

Dear Cardiff Blues Season Ticket Holder,

You've spoken and we've listened.

Over the past few weeks, we've been asking you for your views on what it's like supporting the Cardiff Blues.

This feedback is crucial if we are to make your experience of following the region as enjoyable as possible.

Your support is key to our future success on the pitch, and we need you to come and support us again next season.

This leaflet enables you to apply for your season ticket for the 2010/11 season, and we are delighted to unveil a number of new initiatives which will make your experience following the Blues even better!

- You can now claim John Lewis vouchers for you and a friend
- We have reduced the cost of parking at the stadium on match days
- We have launched a series of exclusive events for season ticket holders
- We are introducing an International ticket ballot for next season
- We have an exclusive Cardiff Blues shirt deal – for you only!

We hope the new season will continue to see an ever-improving relationship between Cardiff Blues and our fans, with a number of new benefits and incentives on offer for season ticket holders.

You support us, we'll support you.

Here's to a great 2010/11 season.

Tina Tew
Sales and Marketing Director

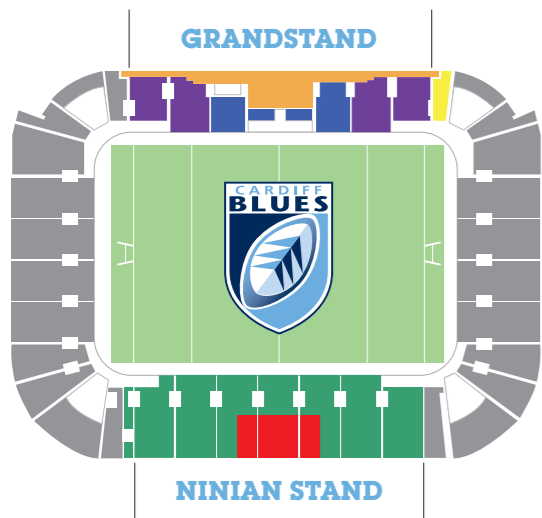
RENEW BY 31ST MAY AND RECEIVE

£15.00 OFF
NEW 2010/11 SHIRT

DOES NOT APPLY TO JUNIOR OR STUDENT SEASON TICKET HOLDERS



STADIUM PLAN & PRICE LIST



GRANDSTAND

ZONE 1 - CENTRAL GRANDSTAND

ADULT £265

ZONE 2 - RESERVED SEATING

ADULT £235

SENIOR CITIZEN £190

UNDER 16'S £55

ZONE 3 - FAMILY ZONE

ADULT £150

UNDER 16'S £35

UNDER 9'S FREE

FAMILY SEASON TICKET

2 ADULTS & 2 CHILDREN £295

ZONE 7 - EXECUTIVE MEMBERSHIP

MEMBERSHIP £399 +VAT

NINIAND STAND

ZONE 4 - RESERVED SEAT

ADULT £235

SENIOR CITIZEN £190

UNDER 16'S £55

ZONE 5 - UNRESERVED SEATING

ADULT £200

SENIOR CITIZEN £165

STUDENT £75

UNDER 16'S £35

SOMETHING ELSE TO CHEER ABOUT!

INTRODUCE A FRIEND AND TAKE ADVANTAGE OF

£25 **John Lewis**
VOUCHER

FOR BOTH YOU AND YOUR FRIEND!

This offer applies to current season ticket holders who introduce a new full paying Adult or Senior season ticket holder for season 2010/11. Terms and conditions apply. (One voucher per person)



RENEWAL APPLICATION FORM 2010/11 SEASON TICKET

I am happy with the location of my season ticket and wish to renew for season 2010/11

I wish to renew for season 2010/11, but would like to discuss an alternative location

I wish to introduce my friend and take advantage of the John Lewis offer

PERSONAL DETAILS

Fan ID

Surname:

Forename:

Title:

Address:

Postcode:

Tel:

Mobile:

Date of birth:

*E-mail:

I do not have access to the internet

*This information will be used to issue exclusive season ticket information only and will not be used by a third party. You will have the option to unsubscribe at any time.

PAYMENT DETAILS

Total amount payable: £

Cash (personal applications only - please do not post cash)

I enclose a cheque made payable to Cardiff Blues

I wish to pay in four equal, interest free installments and my card details are below

I wish to pay by debit/ credit card and my details are below

Card number:

Expiry date:

Start date:

Issue number:

Security number:

Signature:

Date:

Please note that American Express Cards are not accepted.

DETAILS OF FRIEND

Surname:

Forename:

Title:

Address:

Postcode:

Tel:

Mobile:

Date of birth:

*E-mail:

John Lewis vouchers will be issued when both applications have been processed and full payment received.

RENEW YOUR SEASON TICKET

ONLINE AT WWW.CARDIFFBLUES.COM

BY PHONE 0845 345 1400

BY POST OR IN PERSON TO THE ADDRESS BELOW

Please return your completed form(s) to: Ticket Office, Cardiff Blues, Cardiff City Stadium, Leckwith Road, Cardiff, CF11 8AZ

NEW FOR 2010



ITALY JOIN MAGNERS LEAGUE

2 additional home matches guaranteed

EXCLUSIVE NEWSLETTER - receive the latest ticket and match day team news, as well as special offers throughout the season

PRIORITY CAR PARKING AT NEW LOWER PRICE - only £65.00 for the season!

DISCOUNTED HEINEKEN CUP TICKETS purchase 2 additional match tickets for each home pool match for only £10 each

£15 OFF SEASON 2010/11 REPLICA SHIRT - simply renew your season ticket by 31st May (does not apply to Juniors or Students)

INTERNATIONAL TICKET BALLOT exclusive draw for season ticket holders

WIN VIP HOSPITALITY

INCLUDE YOUR EMAIL ADDRESS IN YOUR RENEWAL FORM & RECEIVE FANTASTIC OFFERS THROUGHOUT THE SEASON. YOU WILL ALSO BE ENTERED INTO A DRAW WITH A CHANCE TO WIN VIP HOSPITALITY FOR TWO AT YOUR CHOICE OF NEXT SEASON'S GAMES.

EXECUTIVE MEMBERSHIP

ALL THIS FOR **£399+VAT**

RELAX AND ENJOY THE PRE-MATCH BUILD UP IN THE STYLISH SURROUNDINGS OF THE PREMIER CLUB LOUNGE BAR LOCATED ON LEVEL 4
DIRECT ACCESS TO YOUR OWN RESERVED PADDED SEAT WITH OUTSTANDING VIEW OF THE PITCH

PRE-MATCH INTERVIEWS WITH PAST AND PRESENT PLAYERS

VIP ENTRANCE AT CORPORATE GATE 2

A SELECTION OF HOT AND COLD FOOD AVAILABLE

OPPORTUNITY TO MINGLE WITH BLUES SQUAD AND COACHES



WWW.CARDIFFBLUES.COM

CARDIFF BLUES · CARDIFF CITY STADIUM · LECKWITH ROAD · CARDIFF · CF11 8AZ

CARDIFF
BLUES
PARTNERS



Geldards
law firm



redjacketdesign.com



Spire Cardiff Hospital

**YOU SUPPORT US
WE'LL SUPPORT YOU**

