

2015/16 PRICES FROZEN



THE JOURNEY CONTINUES

SEASON TICKETS 2016/17

#JOURNEYCONTINUES

SUCH PASSION, SUCH SUPPORT

A THANK YOU MESSAGE FROM ANN BUDGE



Thanks to your incredible support, we have ended our first season back in the top flight in third position, having enjoyed a record number of home sell outs and, to top it all, we have qualified for European competition once more. If anything, this has been an even more successful season than the last one which was, of course, record breaking in itself!

The team has once more outperformed the seasonal target, which we set back in

the summer of 2015. We owe a huge debt of gratitude to Craig, Robbie, Stevie and indeed all of the coaching and backroom staff... and of course the players... for giving us such a fantastic season.

In addition to the success of the first team, the U20's did amazingly well in reaching the Youth Cup Final at Hampden in April. This is testament to the success of our investment in youth and the transformation of the Hearts Academy in the dramatic new National Performance Centre at Riccarton.

I sincerely hope you will stick with us "on our journey" for what I am sure will be another great season in 2016/17.

When you come to make your decision on your season ticket for 2016/17, we hope you will recognise that we are listening

to the fans and doing our best to take on board the things you feel will make the match-day experience even better.

Here are some of the key points for this coming season.

Firstly, in recognition of the tremendous loyalty and backing of the Hearts support we have frozen season ticket prices. This means our prices have again been held at season 2013/14 levels. As I have done over the last two years, I would urge those of you who are in the position to do so, to pay by cash or cheque, thereby minimising fees and cash flow constraints related to the use of credit and debit cards.

Secondly, our focus is once again on availability. By opening up half of the Roseburn Stand to season ticket holders for every league game, we are providing

not just more seating but a greater choice. We were so proud of how many of you stepped up with us this past season and we hope that you will feel able to do so again.

Finally, but crucially, we are currently going through the public consultation process for our planned new Main Stand development. As outlined in my statements recently, we do not expect this to have any impact on anyone's seats at Tynecastle in this coming season. If all goes well and all hurdles are crossed with the Health and Safety Executive and the planning authorities, it would mean that the main works on the seating area of the current Main Stand will take place during the close season next summer. Therefore, this may be the last ever season in our historic old main stand. Let me re-iterate that those who currently sit there will have priority on seats in the new development.

So in closing, whether you are an existing season ticket holder who is renewing (in which case remember to hold on to your smartcard!) or a new season ticket holder... thank you.

ANN BUDGE
Chair and CEO



#JOURNEYCONTINUES

WHERE ELSE BUT TYNECASTLE?

A MESSAGE FROM ROBBIE



It's been another remarkable season here at Tynecastle. Many wondered if we could maintain the momentum we built up from winning the Championship in record-breaking style and carry it on into the Premiership. Well, we did. A marvellous start to the 2015/16 season saw the players set a standard, which has been matched all season.

The club has continued to take great strides forward both on and off the park. To secure third place and European football, before the split, is a great achievement and one that the boys should be very proud of.

Of course, the fans should feel immensely proud too. Our great support has turned up to pack out Tynecastle for every home game, and we couldn't have continued our ascent up the Premiership table without the fans' backing.

There is so much to look forward to this coming season. We will be participating in the Europa League for the first time since 2012. We'll be looking to continue and improve upon our challenge at the top end of the Premiership table, and we'll be doing this in front of the Main Stand for the very last time as we prepare to build a state of the art new stand that will complete Tynecastle and make it one of the very best stadiums in the entire country.

To carry on the progress we've made in the last two years we will need your help. Your support has been invaluable and the players and coaching staff greatly appreciate it. Committing to a season ticket, in the huge numbers that you have recently, helps to generate an atmosphere that's second to none and makes Tynecastle a difficult venue for the opposition to visit. Season ticket sales also help us to invest in new talent

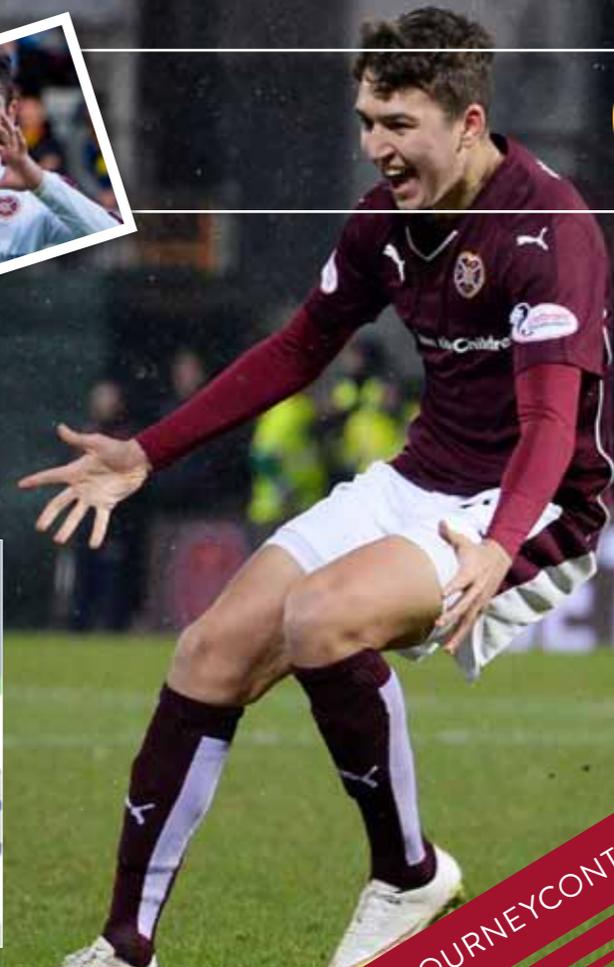
and allow us to develop young players, so we can strive to reach the very top of Scottish football.

Our journey continues... together. Please join us and be a part of it.

ROBBIE NEILSON



SEASON TICKET SALES: call 0333 043 1874; visit heartsfc.co.uk



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OPTIONAL DONATIONS TO TYNECASTLE REDEVELOPMENT FUND

We have received feedback from a number of fans since we announced the price freeze to say they would happily have seen an increase in this season's prices if this would help our plans to continue our work to improve fans' experience.

With that in mind, we have decided to give fans the opportunity to make an optional one-off donation; this will go towards our new development plans as we build for an even better future at Tynecastle.

Over the past two seasons, fans have quietly fundraised around £250,000 towards the building of our new Hearts Museum which will open in June. The museum, along with initiatives such as the Memorial Garden and the forthcoming bronze statue, provide a fitting way to celebrate our past. We are now shifting the focus of ad hoc fundraising from celebrating the past to building for the future and all contributions will be greatly appreciated.

To make a donation, please click on the donations link when you renew online or contribute in person when you renew your season ticket in the ticket office.

NEVER TOO LATE TO SIGN UP

What times we are living in! What a moment to be a Hearts supporter as the team makes its way back into Europe and a whole host of off-field initiatives are under way which only two years ago would have been seen as a pipedream.

So much of this is down to the support of the fans, whose backing for the club both on and off the field has been absolutely incredible.

Some 8000 Foundation pledgers have provided a sure platform on which Ann and her team have been able to build a dynamic, innovative club.

The journey continues. And by maintaining - and ideally increasing - pledges to the Foundation, fans can help the club to achieve even greater success.

So please, if you can afford it, consider joining the 8000 who have already signed up to the Foundation and whose contributions (from as little as £10 a month) play such a significant role for our club. So much has already been achieved. With even more pledgers, this club becomes unstoppable.

For details, visit www.foundationofhearts.org. For Hearts, it's never too late to sign up.



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SEASON TICKET PRICES

PHASE 1 PRICING	PLATINUM	GOLD	SILVER	BRONZE	WHEELCHAIR AND CARER OR BLIND AND CARER
Adult	£440.00	£350.00	£300.00	£280.00	£150.00
O65/FTE/ESA	£290.00	£230.00	£195.00	£180.00	£100.00
U18	£245.00	£195.00	£165.00	£155.00	£85.00
U13	£100.00	£50.00	£50.00	£50.00	£85.00
PHASE 2 PRICING	PLATINUM	GOLD	SILVER	BRONZE	WHEELCHAIR AND CARER OR BLIND AND CARER
Adult	£480.00	£410.00	£360.00	£325.00	£150.00
O65/FTE/ESA	£315.00	£270.00	£235.00	£210.00	£100.00
U18	£265.00	£230.00	£200.00	£180.00	£85.00
U13	£100.00	£50.00	£50.00	£50.00	£85.00

Important information regarding the categories are as follows:

U13s can only be bought in conjunction with Adult or O65s Season tickets with a maximum of two per O65 or Adult.

To qualify for an age related concessionary ticket, the person must be the required age on 6 August 2016. Valid Student ID is required for FTE tickets and must be valid for the duration of the 2016/17 season.

Adults in receipt of Employment and Support Allowance should be in the support group for the duration of the 2016/17 season and must supply the club with the relevant documentation to prove this.

Ambulant disabled supporters should contact our supporter services team on 0333 043 1874 option 1 then option 8 Monday to Friday 9am-5pm or can alternatively email us by using supporterservices@homplc.co.uk

A booking fee of £1.50 per season ticket (a maximum of £6 per transaction) applies to purchases made online or over the phone. Booking fees also apply to purchases made in the ticket centre using a credit card.

HOW TO BUY

#JOURNEYCONTINUES

HERE ARE THE OPTIONS FOR BUYING:

By Phone:

Phone 0333 043 1874 (option 1 then 1)

At the Ticket Centre:

In person at the ticket centre (McLeod Street)

Through Zebra Finance:

Applications can only be filled out online at

www.eticketing.co.uk/heartofmidlothian/default.aspx

Spread the Cost of Your Season Ticket

Spread the cost of your season ticket through the four-month interest free plan or the ten-month interest-bearing plan. Full details are available on Hearts eTickets when you select Zebra Finance as your payment method.

KEY DATES

THURSDAY 12 MAY

Phase one onsale date for current season ticket holders and new purchasers

MONDAY 6 JUNE

Deadline to retain existing seats

TUESDAY 7 JUNE

All non-renewed seats available

TUESDAY 14 JUNE

Phase two commences



SEASON TICKET SALES: call 0333 043 1874; visit heartsfc.co.uk

TERMS AND CONDITIONS | Full terms and conditions available on heartsfc.co.uk

PLEASE RETAIN YOUR CURRENT SMARTCARD AS THIS WILL BE REACTIVATED SHOULD YOU DECIDE TO RENEW

JUNIOR JAMBOS – A HOST OF BENEFITS

Jock the Jambo has really enjoyed himself in his new role with the club and is delighted to announce a new membership year for Season 2016/17. Last year, to launch the club, Hearts gifted first year membership to Under 12s by waiving the £15 annual membership fee. This season, we're freezing the £15 fee and are planning more events and surprises for our special juniors club.

Junior Jambos members will receive a host of benefits throughout the season, including:

- Exclusive membership pack
- Membership card
- Christmas and birthday cards
- Newsletters
- The chance to be a trackside runner at Tynecastle
- Opportunities to become a match day mascot
- An invitation to a signing session during the season

We've also teamed up with a host of partners who will provide our members with great offers throughout the season. Our partners include Hovis Bakery, Deep Sea World, Enjoy-a-Ball, Knockhill Racing Circuit, Edinburgh Leisure and Edinburgh Zoo.

Hearts are grateful for the sponsorship provided by Hovis to support Junior Jambos.

Membership costs £15 per year.

Please visit www.heartsfc.co.uk/juniorjambos or Hearts e-ticket page for more information.



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FREE DISCOUNT CARD

Hearts Deals by Premium Benefits is the first member benefits scheme of its kind in Scotland, designed to recognise the loyalty and value of supporters and reward them and their families with discounts on things they do every day.

Season ticket holders and Foundation of Hearts pledgers qualify for a free Premium Benefits card, which provides a great range of discounts in restaurants, retail outlets, places to visit, travel and plenty more.

Full info at www.heartsdeals.co.uk where you can enjoy discounts at businesses across the city.





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Call us on:

0333 043 1874*

Book online 24 hours a day at: www.heartsfc.co.uk

Email Supporter Services: supporterservices@homplc.co.uk

*Calls cost 10p per minute plus your standard network rate.

HEART OF MIDLOTHIAN FOOTBALL CLUB

Ticket Centre and Supporter Services

Tynecastle Stadium

McLeod Street | Edinburgh | EH11 2NL
