



SEASONAL HOSPITALITY

THANK YOU

Pete Walker



TITLE PARTNER



HOSPITALITY SPONSOR

Make a day of it at Stadium MK.

I am excited to be able to share information regarding our 2021-22 hospitality packages. Now more than ever we deserve a little added luxury in our lives! Whether you are new to MK Dons and wondering what your options are, or you've supported us for years, thank you for taking the time to read through this brochure.

All of our hospitality packages take place within the luxury surroundings of the DoubleTree by Hilton hotel at Stadium MK. You and your guests will enter the Stadium via the hotel entrance, before making your way through the lobby to your chosen club level, either; Red, Gold, Platinum or Black.

Our matchday hosts will welcome you with a smile, and should your package include something to eat, you can be certain that our in-house team of chefs will serve something that is bound to impress!

Please read on to discover a little more about each package, and how 2021-22 will be a little bit different from other seasons. We have also included some handy Q&As at the end but if there is something that we haven't covered, or you would like to discuss your package in a little more detail do get in touch, it would be great to hear from you.

Yours sincerely



Andy Woodridge

Commercial Manager

01908 622884 commercial@mkdons.com





PAY JUST £230.

Including VAT to secure your season ticket

The 2020-21 season was a hugely frustrating one for all Season Ticket holders with spectators only permitted to attend two home fixtures just prior to Christmas, in addition to a number of games where the club delivered hospitality 'behind closed doors.' During this difficult period, our Season Ticket holders stood by the club with an outstanding show of support, with many choosing to leave their payments with the club to help it through the most difficult period of our history.



The Government's roadmap out of lockdown has provided everyone with confidence that our lives will improve in so many ways, and that includes the resumption of live sport in the not too distant future. We very much hope that we can welcome everyone back to Stadium MK in time for the start of the new season, but we do recognise there may be several questions, to which no one can provide a guarantee or absolute certainty.

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For example, will lockdown be removed by August? Could the season be later interrupted by a return to behind closed doors fixtures? Will social distancing be in place, meaning that I cannot sit in my usual seat, or enjoy the day in my chosen hospitality suite.

Given these factors and many more questions, we have made the decision, for one season only, to ask for an initial payment of £230 including VAT to renew or purchase a Season Ticket. The £230 price equates to the cost of watching 23 home fixtures on iFollow, or from reserved seats within Stadium MK. Then, as soon as the Government deems it is safe to do so, you can upgrade your Season Ticket to the full hospitality package, if this happens part way through the season this will be a pro rata rate to cover the remaining games. Those paying by direct debit will have their monthly payment adjusted for the balance of the season from that point.

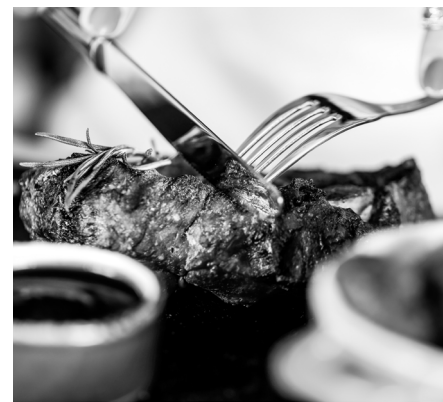


2021-2022 SEASON TICKET PRICING.

all prices include VAT

Season ticket	2020/21 price	2021/22 price	Initial payment to secure your seat	Final payment when hospitality re-opens (or pro rata)*
club Red	£540	£230 plus pay as you go on a match by match basis	£230	Pay as you go on a match by match basis: £10, or £5 for under 12s
club Gold	£966	£824	£230	£594
club Platinum	£1,674	£1,532	£230	£1,302
club Black (10 people)	£12,000	£10,580	£2,300	£8,280

In 2022-23 Season Ticket prices will revert to those for the 2020-21 season at least.



PLEASE NOTE all of the following benefits will be available as soon as hospitality opens up in accordance with Government guidelines

CLUB RED.

A relaxed club, perfect for friends and family, located in the DoubleTree by Hiltons Ballroom. Choose to purchase something to eat pre match, like the obligatory pie, or a satisfying plate of Fish and Chips. Arrive early and catch the days early kick off on the Ballroom's big screens, then take your seat in the West Stand for the highlight of the day. Afterwards join us back in the Ballroom for our Man of the Match presentation.

Seasonal Membership Benefits include:

- Access to every scheduled MK Dons home English Football League match
- Access to the Ballroom and Ballroom Bar
- Pre-match player interview
- Opportunity to purchase food and beverages
- Teamsheet
- Complimentary half-time tea & coffee
- Man of the Match presentation
- Reserved seats in The West Stand
- 5% discount in the club Superstore

CLUB GOLD.

A stylish pitch-facing lounge located on the 2nd floor of the DoubleTree by Hilton. *club Gold* is an exclusive yet informal environment, members can enjoy a delicious one-course carvery, a player interview, and all of the days early kick off action on one of the many surrounding TVs. Take your seat on the Directors' Balcony for a birds eye view of the game. At half time head back for tea, coffee and biscuits, or something refreshing from the adjacent Pitchside bar. Post-match you can watch the Man of the Match presentation in the Ballroom.

Seasonal Membership Benefits include:

- Access to every scheduled MK Dons home English Football League match
- Adjacent reserved seats on the Directors' Balcony
- Access to the Pitchside Bar and lounge
- Pre-match one-course carvery
- Teamsheet
- Access to Man of the Match presentation
- Half-time tea, coffee, and biscuits
- Pre-match interview with player
- LCD large screen TVs
- 5% discount in the club Superstore
- Invitation to seasonal members evening event

All packages - Premier Season Ticket holders:

You will receive these extra and additional benefits on top:

- Automatic entry to a monthly FREE prize draw
- 10% discount in the club Superstore when you spend over £30
- Plus exclusive offers throughout the season



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C L U B PLATINUM.

Treat yourself to an exclusive experience. Pre-match, you can wine and dine friends, family, staff and clients with an exceptional three-course meal in our impressive Pitchside restaurant. Enjoy table service drinks, a player interview, half time tea and coffee, and a reserved seat on the Directors' Balcony with a perfect view of all the action. Afterwards remain seated for Man of the match presentation, then enjoy a post-match drink in Pitchside bar.

Seasonal Membership Benefits include:

- Access to every scheduled MK Dons home English Football League match
- Pre match three-course meal with a half-bottle of wine per person in Pitchside restaurant
- Reserved seats centrally located within the Directors' Balcony on the halfway line
- Access to Pitchside bar
- Half-time tea, coffee, and biscuits
- VIP car parking (one bay per four memberships)
- Teamsheet
- In-room TVs
- Pre match interview with a player
- 5% discount in the club Superstore
- Access to Man of the Match presentation

C L U B BLACK.

Enjoy every home MK Dons league match from the comfort of your very own private executive box. With early access to the stadium, you can entertain family, friends, colleagues, or business associates in a first-class environment. Stunning panoramic views of the pitch mean you won't miss a second of the action, and if you do need to retreat to the comfort of your private box you can do so whenever you please, it's just a couple of steps away. Delicious food along with a full range of beverages can be pre-ordered and delivered by our friendly matchday catering team.

Seasonal Membership Benefits include:

- Access to every scheduled MK Dons home English Football League match
- Access to your own private executive box
- 10 reserved seats situated in front of the box (larger capacity boxes available)
- VIP car parking (three bays per executive box)
- Teamsheet
- Host Food and Beverage service available
- Access to Man of the Match presentation
- Half-time tea, coffee, and biscuits
- LCD large screen TVs
- 5% discount in the club Superstore



HOW TO PAY.

CHOOSE THE EASY WAY - DIRECT DEBIT

**PAY OVER 12 MONTHS, MAY 2021 TO APRIL 2022
USING OUR IN-HOUSE DIRECT DEBIT PLAN**

For less than £20 per month you can enjoy a whole season of football. Just renew or purchase your Season Ticket by Saturday 10th April in time for your first payment on Monday 4th May. You can download a Direct Debit form from mkdons.com.

- Direct Debit is the most popular and easiest method of payment
- Pay for family members or friends in one monthly transaction
- Participate in the Academy Supporters Draw and win back the price of your 2021-22 Season Ticket

PAY UPFRONT

- You can renew or purchase your Season Ticket over the phone or in person at the Box Office. Pay by card, cash, cheque, or gift voucher.
- The Box Office will re-open on Monday April 12th at 10am



ACADEMY SUPPORTERS.

When you choose to pay by Direct Debit, you will automatically be entered into the Academy Supporters Draw at an additional cost of £1 per month.

At the first home game of every month, one supporter will be chosen to win back the price they paid for their Season Ticket.

To opt-out, simply inform the Box Office at the time of purchase or if renewing, then prior to 10th April 2021.

YOUR SAFETY.

We are looking forward to the return of our supporters to Stadium MK, it's just not been the same without you.

Your safety is our priority, we have created a new Supporter Code of Conduct so that everyone can return with confidence. Stadium MK have worked with local authorities and governing bodies such as the Sports Ground Safety Authority and Public Health England to develop a safe environment for fans and team members.

Hospitality guests will also be reassured by Hiltons EventReady with CleanStay programme, designed to create event experiences which are clean, flexible, safe and socially responsible.

ACCESSIBLE FOR ALL.

Built with accessibility in mind, Stadium MK offers an unparalleled experience for all supporters.

Season Tickets for supporters with a disability are priced at the applicable age bracket.

Season Ticket holders who are in receipt of the medium/higher Disability Living Allowance or Higher Personal Independent Payments are entitled to be accompanied by a FREE personal assistant throughout the season.

FAQs.

Q. Will iFollow be available for Season Ticket holders, should restrictions on attending League fixtures remain in place?

A. We expect that in the event of attendances at games in the 2021-22 season being disrupted or capacity limited, then the iFollow stream will continue to be available. £230 (the maximum price that anyone will pay for a Season Ticket) covers 23 home games at £10 per game, so if the unthinkable happened supporters should still be able to catch the game on iFollow.

Q. Will the hospitality areas be available for all hospitality Season Ticket holders or will capacity be limited by social distancing criteria?

A. We cannot be certain that we can return to a full capacity given the uncertainty of where social distancing and capacity regulations might be. Wherever possible, existing hospitality Season Ticket holders will be able to upgrade their package to include the hospitality elements advertised (see each package for more information). For Club Red Season Ticket holders this will be on a match-by-match basis and for Club Gold, Platinum and Black this will be for the season or pro rata dependent upon when Government plans are confirmed.

Q. If stadium capacity is limited, and there are more Season Ticket holders than spaces, will there be a ballot?

A. We are planning for the return of all MK Dons Season Ticket holders with social distancing measures in place. We cannot rule out the government setting a limit on the number of spectators allowed, should this be the case, a ballot system would be put in place. Season Ticket holders will have absolute priority over all other spectators, subject to any EFL regulation on the presence of away supporters

Q. Will I be able to sit in my usual seat?

A. You will be able to renew your usual seat. However, if social distancing restrictions are in place, it is unlikely that you will be able to be seated there. Of course, we will do our very best to get you as close to your usual seat as possible.

Q. Will I be able to sit with friends (or family outside my household)?

A. We will be following Government guidelines and will share this information with you as soon as we have it, or as it may vary from time to time.

Q. Will the season be curtailed should the virus re-establish itself in the winter?

A. We are unable to answer this at the moment, but remain hopeful that the vaccination programme will be successful and prevent the requirement for further local or national lockdowns or restrictions on attending live football.

Q. I would like to switch to a different hospitality package is that possible.

A. It is possible to move to club Gold, Platinum or Black. Until social distancing restrictions are lifted no further Season Tickets are available in club Red.

Q. What happens to Season Ticket pricing next season?

A. Season Tickets for 2022-23 will be priced at least in line with the 2020-21 season. The 2021-22 pricing structure is for one season only.

Q. When will I get my Season Ticket card?

A. The club is planning to introduce electronic Season Tickets which means you will just need your mobile phone to enter the stadium. For supporters preferring a

traditional card, one will be delivered as normal. For the beginning of the season (at least), it is likely that you will be sent paper tickets for your socially distanced seat. If you choose the e-card option this will all be managed on your phone. We will forward details to you shortly.

Q. Will casual supporters be able to attend and what price will tickets be?

A. This will be determined by stadium and specific club capacity, the number of Season Tickets sold and EFL regulations regarding away supporters.

Q. Can I still purchase additional seasonal car park passes?

A. Yes, parking Season Tickets are available for £120 for the season.

Q. Does my club Gold/Platinum/Black Season Ticket include friendlies and cup games?

A. No, your reduced price season ticket applies to home EFL league games only. You will receive priority access to tickets and hospitality for any home cup and friendly fixtures.



If you have any other questions, please email commercial@mkdons.com or call us on 01908 622884