BURTON ALBION **FOOTBALL CLUB**

FIRST-TIME FAN GUIDE

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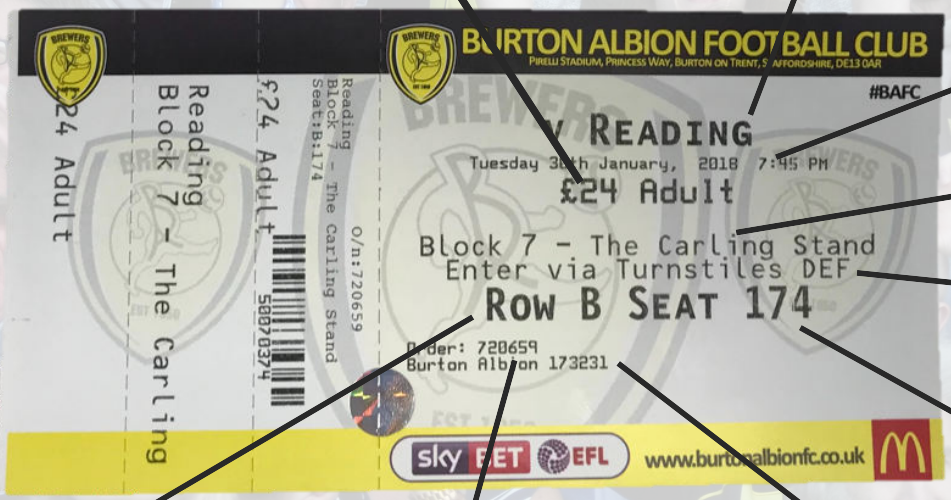
YOUR MATCH TICKET (SEAT)

DO NOT REMOVE YOUR TICKET STUBS AT ANY POINT. THEY WILL BE REMOVED UPON ENTRY.

03



TICKET PRICE

OPPOSITION

DATE AND KICK OFF TIME

THE STAND YOU'RE IN

THE TURNSTILES YOU ENTER THROUGH

YOUR SEAT ROW

ORDER NUMBER

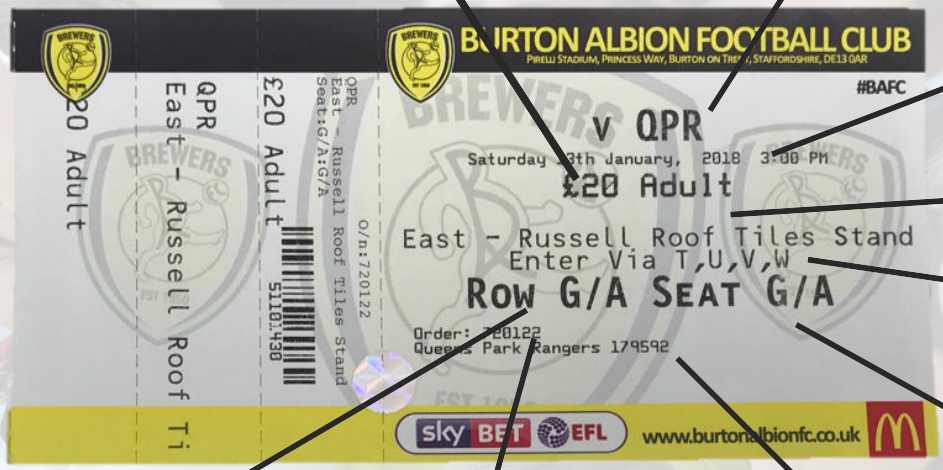
FAN ID

SEAT NUMBER

YOUR MATCH TICKET (TERRACE)

DO NOT REMOVE YOUR TICKET STUBS AT ANY POINT. THEY WILL BE REMOVED UPON ENTRY.

04



TICKET PRICE

OPPOSITION

DATE AND KICK OFF TIME

THE STAND YOU'RE IN

THE TURNSTILES YOU ENTER THROUGH

G/A (GENERAL ADMISSION) PLEASE NOTE THIS IS NOT APPLICABLE FOR TERRACING

ORDER NUMBER

FAN ID

G/A (GENERAL ADMISSION) PLEASE NOTE THIS IS NOT APPLICABLE FOR TERRACING

HOW TO BOOK A TICKET

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1. ONLINE 24 HOURS A DAY, SEVEN DAYS A WEEK AT WWW.BURTONALBIONFC.CO.UK/TICKETS
2. BY PHONE: 01283 565938
3. IN PERSON: BY VISITING THE TICKET OFFICE AT THE PIRELLI STADIUM

CONTACT THE TICKET OFFICE
TEL: 01283 565938
E-MAIL: TICKETING@BURTONALBIONFC.CO.UK

OPENING HOURS
MONDAY TO FRIDAY: 8.30AM TO 5.30PM
SATURDAY (NON-MATCHDAY): 9AM TO 12PM
SATURDAY (MATCHDAY): 9AM TO 2.45PM THEN RE-OPEN AFTER THE MATCH
SUNDAY: CLOSED

DIRECTIONS

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SAT-NAV POSTCODE FOR THE PIRELLI STADIUM - DE13 0BH

CAR PARKING

SUPPORTERS CAN PARK IN THE PIRELLI STADIUM CAR PARK FOR JUST £5, AS WELL AS BURTON ALBION'S OVERFLOW CAR PARK AT RYKNILD INDUSTRIAL ESTATE (GO LEFT AT THE DERBY ROAD ISLAND) FOR £5. THE PIRELLI TYRES STAFF CAR PARK IS AVAILABLE THIS SEASON (£3 PER CAR) AND NEW FOR THIS SEASON THE ETON PARK JUNIOR SCHOOL (£4 PER CAR). ALL MONEY COLLECTED FROM PIRELLI STAFF CAR PARK WILL GO TO CHARITY. FUNDS RAISED AT THE SCHOOL WILL GO TO ITS PTA TO BENEFIT PUPILS.

BY CAR

THE PIRELLI STADIUM IS LOCATED JUST OFF THE A38. EXIT THE A38 AT CLAY MILLS AND FOLLOW DERBY ROAD UNTIL YOU REACH THE SECOND ISLAND. TAKE A RIGHT TURN AT THE ISLAND AND THEN RIGHT AGAIN INTO THE CAR PARK.

BY TRAIN

BURTON RAILWAY STATION IS SITUATED HALF A MILE WEST OF THE TOWN CENTRE. AS YOU COME OUT OF THE STATION, TURN LEFT AND TAKE YOUR FIRST RIGHT. THE PIRELLI STADIUM IS THEN A 30-MINUTE WALK STRAIGHT DOWN DERBY ROAD.

ENTERING THE GROUND

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BURTON ALBION FOOTBALL CLUB PROVIDES BOTH SEATED AND A STANDING TERRACE FOR SUPPORTERS.

WE ADOPT A STRICT SEARCH POLICY AT THE STADIUM AND THEREFORE LONG QUEUES MAY FORM AT THE TURNSTILES AND CAUSE A BUILD-UP OF FANS GETTING ONTO THE TERRACES. ONCE INSIDE THE GROUND YOU WILL BE DIRECTED BY OUR STEWARDING TEAM TO THE TERRACES AND GUIDED TO THE LEAST-CONGESTED AREAS. SUPPORTERS SHOULD NOT BRING ITEMS THAT WOULD SLOW DOWN ANY SEARCH REGIME, INCLUDING RUCKSACKS AND LARGE BAGS.

ONCE IN THE TERRACE YOU MAY BE ASKED TO MOVE ALONG TO ASSIST IN MAINTAINING GANGWAY AND ENTRY POINT SPACE FOR EVERYBODY'S SAFETY. ALL FANS MUST CO-OPERATE WITH INSTRUCTIONS FROM THE STEWARDS WHICH ARE FOR THE SAFETY AND WELFARE OF ALL SUPPORTERS.

UNDER-3S WILL BE ALLOWED IN THE SEATING AREA ONLY ON THEIR PARENTS LAPS - AT NO CHARGE. ALL SUPPORTERS OVER THE AGE OF 3 WILL BE REQUIRED TO PURCHASE A SEATED TICKET. THERE SHALL BE NO BABES IN ARMS OR UNDER-5S IN THE TERRACE.

SUPPORTERS ARE ADVISED TO ARRIVE EARLY AS WE OFFER NO REFUNDS TO ANYONE WHO MISSES ALL OR PART OF THE GAME DUE TO QUEUES AND CONGESTION IF THEY ARRIVED LESS THAN THE SUGGESTED 30 MINUTES BEFORE KICK-OFF TIME. THERE ARE BAR AND REFRESHMENT FACILITIES WITHIN THE AWAY STAND BUT THESE WILL CLOSE AT 30 MINUTES BEFORE KICK-OFF FOR MAXIMUM CAPACITY GAMES.

THE TICKET OFFICE WILL CLOSE 15 MINUTES BEFORE KICK-OFF.

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FAMILY SECTIONS

SECTION J OF THE NORTH STAND IS BURTON ALBION'S DESIGNATED 'FAMILY AREA'. SUPPORTERS SHOULD ENTER THE GROUND BY THE NORTH STAND TURNSTILES AND THEN TURN RIGHT AND ENTER THE STAND AT THE FAR END. THEY SHOULD THEN USE SECTION J OF THE STAND WHICH WILL BE RESERVED FOR UNDER 16S AND THEIR FAMILIES.

NO PERSON WILL BE ALLOWED INTO THIS AREA UNLESS THEY ARE WITH AN UNDER 16. THERE WILL BE ZERO TOLERANCE OF BAD LANGUAGE IN THE FAMILY AREA.

STEWARDS WILL ASK ANYONE USING BAD LANGUAGE TO IMMEDIATELY LEAVE THE FAMILY AREA.

SUPPORTER LIAISON GROUP

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BURTON ALBION'S SUPPORTER LIAISON GROUP WAS FORMED IN MARCH 2017 AFTER A CALL OUT TO VOLUNTEERS WILLING TO HELP THE CLUB BUILD FOR THE FUTURE.

THE GROUP HAS BEEN SET UP TO REPRESENT SUPPORTERS' VIEWS AND TO HELP PROVIDE A CONSTRUCTIVE CHANNEL TO THE FOOTBALL CLUB.

SUPPORTERS CAN CONTACT THE SUPPORTER LIAISON GROUP BY EMAILING SLG@BURTONALBIONFC.CO.UK

SLG MEMBERS:

GLYN EDWARDS
AMANDA MILLINGTON
JACK PRESTON
ANTON WILLIAMS
JONATHAN DAVIES
CALLUM PRINCE
IAN MCGIBBON
RUTH JAMES
ADRIAN HANCOCK

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FAMILY EXPERIENCE

BURTON ALBION OFFER A UNIQUE MATCHDAY EXPERIENCE FOR FAMILIES, WITH THE INTRODUCTION OF THE BRAND NEW FAMILY ZONE. THE ZONE IS LOCATED AT THE BURTON ALBION COMMUNITY FOOTBALL CENTRE BUILDING (OUTSIDE THE PIRELLI STADIUM), WITH PRE-MATCH FUN AND ACTIVITIES ALSO HAPPENING ON THE 3G FOOTBALL PITCH OUTSIDE.

THE FAMILY ZONE WILL OPEN FROM 1.15PM - 2PM ON EVERY HOME MATCHDAY (6.00PM-6:45PM FOR EVENING KICK-OFFS), WITH STAFF FROM BURTON ALBION COMMUNITY TRUST ON HAND TO OFFER ENTERTAINMENT TO THE YOUNGER GENERATION OF OUR FAN BASE. BILLY AND BETTIE BREWER WILL ALSO BE ON HAND TO JOIN IN WITH ALL THE FUN PRIOR TO KICK OFF. THEY THEN HEAD TO THE FAMILY STAND AT 2.15PM, BEFORE PLAYERS PAY A VISIT AT 2.45PM.

INSIDE THE STADIUM, REFRESHMENT KIOSKS ARE BASED UNDER ALL FOUR STANDS, WITH A WIDE RANGE OF FOOD AND DRINKS ON OFFER. FOR THE FIRST EVER TIME, BURTON ALBION ARE SIGNPOSTING FAMILIES TOWARDS THE NORTH STAND (SECTION J) OF THE STADIUM, AS WE LOOK TO ENCOURAGE OUR YOUNGER SPECTATORS AND FAMILIES TO SITUATE THEMSELVES IN A SIMILAR AREA OF OUR TERRACING FOR THE BEST AND FRIENDLIEST EXPERIENCE OF A BURTON ALBION MATCHDAY.

THE CLUB WON THE EFL'S FAMILY EXCELLENCE AWARD FOR 2017/18 AND ARE COMMITTED TO PROVIDING A FUN AND SAFE EXPERIENCE FOR SUPPORTERS OF ALL AGES.

BILLY'S GUIDE TO THE MATCH

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Billy's Guide To The Match

EACH MATCH LASTS 90 MINUTES (2 HALVES OF 45 MINUTES)

THE BREWERS PLAY THEIR HOME GAMES IN YELLOW AND BLACK KIT

EACH TEAM HAS ELEVEN PLAYERS INCLUDING A GOALKEEPER

THE TEAMS SWAP ENDS AT HALF TIME (45 MINUTES)

BURTON ALBION'S NICKNAME IS THE BREWERS

LOOK OUT FOR ME AROUND THE GROUND DURING THE GAME!

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FOOD AND DRINK

THERE ARE IN-HOUSE BAR AND REFRESHMENT FACILITIES IN EVERY STAND BUT THESE WILL CLOSE 30 MINUTES BEFORE KICK-OFF FOR MAXIMUM CAPACITY GAMES.

WE OFFER A RANGE OF PIES, BURGERS, HOT DOGS AND CONFECTIONERY AND BOTH ALCOHOLIC AND SOFT DRINKS WHICH CAN BE PURCHASED FOR CONSUMPTION IN THIS AREA. ALL OF OUR FOOD IS COOKED AND SERVED FRESH, SO THERE MAY BE QUEUES AT PEAK TIMES.

PLEASE NOTE THAT THERE ARE NO CASH MACHINES INSIDE THE PIRELLI STADIUM AND SUPPORTERS WISHING TO PURCHASE REFRESHMENTS ARE ADVISED TO BRING CASH.

THE NEAREST CASH MACHINE IS LOCATED AT THE CO-OP FOOD STORE ALMOST OPPOSITE TO THE CAR PARK ENTRANCE.

YOUR MATCH DAY

3PM K.O	7.45PM K.O	
1.15PM	6PM	PLAYERS ARRIVE VIA THE PLAYERS ENTRANCE IN THE SOUTH STAND
1.15PM	6PM	3G ACTIVITIES BEGIN, AND THE FAMILY ZONE OPENS
1.30PM	6.15PM	TURNSTILES OPEN
2.55PM	7.40PM	THE TEAMS AND MASCOTS ENTER THE PITCH
3PM	7.45PM	THE MATCH KICKS OFF
3.45PM	8.30PM	HALF-TIME ENTERTAINMENT AND BIRTHDAY MENTIONS
4.00PM	8.45PM	SECOND HALF BEGINS
4.45PM	9.30PM	FULL TIME!

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THE CLUB SHOP

THE CLUB SHOP OFFERS AN EXCITING PRODUCT RANGE INCLUDING ALL HOME AND AWAY KITS AS WELL AS A WIDE VARIETY OF SOUVENIRS AND POCKET MONEY GIFTS FOR ALL AGES.

THE CLUB SHOP IS SITUATED ALONGSIDE THE TICKET OFFICE. YOU CAN PURCHASE ONLINE 24/7 AT BURTONALBIONFC.CO.UK.

OPENING HOURS:
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SATURDAY (NON-MATCHDAY): 9AM TO 12PM
SATURDAY (MATCHDAY): 9AM TO 2.45PM THEN RE-OPEN AFTER THE MATCH
SUNDAY: CLOSED

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THE MATCH DAY BREWER

OUR OFFICIAL MATCHDAY PROGRAMME, THE MATCHDAY BREWER, IS FULL OF EXCLUSIVE INTERVIEWS, CONTENT AND MUCH MORE.

THE PROGRAMME IS EXCELLENT FOR JUNIOR FANS WHO WILL HAVE THE CHANCE TO HEAR FROM BILLY BREWER AS WELL AS TAKE PART IN FUN QUIZZES.

OUR MATCHDAY MAGAZINE IS A MUST-READ AND IS AVAILABLE FROM THE OFFICIAL SELLERS STATIONED INSIDE THE PIRELLI STADIUM AND THE CLUB SHOP.

BUY YOUR COPY OF THE MATCHDAY BREWER FOR ONLY £3.

KEEP UP-TO-DATE

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@BURTONALBIONFC
CHECK OUT OUR OFFICIAL TWITTER FEED AN HOUR PRIOR TO KICK-OFF FOR THE OFFICIAL STARTING LINE-UPS AND TWEET YOUR PREDICTIONS, PICS AND VIEWS USING HASHTAG #BAFC.

BURTON-ALBION-FC
CHECK IN AT THE PIRELLI STADIUM TO SHOW YOUR FRIENDS WHERE YOU ARE AND 'LIKE' THE CLUB'S OFFICIAL FACEBOOK FAN PAGE FOR EXCLUSIVE NEWS.

BURTON ALBION FC
FIND THE BURTON ALBION OFFICIAL YOUTUBE SITE AND WATCH EXCLUSIVE VIDEOS FROM THE FIRST TEAM, MATCH HIGHLIGHTS AND CLUB NEWS.

IFOLLOW BREWERS
FANS BASED IN THE UK AND IRELAND HAVE ACCESS TO LIVE AUDIO COMMENTARY, HIGHLIGHTS PACKAGES AND EXCLUSIVE CONTENT AS PART OF IFOLLOW. OVERSEAS FANS CAN STREAM UP TO 46 LIVE LEAGUE GAMES WITHIN THE REGULAR EFL SEASON. SUBSCRIBE AT WWW.BURTONALBIONFC.CO.UK/IFOLLOW.

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CONTACT US

BURTON ALBION FOOTBALL CLUB
THE PIRELLI STADIUM
PRINCESS WAY
BURTON UPON TRENT
DE13 0AR

T: 01283 565938
F: 01283 523199
EMAIL: BAFC@BURTONALBIONFC.CO.UK

VISIT **WWW.BURTONALBIONFC.CO.UK/CLUB/WHOS-WHO** FOR FULL CONTACT DETAILS