



### **Statement on Ticketing for the 2024/25 Season**

Bees United has been part of the Brentford FC Season Ticket Renewal Working Group for the 2024/25 season. We have listened carefully to the Club's position and have engaged in a positive dialogue alongside representatives from BIAS. We have also made representations and discussed the issues at BFC Board level.

While no one would wish to see Season Ticket prices increase, we understand the Club's position that they must maximise revenue to remain competitive in the Premier League. We also acknowledge the fact that Season Ticket prices have been held since we won promotion, despite costs rising across the board.

We are pleased to see that the Club has taken steps to mitigate the increases where possible and welcome the move to a 12 month Direct Debit payment option, freezing general admission prices for Members, a guaranteed pay out for tickets listed on the Exchange at least 7 days in advance, and offering Junior tickets on the Exchange at a more affordable price.

We are particularly pleased that the *Every Seat Counts* policy has made available, on average, an additional 500 seats per match for Members. We would like to thank Season Ticket Holders for making it possible for more Brentford fans to be able to support the team and experience the Gtech atmosphere.

We will continue to work with the Club to get the best possible value for all fans and to play our part in the Club's continued success.