Adult</b> Wheelchair	Over 65/ Under 21	Over 65/ Under 21 Disabled	Over 65/ Under 21 Wheelchair	Student	Under 18	Under 11
Z	Zone 1	£575	£370	£365	£440	£265	£265	£230	£135	£60
Z	Zone 2	£455	£335	£335	£340	£240	£240	£210	£130	£60
Z	Lone 3	£400	£325	£325	£299	£230	£215	£195	£125	£60
Z	Zone 4	£260	£260	£260	£195	£195	£180	£180	£120	£60
I	amily	£260	£260	£260	£195	£195	£180	£180	£120	£30/FREE*

• \*Under 11s go free in the Family Stand with a full paying adult. Additional under 11s will cost £30 in the Family Stand and £60 everywhere else.

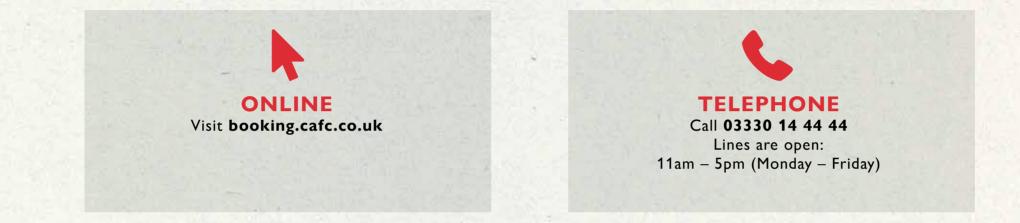
- Please note that all disabled and wheelchair tickets come with a free carer ticket.
- Family Stand and East Stand wheelchair prices are charged at Zone 4 pricing.
- For information about spreading the cost with V12, please see page 10





### WAYS TO PAY FOR YOUR SEASON TICKET(S)

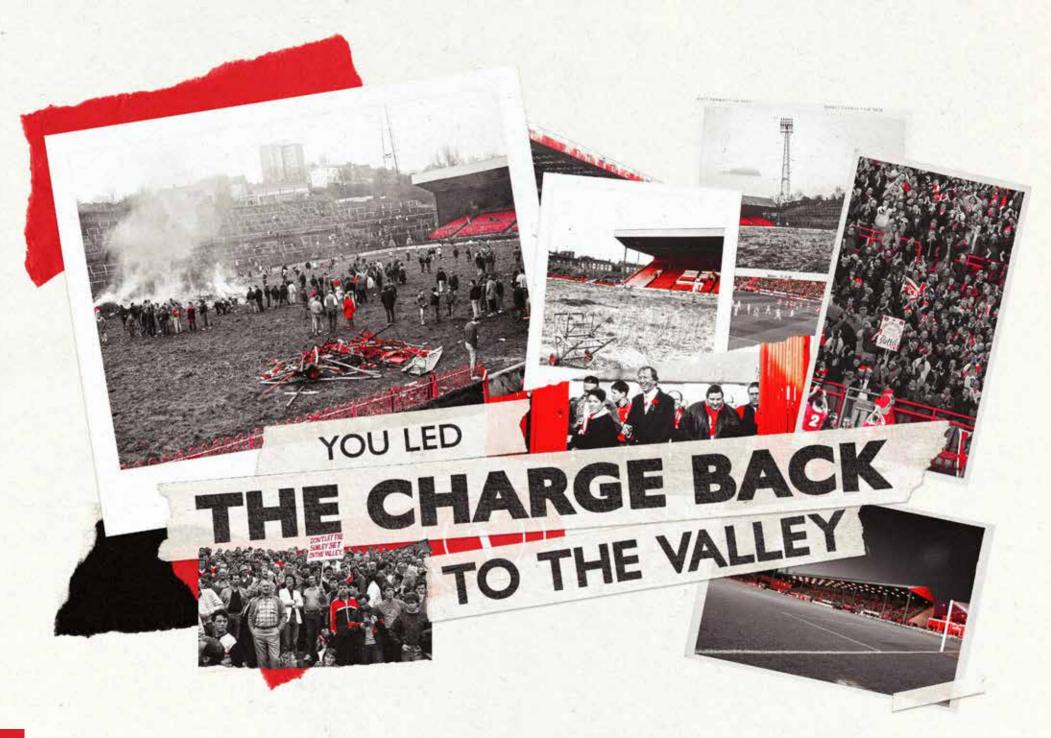
Don't forget, renew your season ticket(s) **before 5pm on Monday, May 9<sup>th</sup>** to secure your existing price i.e. price freeze. Phase 2 pricing will be applicable from **Wednesday, May 11<sup>th</sup>** (see page 9 for more information).











### **EARLY BIRD RENEWAL** PRICE FREEZE AVAILABLE UNTIL MONDAY, MAY 9<sup>TH</sup>

The club is delighted to offer you a **price freeze on your seat(s) until 5pm on Monday, May 9**<sup>th</sup> as an Early Bird offer. Phase 2 pricing for season tickets will be effective from **Wednesday, May 11**<sup>th</sup>. Please see the table on the right below for details of phase 2 pricing. The zonal pricing structure for The Valley will be simplified, resulting in a blended price for zone 2 (based on a price in between the previous zone 2 and zone 3 prices). Previous zone 2 seats will therefore be slightly cheaper than before and previous zone 3 seat prices will be slightly more expensive as they merge into the new, broader zone 2.



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	Adult	<b>Adult</b> Disabled	<b>Adult</b> Wheelchair	O65s/ U21s	O65s/U21s Disabled	<b>O65s/U21s</b> Wheelchair	Student	U18s	U11s
Zone 1	£575	£370	£365	£440	£265	£265	£230	£135	£60
Zone 2*	£455	£335	£335	£340	£240	£240	£210	£130	£60
Zone 3	£400	£325	£325	£299	£230	£215	£195	£125	£60
Zone 4	£260	£260	£260	£195	£195	£180	£180	£120	£60
Family	£260	£260	£260	£195	£195	£180	£180	£120	£30 / FREE*

#### AY NEW PRICING APPLICABLE FROM 11<sup>TH</sup> MAY

	Adult	<b>Adult</b> Disabled	<b>Adult</b> Wheelchair	O65s/ U21s	O65s/U21s Disabled	<b>065s/U21s</b> Wheelchair	Student	U18s	U11s
Zone 1	£625	£395	£395	£475	£275	£275	£275	£145	£60
Zone 2	£425	£330	£330	£320	£235	£235	£205	£130	£60
Zone 3	£285	£285	£285	£215	£215	£215	£190	£125	£60
Family	£285	£285	£285	£215	£215	£215	£190	£125	£30 / FREE*

\*Please note that the reduced zone 2 prices (where applicable) will be honoured with immediate effect for Early Bird renewal.



### SPREAD THE COST OF YOUR SEASON TICKET

Did you know you have the option to spread the cost of your Season Ticket, using a four or ten month payment plan with V12 Finance?

Please see below for two working examples showing how much you would pay each month over a four or ten month period (the admin fee is added to the first monthly payment).

#### Four Month Instalment Plan with V12 Finance

This example is based on a 2021/22 Adult Season Ticket in Zone 1 (E.g. Block M in West Stand)

ST Price	Admin	First	Instalments	Total	Interest	Interest
	Fee	Instalment	2, 3 & 4	Repayable	Rate	Rate
£575.00	£20.00	£163.75	£143.75	£595.00	0%	18.18%

#### Ten Month Instalment Plan with V12 Finance

This example is based on a 2021/22 Adult Season Ticket in Zone 3 (E.g. Block J in the Covered End)

ST Price	Admin	First	Instalments	Total	Interest	Interest
	Fee	Instalment	2 - 10	Repayable	Rate	Rate
£400.00	£29.00	£69.00	£40.00	£429.00	0%	17.65%

Charlton Athletic Football Company Limited acts as an Introducer Appointed Representative, registration number no. 947724 and will introduce you to V12 Retail Finance Limited to complete your application for finance. Subject to status and affordability. Terms and conditions apply.

Charlton Athletic Football Company Limited, registration number 01788466, The Valley, Floyd Road, Charlton, SE7 8BL.

#### To apply you'll need to provide:

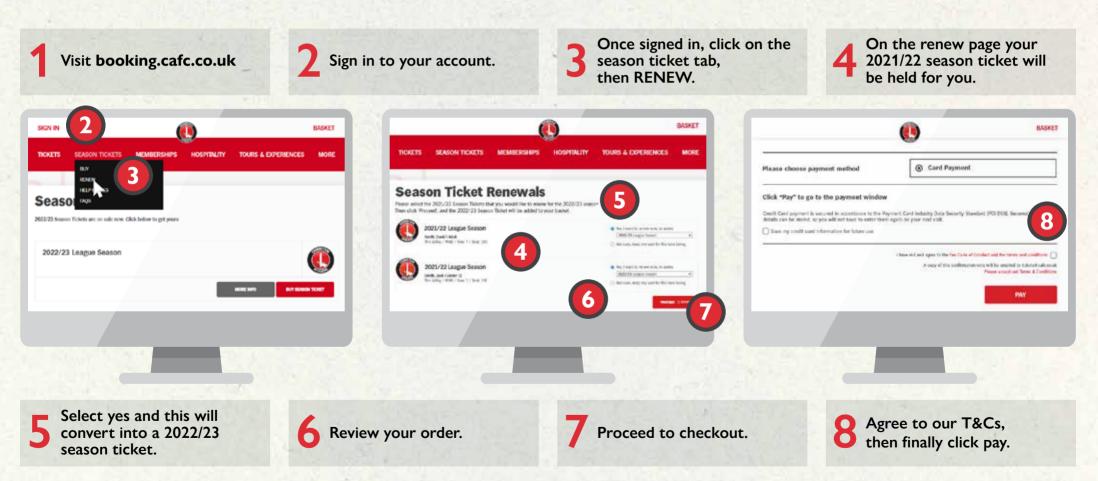
- 3 years' address history
- Employment and income information
- Your bank account number and sort code

If this is of interest to you, simply add your season ticket(s) to your basket and then select 'Finance' (4 or 10 month option) in the payment drop-down. You'll then be taken to V12's site where you can apply for your desired payment plan (and then sign digitally). You'll then be directed back to our site where you can complete your renewal/purchase



## SEASON TICKETS HOW TO RENEW ONLINE

The quickest and easiest way to renew your season ticket is to do so online. Firstly, you need to sign in to your account. If you haven't activated your online account before, insert your Fan ID and then click reset password. You'll then receive an email (to the email account registered to your season ticket account) containing a link to reset your password. Once this is done, sign in and begin the online renewal process.



Once payment has been taken, you'll receive a confirmation email and your renewal is complete ahead of the 2022/23 season.





# SEASON TICKETS HOW TO BUY ONLINE

If you're not currently a season-ticket holder and interested in being here week in, week out to get behind the team at The Valley, please see below for some information to help you buy a season ticket online. Don't forget, if you prefer to speak to us about seat availability and purchase over the phone, you can call us on **03330 14 44 44**.

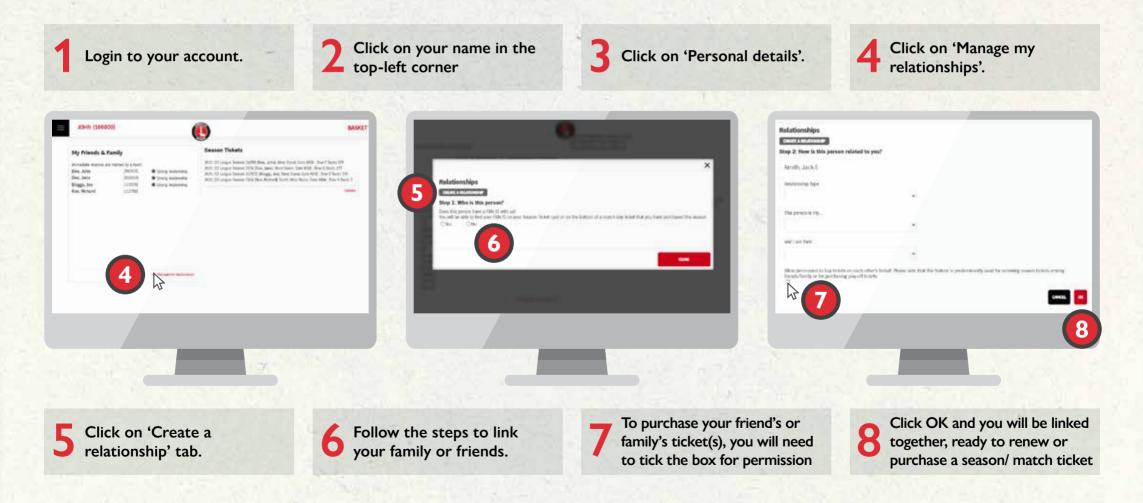


Once payment has been taken, you'll receive a confirmation email of your booking, and you're done!



# SEASON TICKETS HOW TO LINK ACCOUNTS

If you would like to be able to renew/pay for season tickets on behalf of other supporters, you'll need to ensure that the accounts you want to pay for are linked on our system. Linking accounts is also required for ticket applications where you want to sit with other supporters in your group e.g. at away games. Please see below for some steps to help explain how you can link your account with other supporters.





### SEASON TICKET BENEFITS DISCOUNTS AND MUCH MORE

Your season ticket also entitles you to a range of exclusive benefits including:



An opportunity to attend up to three exclusive Question and Answer (Q&A) evenings with club ownership, management and players.



£10 off our Junior Matchday experiences.



An exclusive discount on your first purchase next season at the club shop and further exclusive promotions throughout the year.



An exclusive discount on 2022/23 Charlton Athletic Women's season tickets.



Automatic entry to win a place for you and a guest in our exclusive CharltonTV Lounge – each matchday one seasonticket holder and a guest will be upgraded to the popular lounge.



An opportunity to upgrade to hospitality at a reduced rate, with discounts of up to 10%.

For the full list of benefits available to season ticket holders and to find out more information about each benefit, please visit **cafc.co.uk** 





### MATCHDAY HOSPITALITY SEE THE GAME IN STYLE



#### Executive Boxes

All of our 14 Executive Boxes offer the best views the ground has to offer. Match by match availability tends to be found in our Alan Curbishley Stand boxes which can host up to 20 people.

Packages include car parking, a reception drink, a two-course meal and padded seats directly outside the Box itself – perfect for hosting clients or celebrating a special occasion.



#### Centre Circle

A five-star, quality service awaits you with our Centre Circle Dining Experience which begins with a glass of Champagne on entry to the suite. A four-course meal will then be served to you and your guests together with complimentary beer, wine and soft drinks (pre-match and at half-time).

Enjoy the match from padded Directors' Box seating for the game before making your way back to the lounge to for post-match refreshments and the opportunity to watch the Man-of-the-match presentation!



Club 1905

Take your seat at a private table and enjoy a mouth-watering three-course meal before kick-off and mingle with some of our club legends.

This popular restaurant boasts excellent views of the pitch to follow all the pre-match action, then you'll enjoy the match from prime half-way line seating in our West Stand. After the match, enjoy refreshments in this suite and cast your vote for the Man-of-the-match.



#### CharltonTV Lounge

If pre-match entertainment is the kind of thing you want first and foremost, look no further, check out our newly refurbished CharltonTV lounge.

You'll rub shoulders with former players and special guests including the likes of Alan Curbishley and Steve Brown together with regular visits from club owner Thomas Sandgaard.



#### Vista Lounge

If you're looking for something less formal, our Vista Lounge is the one for you!

This lounge offers a unique, panoramic view of Canary Wharf and beyond - a great choice to meet friends and family before the game. Take advantage of the cash bar and food (available to purchase) for a quick bite to eat and a drink before taking your padded half-way line match seats, exclusive to Vista Lounge guests.

To find out more about our hospitality suites and packages including prices, availability and to book, just email **sales@cafc.co.uk** or call **020 8333 4050**.





# **ONE CHARLTON ATHLETIC** MEN'S & WOMEN'S TEAMS TOGETHER

Thomas Sandgaard'a vision is for one Charlton Athletic, having turned our women's team professional in his first year of ownership.



Information on Season Tickets for Karen Hills' Addicks will be made available at cafcwomen.co.uk in due course.

Up the Addicks!



# LOYALTY POINTS HOW POINTS ARE AWARDED

As you may already be aware, the club operates a loyalty points scheme for fans purchasing both match and season tickets. Loyalty points reward Charlton fans for their support by providing them with ticket priority for in-demand away and cup matches.

Every time a fan purchases a ticket for a Charlton game, both home and away, they will earn loyalty points, providing they have assigned the tickets in advance using their FAN ID (previously CON number).

Please note, loyalty points accumulate for a period of two seasons. This means that during the 2022/23 season, a supporters' loyalty points total will only consist of those accrued during the 2021/22 and 2022/23 seasons. Points accrued during 2019/20 will not be valid beyond May 2022.

The below table explains how many loyalty points fans will earn for each match they attend if the tickets are registered to their FAN IDs.

Season Ticket	230 Points
Half-Season Ticket	110 Points <sup>*</sup>
Home League Match (Match ticket)	10 Points
Home League Match (Match ticket purchased on a matchday before 1 hours before kick-off)	5 Points
Home Cup Match	5 Points
Away League Match	10 Points
Away Cup Match	5 Points



\*Dependent on how many games are included in the half-season ticket



## VALLEY EXPRESS COACH TRAVEL TO HOME GAMES

With travel costs ever increasing, have you considered travelling to home games using our Valley Express service? If you live near one of the pick-up points on one of the routes, we strongly recommend you take advantage of this service. You have the option of paying seasonally or on a match by match basis – please see the web address below for up-to-date pricing.

ROUTE 1		ROUTE 1	ROUTE 4	
DEAL DOVER CANTERBURY FAVERSHAM	CT14 6EY CT16 1LL CT2 8JY ME13 8NG	DOVER CANTERBURY	RAMSGATE MARGATE BIRCHINGTON HERNE BAY	CT11 7RE CT9 5AD CT7 9AE CT6 5TS
ROUTE 2		ROUTE 2	WHITSTABLE	CT5 3QZ
SHEERNESS	ME12 1HL		ROUTE 5	
SITTINGBOURNE RAINHAM GILLINGHAM CHATHAM STROOD GRAVESEND	ME10 3ED ME8 7JJ ME7 4LN ME4 6PS ME2 2AB DA11 8AB	RAINHAM GILLINGHAM CHATHAM STROOD	FOLKESTONE HYTHE DYMCHURCH NEW ROMNEY ASHFORD	CT20 1AZ CT21 6LB TN29 0NL TN28 8AZ TN24 8XH
ROUTE 3		ROUTE 3	ROUTE 6 MAIDSTONE 1	ME15 6TX
HASTINGS ORE BATTLE HURST GREEN FLIMWELL	BN27 1DL TN39 3JR TN34 1JB TN35 4JU TN33 0WL TN19 7HJ TN5 7PJ TN2 4DY TN9 2BD TN13 2QA	BEXHILL HASTINGS ORE BATTLE HURST GREEN FLIMWELL PEMBURY TONBRIDGE	MAIDSTONE 2 DITTON LARKFIELD LEYBOURNE SNODLAND HALLING CUXTON	ME10 ODT ME20 7QB ME20 6QQ ME19 5HE ME6 5NL ME2 1AP ME2 1AA

Valley Express routes shown are correct at the time of writing, but are subject to change. Please check our website for the most up-to-date information on our Valley Express service including routes, pricing and pick-up points, just visit **cafc.co.uk/tickets/home-game-travel** 



# VALLEY GOLD SUPPORTING THE CAFC ACADEMY

Valley Gold enables supporters to play a pivotal role in the future of Charlton Athletic by helping the club to unearth talented footballers through its youth system. The organisation launched in 1989, with its original aim being to aid the club's return to The Valley. When this was achieved in December 1992, its focus switched to helping Charlton's academy to thrive. In 2009, with the club struggling financially, Valley Gold was vital in keeping the academy afloat.

Together with providing financial support to Charlton's academy, Valley Gold also contributes to our women's team, deaf team, Museum and our academy transport vehicles, to name just a few beneficiaries.

Valley Gold membership costs £120 per year and can be paid up-front in full, monthly, quarterly or bi-annually.





### FREQUENTLY ASKED QUESTIONS FIND THE ANSWERS YOU NEED

#### 1. When will I receive my season ticket?

Our aim is to have all season ticket cards delivered at least two weeks prior to the first home league game of the 2022/23 season.

### 2. I am a 2021/22 season ticket holder. When do I have to renew by to make sure I keep the same seat for the next season?

You can renew your season ticket from **Saturday, April 2<sup>nd</sup> 2022**. The deadline to renew and secure your existing price (price freeze) is **5pm on Monday, May 9<sup>th</sup>**. Phase 2 pricing applies from **Wednesday, May 11<sup>th</sup>**. Your 2021/22 seat(s) will not be released until **Thursday, June 2<sup>nd</sup>**.

#### 3. As a season ticket holder, can I move my seat for individual games?

Yes. Fans who wish to move a season ticket will need to come to the ticket office or call on **03330 14 44 44**. Please note that fans are only able to move their season ticket a maximum of three times per season and would be expected to pay the difference in price if they choose to sit in a more expensive area for any of those games.

#### 4. Can I upgrade my season ticket for individual games?

Yes. Fans who wish to upgrade a season ticket will need to come to the ticket office or call the ticket office on **03330 14 44 44**.

# **5. My friend wants to use my season ticket for a match, is this possible?** Yes, we would advise fans to contact the ticket office to have the matchday ticket assigned to your friend.

### 6. Why can't I see my season ticket under my account when I have logged in?

It is possible that you may have more than one active account on the club's ticketing system. To see your season ticket online, you need to check that the FAN ID number at the top of your online account is the same as the one on your season ticket card. If not, you have a 'double account'.

The best way to resolve this is to log out of the account and then log in again by entering the FAN ID that is printed on your season ticket card and clicking reset password. You will be sent a reset password email and can update your password and then log into your correct account, which will have your season ticket attached to it.

### 7. Why do I receive an error message when purchasing a concession/junior season ticket online?

Our system will be able to recognise which age category you qualify for and will only allow you to purchase that price category. Therefore, if you try to purchase an incorrect price class for the person that is allocated to that season ticket, you will receive an error. If your data is incorrect, please email **tickets@cafc.co.uk** with your proof of age, and we will then be able to update your account.

#### 8. Why can't I purchase a student season ticket?

This will be because you are not registered as a student on our system. To do this, please email a copy of your student ID (that includes an expiry date) to **tickets@cafc.co.uk.** Please note that your student card will need to be valid for the entirety of the 2022/23 season

#### 9. When will I receive my loyalty points for my season ticket?

Loyalty points will be allocated before the start of the season after you have purchased your 2022/23 season ticket.

#### 10. Can I upgrade to hospitality for an individual match?

Yes – you can purchase Hospitality packages on a match-by-match basis from our selection of suites. Your ticket price for the game will be taken off the Hospitality package price you pay.

#### 11. Can I purchase additional tickets as a season ticket holder?

Yes – please bear in mind that there might not be seats available next to your season-ticket seat so please email **tickets@cafc.co.uk** if you would like us to arrange a seat move so you can sit with your guests.

#### 12. How do I apply on behalf of a junior to become a mascot?

Mascot packages can be purchased (subject to availability) online at **booking.cafc.co.uk** or by calling **0333 14 44 44**.

#### 13. What is our Covid Policy?

Any home games which are required to be played behind closed doors will be refunded to you / deducted from future season-ticket cost.



