

GENERAL QUESTIONS

Can you confirm if there are any affiliation fees for branches this season?

No, the Club is pleased to confirm that branches do not have to pay an affiliation fee this season.

If all Branch members purchased an LFC Official Membership, would this take away the point of being a member of a branch as the individual could now make an application for tickets?

We believe our Official Supporters Club Branches provide a valuable service to loyal Liverpool Football Club supporters living in the local area. The Supporters Clubs also provide an excellent way of meeting fellow supporters who are devoted to following Liverpool Football Club, wherever they live in the World. This is outside of any ticketing benefit that may be gained so should encourage Membership.

LFC OFFICIAL MEMBERSHIP QUESTIONS

How much is LFC Official Membership?

LFC Official Adult Membership will be £29.00 (inc p/p)

LFC Official Junior Membership will be £14.99 (inc p/p)

LFC Official International Membership will be £18.99 (inc p/p).

All memberships will be valid until 31st May 2012.

What do Branch Members who join LFC Official Membership get?

Adult Member Benefits are:

- Access to Branch allocation of tickets (through Branch)
- Priority tickets for every Barclays Premier League home game through the Members sale period
- Monthly e-newsletter containing exclusive interviews and behind the scenes footage
- No web fees when purchasing tickets online in the members sale
- A membership pack containing a members only, limited edition book and silver LFC pen
- 3 months free trial of LFCTV Online
- 10% off retail in our online shop and in any LFC official club store
- 40% off LFC Weekly subscription
- 30% off LFC programme subscription
- 10% off official LFC books
- 20% off all Legends Tours & the Anfield Stadium Tour & Museum
- 10% off Anfield Experience and Ultimate Anfield Experience
- 10% off in store images at The Reds Gallery
- 10% off food in the Boot Room Sports Cafe, Anfield
- Boot Room Birthday Champagne offer (when 4 or more dine)
- Discounts and offers from partners and other club products plus more...

Junior Member (aged up to 12 years) Benefits are:

- Access to Branch allocation of tickets (through Branch)
- Priority tickets for every Barclays Premier League home game through the Members sale period
- Monthly e-newsletters containing exclusive interviews and behind the scenes footage
- The chance to be an LFC Mascot and walk out with their heroes at a home or away game
- The chance to attend an exclusive junior members soccer school at the LFC Academy
- An exclusive merchandise pack containing kitbag, stationary set, signed player cards and certificate
- 3 months free trial of LFCTV Online
- 10% off retail in our online shop and in any LFC official club store
- 40% off LFC Weekly subscription
- 30% off LFC programme subscription
- 10% off official LFC books
- 20% off all Legends Tours & the Anfield Stadium Tour & Museum
- 10% off Anfield Experience and Ultimate Anfield Experience
- 10% off in store images at The Reds Gallery
- 10% off food in the Boot Room Sports Cafe, Anfield
- Birthday child eats free (when 4 or more dine)
- Discounts and offers from partners and other club products plus more...

International Members are:

- 3 months free trial of LFCTV Online
- Monthly e-newsletter containing exclusive interviews and behind the scenes footage
- Pre-match viewing guide sent before all Barclays Premier League home games
- A membership pack containing a USB stick with exclusive content and footage, plus and an LFC silver branded pen
- 10% off retail in our online shop and in any LFC official club store
- 40% off LFC Weekly subscription
- 30% off LFC programme subscription
- 10% off official LFC books
- 20% off all Legends Tours & the Anfield Stadium Tour & Museum
- 10% off Anfield Experience and Ultimate Anfield Experience
- 10 off in store images at The Reds Gallery
- 10% off food in the Boot Room Sports Cafe, Anfield
- Boot Room Birthday Champagne offer (when 4 or more dine)
- Discounts and offers from partners and other club products plus more...

Will the Membership cards be the same smart cards used for LFC Official Members?

Yes, all fancard holders, members and season ticket holders have the same type of card to enable stadium access.

Do Branch members have to bring their Member card into the stadium?

Yes, Branch members will need to have their individual Membership card with them in order to access the stadium as their Match ticket is loaded onto the Card. This is referred to as Smart Card Access.

Is the card transferable, ie can the card be used by other Branch members?

No, each card is non-transferable. Membership Cards are issued for the sole use of the Member and must not be sold, assigned, transferred or lent. The Club reserves the right to carry out spot checks to ensure that the Membership Card has not been passed on, transferred or been used by a person other than the rightful Member. Members Card must be available at all games for inspection by officials and security staff of the Club and the police.

What happens if the Membership Card is found to have been used by a person other than the Member whose name is on the Card?

The Club reserves the right to refuse admission or eject from the Ground any person who fails to comply with the Terms & Conditions of Entry. Should a Branch be found in breach of these Terms and Conditions, access to tickets and, if necessary, the official status of the Branch may be revoked. Please note that all members should be made aware of the Terms and Conditions of LFC Official Membership and the Ticket Office, especially those sections pertaining to the use of tickets/fan cards and any replacements. Please see Membership terms and conditions for more details at <http://www.liverpoolfc.tv/membership/official-lfc-membership/benefits/membership-terms-conditions>

How do my Members get replacement cards?

Only one replacement Membership Card is permitted per season and costs £10.00. To request a replacement card your Member should contact LFC Customer Services on 0843 170 5000 or for International Members - 0044 151 907 9399

Do all Branch members have to sign up to LFC Official Membership?

No. However any Branch Member who wishes to attend a game at Anfield must have an LFC Official Membership in order to purchase a ticket and gain access to the stadium

How many tickets can we apply for?

Only Branch Members who are also Members of LFC Official Membership are able to attend matches at Anfield. The number of tickets that Official Supporters Club are may request will be fixed at the start of the season. You will be advised in writing in advance what the maximum number of tickets available will be in June.

If a Branch member doesn't have an email address or mobile phone number, can the Branch email address and mobile number be used instead for ticketing purposes?

No, LFC Official memberships must be registered with individual email addresses and mobile numbers. Should any of your members experience any difficulty with joining Membership please call our Customer Service Team on 0843 170 5000, or for International Members - 0044 151 907 9399, where a member of staff will happily advise.

If an LFC Official members is linked to a Branch, will they get more priority to tickets?

LFC Official Members who are not linked to a Branch have the benefit of priority ticket access to all Barclays Premier League home games. However, only LFC Official Members who are linked to an official Branch will also have access to the Branch allocation of tickets.

Can a Supporters branch buy a number of the LFC Official Memberships in the Branch name?

No, LFC Official Memberships must be registered in individual names. Branches cannot purchase blocks of memberships in the Branch name.

Can the Branch collect payment on behalf of its Members and do a bulk purchase of LFC Official Memberships ie, the LFC Official Memberships would be in the name of the individual members?

Yes, but the Branch secretary would need to have the name, address, date of birth, individual mobile number and email address for all concerned.

When will the LFC Official Memberships expire?

2011/2012 Membership will expire on 31st May 2012 regardless of when within the season the Membership was purchased.

Is there a deadline for Branch members to join the LFC Official Membership?

In order for tickets to be allocated, LFC will need the Membership Number of each person requiring a ticket. All Branch members must therefore join the LFC Official Membership by the closing date for ticket requests (w/c 4/7/2011)

For family applications, will the whole family have to join the LFC Official Membership scheme?

If each member of the family wants a ticket, they will each need an LFC Official Membership

Do Branch members across the world need to join?

Yes – if the Member wants to attend a Match at Anfield. Only Branch Members who are also Members of LFC Official Membership are able to attend matches at Anfield. The number of tickets that are allocated will be proportionate to the number of LFC Official Members that are in the Branch.

Do Branch members with a current Membership need to rejoin?

Yes. The current LFC Membership Scheme (ALL RED) expires on 31st May 2011. Current Members will be contacted by the Club and given the opportunity to renew their Membership.

Am I guaranteed a ticket for every member applying for a particular game?

As per in the past, tickets are never guaranteed. You will be advised how many tickets are available in advance of you application.

Will Fancard holders have to join?

Yes, if Branch members don't hold an LFC Official Membership, they will need to join the scheme in order to apply for tickets through the Branch.

If Members are to access the stadium via their Membership card, how will they know where they are sitting?

Upon registration members will need to provide an email address and/or a mobile phone number, to which seat details will be sent; we already operate a similar scheme for all LFC Official Members.

Who is ultimately responsible for the seat, i.e. in the event of touting?

Once the Membership card has been activated, the individual member is responsible for his/her card. Should there be an issue surrounding the onward sale of the card/seat, the Membership may be suspended and no further discounts or tickets can be recorded against that membership card.

Will the Club use the same Membership numbers for each match or how will the Club know which numbers to use?

The Branch will provide a list of Membership numbers to be activated for each match. You will be contacted to request this information during June 2011.

Does the Membership Card work on a credit basis or past history, ie would you have to attend a certain number of matches in order to apply for tickets to another particular game?

No, the Branch allocations for Barclays Premier League home games do not work on the pre-requisite basis, as for example, in some of the Member' Sales.

Do members who only go once a year get penalised in terms of a loyalty based allocation? And if so is this ongoing?

No, the allocation is based at Branch level, not member level.

Can we link children and adults (ie families) LFC Official Membership cards as to enable to obtain seats together?

Yes, there is no problem with doing this.

When will hospitality packages be available?

These are available online at www.liverpoolfc.tv

Can Junior LFC Official Members apply for Adult Tickets?

Yes, there is no problem with this.

What are the ticket prices for the forthcoming season?

Please visit www.liverpoolfc.tv for further information.