

ALBION V BOURNEMOUTH – FIRST 1500 TICKETS: TERMS AND CONDITIONS (THE “PROMOTION”)

1. THE PROMOTION AND THE PROMOTER

- 1.1. This Promotion is being organised and operated by **THE BRIGHTON AND HOVE ALBION FOOTBALL CLUB LIMITED**, a company, whose registered office is at American Express Stadium, Village Way, Brighton, BN1 9BL, registered with company number 00081077 (the “**Promoter**”).
- 1.2. This Promotion is being conducted on the Website and by the telephone and is accessible to all Purchasers as set forth within these Terms and Conditions (the “**Entrant/s**”).
- 1.3. All capitalised terms and expressions used herein have the meaning set out in the Home Match Ticket Terms and Conditions unless otherwise defined.

2. ELIGIBILITY

- 2.1. This Promotion is available to all Purchasers who meet the purchasing criteria for Brighton v Bournemouth on Tuesday 5 January 2027 19:30 kick off (the “**Match**”), as set out on the Website.
- 2.2. Purchasers must be purchasing Match Tickets in Zone A of blocks E1H, E1I or the home section of the South Stand (“**Allocation Zones**”). Purchasers buying Match Tickets outside of the Allocation Zone will not be eligible for the Promotion discount.
- 2.3. Entry into the Promotion constitutes full and unconditional acceptance of these Terms and Conditions as well as the Terms and Conditions of Entry.

3. ENTRY REQUIREMENTS

- 3.1. The Promotion starts at 09.00am on 29 September 2026 (the “**Opening Date**”) and runs until such time that the first 1,500 Match Tickets are purchased in the Allocation Zones (the “**Closing Date**”).
- 3.2. To enter the Promotion, the Entrants must:
 - (a) act in accordance with these Terms and Conditions;
 - (b) meet the Eligibility criteria set out above at clause 2; and
 - (c) subject to 3.2(d), Entrants must purchase Tickets to the Match (the “**Match Tickets**”) in an Allocation Zone.
 - (d) purchase either (i) minimum of 1 (one) Match Ticket if the Purchaser is a Season Ticket Holder purchasing for a guest or (ii) a minimum of 2 (two) Match Tickets for Purchasers who are not Season Ticket Holders.
- 3.3. Entries will not be valid where they are made online using methods generated by AI, a script, macro or the use of any automated devices. The Promoter reserves the right to verify the validity of entries and to exclude entries it believes have been made using any automated entry techniques.
- 3.4. The Promoter accepts no responsibility for Match Ticket purchases that are incorrectly completed, delayed or which are not received for any reason. For the avoidance of doubt,

the Promotion discount is not guaranteed until payment has been received and accepted by the Promoter.

- 3.5. A device with internet access is required to enter this Promotion if you are purchasing a Match Ticket on the Website. It is the responsibility of the Entrants to ensure permission is obtained from the owner of the device and the individual who pays for the internet service. No refund may be claimed for expenses related to the use of an internet connection for the purpose of participating in this Promotion.

4. THE PROMOTION

- 4.1. Subject to clause 3, the first 1,000 Match Ticket purchases in one of the Allocation Zones will be eligible to receive the following price per Ticket:

Adults: £20

66+/U21: £15

Under 18: £10

- 4.2. Subject to clause 3, after the first 1,000 Match Tickets have been sold, the next 500 Match Tickets purchased in one of the Allocation Zones will be eligible to receive the following price per Ticket:

Adults: £25

66+/U21: £20

Under 18: £15

- 4.3. All Match Tickets purchased after the first 1,500 have been sold will not be eligible to any discounted pricing and will be subject to the standard ticket price.
- 4.4. This Match is subject to date and time change. Match Tickets are non-refundable and cannot be exchanged for an alternative seat. In the event the Match is cancelled, the Entrant must follow the processes as set out in the Home Match Ticket Terms and Conditions to request any refund they may be eligible.

5. LIMITATION OF LIABILITY

- 5.1. The Promoter's total aggregate liability to the Entrant in contract, tort (including negligence), misrepresentation, or otherwise, arising under or in connection with this Agreement, shall in no circumstances exceed an amount equal to the total ticket revenue paid or payable to the Promoter for the Match

- 5.2. The Promoter shall not be liable for any:

(a) loss of profits or revenue;

(b) loss of enjoyment or "disappointment";

(c) indirect, consequential, or special losses; or

(d) costs associated with travel, accommodation, or insurance, even if the Match is cancelled or rescheduled.

- 5.3. The Promoter accepts no responsibility for entries not successfully completed due to a technical fault, technical malfunction, computer hardware or software failure, satellite, network, or server failure of any kind.
- 5.4. The Promoter shall not be in breach of these terms nor liable for delay in performing, or failure to perform, any of its obligations if such delay or failure results from events, circumstances, or causes beyond its reasonable control (including but not limited to match postponement or abandonment)

6. GENERAL

- 6.1. For help with anything in these Terms and Conditions, please contact supporter.services@brightonandhovealbion.com
- 6.2. Events may occur that render the Promotion itself or the awarding of the Promotion impossible due to reasons beyond the Promoter's control and accordingly, the Promoter may, at its absolute discretion, vary or amend the Promotion and Entrants agree that no liability shall attach to the Promoter as a result thereof.
- 6.3. The Promoter reserves the right in its absolute discretion to disqualify entrants that do not comply with these Terms and Conditions or the spirit of them or any Entrant who it reasonably believes has interfered with the fair running of the Promotion.
- 6.4. If there is any reason to believe that there has been a breach of these Terms and Conditions, the Promoter may, at its sole discretion, reserve the right to exclude the entrant from participating in the Promotion.
- 6.5. All information and personal data submitted in connection with this Promotion will be processed in accordance with the Terms and Conditions and the Promoter's Privacy Policy accessible at www.brightonandhovealbion.com/club/club/privacy-policy
- 6.6. For the avoidance of doubt, all times and dates set out in these Terms and Conditions refer to the times and dates in the United Kingdom. In the event of any dispute over the time or date of any entry submitted, the decision of the Promoter shall be final.
- 6.7. The Promotion and these Terms and Conditions are governed by the laws of England and Wales and any disputes (contractual or non-contractual) arising under or in connection with the Promotion or these Terms are subject to the non-exclusive jurisdiction of the Courts in England and Wales.