



THE

1901

CLUB

THE 1901 CLUB GUIDE

AMERICAN EXPRESS STADIUM

WELCOME

Welcome to the 1901 Club. Designed to offer the perfect space to relax, our exclusive lounges provide a stylish and comfortable setting to ensure a premium matchday.

We are thoroughly looking forward to welcoming you to the American Express Stadium for our next home fixture. Ahead of kick-off, we've put together this essential guide containing important and useful information to help you make the most of your 1901 Club membership.



WELCOME

A reminder of what's included:

- Your own premium padded seat(s)
- Exclusive access to a premium 1901 Club Lounge
- Bars in each lounge offering a selection of food and drinks to purchase
- Multiple large screen TVs showing Sky Sports and TNT Sports
- Visits from Albion Legends that frequent the lounges
- All Premier League and domestic cup fixtures (Emirates F.A. Cup and Carabao Cup) included
- The ability to transfer ticket(s) to your chosen guest(s) for league and domestic cup games
- Discounted hospitality upgrade options in selected restaurants
- Exclusive Offers and Discounts via the Affiliates Scheme

All 1901 Club Lounges open two-and-a-half hours prior to every eligible fixture and close approximately two hours after the game has finished



TICKETING

- Digital Ticket Delivery: Your unique ticket links have been sent via email for you to download directly to your mobile device. We strongly advise that the person who uses the tickets most frequently holds the digital tickets on their own device.
- Flexible Ticket Transfer: You can easily use the ticket transfer system to distribute tickets to your guests on a match-by-match basis.
- We're Here to Help: If you experience any issues with your mobile tickets ahead of the first game, please contact us right away.

Please note: **Each link must be opened on the mobile device you intend to bring with you to the stadium.**

If you are having trouble, there is a guide for help to download your E-ticket in the help section on our ticketing site: tickets.brightonandhovealbion.com



TICKETING

MYALBION DIGITAL

Each 1901 Club member is set-up online and can login to their MyAlbion Digital account via the main website brightonandhovealbion.com. Just click the icon in the top right-hand corner of the page and use the credentials sent to you.

Away tickets (if eligible) and other ticketed BHAFC stadium events can also be purchased via the website once logged into your online account.

TICKET TRANSFER SYSTEM

Visit our ticketing website: tickets.brightonandhovealbion.com and look for Ticket Transfer under The 1901 Club tab.

A step-by-step guide is also available in the same location for additional help.



MATCHDAY

STADIUM ENTRY

The following lounges must be accessed through different areas of the Stadium:

West Reception 4 provides access to:

- Focus Group Lounge
- Mayo Wynne Baxter Lounge
- The Shore Group Lounge
- Hosiden Besson Lounge
- Mansell McTaggart Lounge
- Fieder Filter Systems Lounge
- Harvey's Brewery lounge
- The Dugout
- HB's Restaurant
- Mullery's Restaurant
- Bruno's Restaurant
- Executive boxes 2-14
- Legends boxes A & B

East Reception 20 provides access to:

- The Sun Harvest Lounge
- The Goldstone Restaurant
- The Sun Harvest Restaurant

North Reception 11 provides access to:

- The 1901 Pub
- The Darts Experience
- The Heineken Experience

South Reception 30 provides access to:

- Executive boxes 15-21

MATCHDAY

STADIUM ENTRY

Each reception will have turnstile access for which you will need to scan your tickets to enter the 1901 Club areas. There are two main ticketing formats: E-tickets and print-at-home tickets. Please follow the directional signage to your designated lounge.



Key

- Filder Filter Systems Lounge
- Harvey's Brewery Lounge
- Mansell McTaggart
- Hosiden Besson Lounge
- The Shore Group Lounge

- Mayo Wynne Baxter Lounge
- Focus Group Lounge
- Sun Harvest Lounge
- The 1901 Pub

MATCHDAY

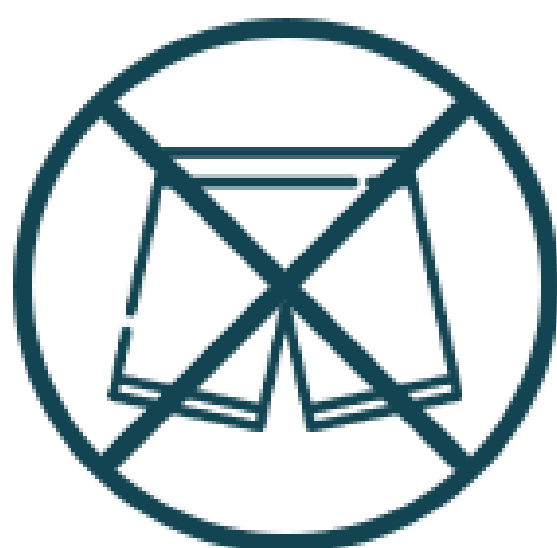
DRESS CODE

The 1901 Club operates a smart casual dress code, and it is important that it is adhered to avoid any inconvenience on the day. Guests will be refused entry if not dressed accordingly.

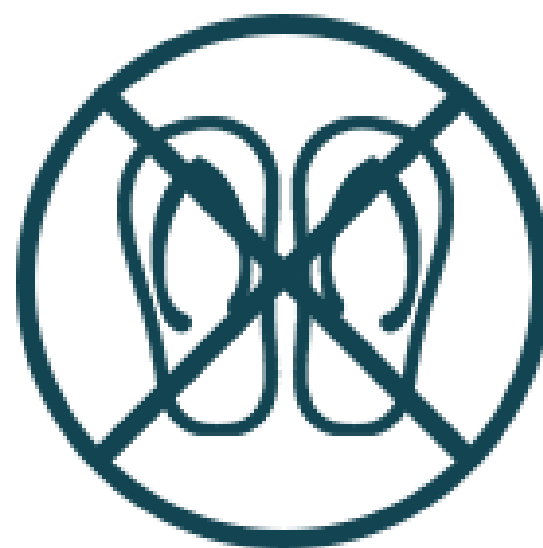
Acceptable attire includes smart jeans, smart boots, clean trainers, and canvas shoes.

Strictly no home or away club shirts or shorts of any description, ripped jeans or flip flops, with the exception of The 1901 Pub & The Dugout where replica BHAFC shirts and shorts are permitted.

Children under the age of 14 years old are permitted to wear home replica shirts.



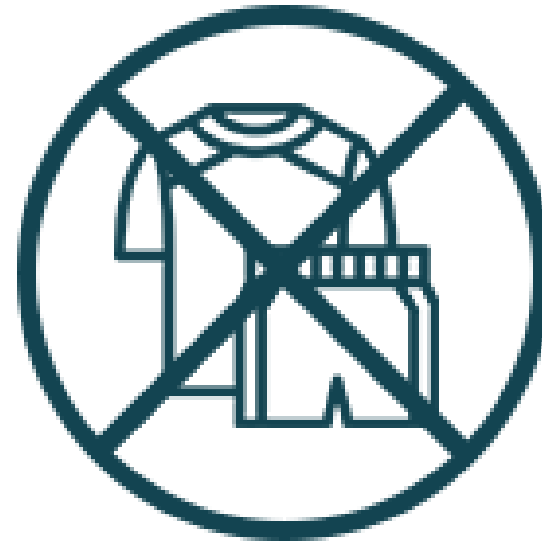
NO SHORTS *



NO FLIP-FLOPS



**NO REPLICA
SHIRTS ***



**NO
SPORTSWEAR**

*Replica BHAFC shirts and shorts are permitted for members accessing The 1901 Pub and The Dugout.

MATCHDAY

SUBSIDISED TRAVEL

We are proud to offer subsidised travel as part of your 1901 Club membership.

This includes the park and ride service, trains, and buses within the club's travel zone area. Your ticket(s) must be shown to the station attendant/bus driver.

Matchday timings and details of when subsidised travel is available for use, can be found within the matchday guide on our website brightonandhovealbion.com

GUEST CONDUCT

The 1901 Club welcomes supporters of the opposing teams however, we require all away supporting guests to remain respectful of those around them when making their way around the 1901 Club as well as when they are in their seats. All guests will be representing the lead ticket holder, and any unruly behaviour may result in membership termination and on the spot eviction should it be deemed necessary



MATCHDAY

HOSPITALITY UPGRADES

As a 1901 Club member, you have the exclusive opportunity to upgrade to full hospitality at a discounted price. Available for individual games or the entire season depending on availability, it offers the ultimate setting to entertain corporate clients, celebrate a milestone, or simply indulge in gourmet dining and premium drinks within a sophisticated atmosphere outside of your regular lounge

- Glass of award-winning Balfour English Sparkling Wine
- Private table
- Three-course meal
- Premium wines, beers, spirits, and soft drinks included
- Half-time refreshments with tea and coffee
- Full-time savoury snack
- Complimentary matchday programme
- One near-site parking space per table of four (upon request)

We also have the new Heineken and Darts Experiences with their own bespoke packages. Located in the North Stand in the new 1901 Pub.



MATCHDAY

HOSPITALITY UPGRADES

Prices start from £70 for the Heineken and Darts Experiences, and £130 for our restaurant packages (Prices per member and inc VAT).

Hospitality can be booked via the website by logging onto your MyAlbion digital account, or by calling a member of the 1901 Club team on **01273 668855 (opt 2)**.

For more information on our hospitality restaurants please visit our website: brightonandhovealbion.com



CONTACT US

For any questions, queries or information please contact the 1901 Club Team via

Phone

01273 668855 (option 2)

Email

1901@brightonandhovealbion.com

