

2026/27 PREMIER LEAGUE MEMBERSHIP PRICE INDEX

The Price of Permission

What Premier League supporters pay for the right
to buy a ticket.

20 clubs researched

3 seasons analysed

263 sources logged

Published 4 September 2026

Membership often buys **permission —
not admission.**

OPENING STATEMENT

The advertised ticket price is rarely the full cost of access.

At most clubs, a supporter cannot simply decide to buy a match ticket. They must first hold — or buy — a membership that may only provide:

01

Entry into a ballot

02

A priority sales window

03

Access to a ticket exchange

04

The opportunity to buy, if inventory remains

£42.00

Median standard adult membership price, 2026/27 — see the full picture inside.

None of that is a guaranteed ticket. Only one club's product — structurally a season ticket, not a membership — guarantees a seat outright. Everywhere else, membership buys the *chance* to buy, not the purchase itself.

This report keeps "priority", "ballot eligibility" and "guaranteed access" as three separate products throughout — because clubs routinely sell them as though they were one.

The numbers that carry this study

Each statistic states its sample. None blend an unverified or structurally different product into the headline number.

£0–£50

2026/27 cost of the standard ticket-access route

n=19 comparable products, including AFC Bournemouth's free domestic Cherries Points mechanism. Excludes only Hull City — see below.

£42.00

Median standard adult price, 2026/27

n=19, High/Medium confidence. Mean £39.26.

4 of 20

Clubs where the standard tier is ballot-only

A ballot is a draw entry — never a purchase right.

1 of 20

Club whose standard product guarantees a ticket

Hull City — structurally a season ticket, not a priority scheme.

Every club's price was independently verified against a live official source on 4 September 2026, with visual evidence collected for all 20 clubs. **Coventry City** is verified (£45) and included in every ranking and average. **Hull City** (a structurally different, season-ticket-equivalent product) remains the only club excluded. Full detail on *The League Table*, page 4.

Four findings worth knowing before you read on

A NEW GATE, NOT A RISE

Sunderland launched its first-ever paid membership for 2026/27, at £48 — no comparable product existed in either of the two prior seasons.

STRENGTH OF ACCESS VARIES BY TIER

At Nottingham Forest, the £45 Core tier buys third-priority access — well below the stronger access sold through Plus and Pro, which run to £99.

FREE, NOT FINE PRINT

AFC Bournemouth's real domestic priority route costs nothing — a separate paid product exists only for overseas fans.

PRICE ≠ ACCESS

Higher membership prices do not reliably buy stronger ticket access anywhere in this dataset.

2026/27 standard adult membership price, ranked

Every club's standard adult tier — the product most relevant to home-match ticket access. High/Medium confidence only; every figure independently re-verified against a live official source on 4 September 2026.

#	CLUB	PRODUCT	PRICE	ACCESS TYPE	CONFIDENCE
1	Aston Villa	Adult Membership	£50	Priority window	HIGH
2	Fulham	Official Membership	£50	Priority window	HIGH
3	Leeds United	My Leeds	£50	Ballot	HIGH
4	Sunderland	Black Cats	£48	Ballot	HIGH
5	Brentford	Adult Membership	£45.45	Priority window	HIGH
6	Chelsea	CFC Blue	£45	Priority window	HIGH
7	Coventry City	Sky Blues Membership	£45	Priority window	HIGH
8	Nottingham Forest	MyForest Core	£45	Priority window	HIGH
9	Tottenham Hotspur	One Hotspur	£45	General sale	HIGH
10	Brighton & Hove Albion	MyAlbion+	£42	Priority window	HIGH
11	Ipswich Town	Super Blues Membership	£40.99	Priority window	HIGH
12	Newcastle United	The Mags	£39	Priority window	HIGH
13	Arsenal	Red Membership	£38	Ballot	HIGH
14	Manchester City	Matchday Membership	£38	Priority window	HIGH
15	Manchester United	Official Membership	£37.50	Priority window	HIGH
16	Everton	Forever Blue	£35	Ballot	HIGH
17	Liverpool	All Red Light	£26.99	Priority window	HIGH
18	Crystal Palace	Adult Membership	£25	General sale	HIGH
19	AFC Bournemouth	Cherries Points Scheme	FREE	Priority (free)	HIGH

Price is the standard new-member adult price — never a renewal or early-bird figure. Confidence: High (official source, season named) or Medium (archived official source, or two-plus reputable secondary sources) — see Methodology for the full scale.

Why Hull City isn't ranked

Hull City sits outside the league table above — and outside every average in this report.

STRUCTURALLY DIFFERENT PRODUCT

Hull City

£396

Hull's "Membership" (Zone 1, adult) explicitly guarantees a seat for every home league game once purchased — a season ticket in substance, sold under the name most other clubs use for a priority/ballot product. Hull also played Championship football in 2024/25 and 2025/26, so its price history mixes a division change with a genuine rise.

HIGH

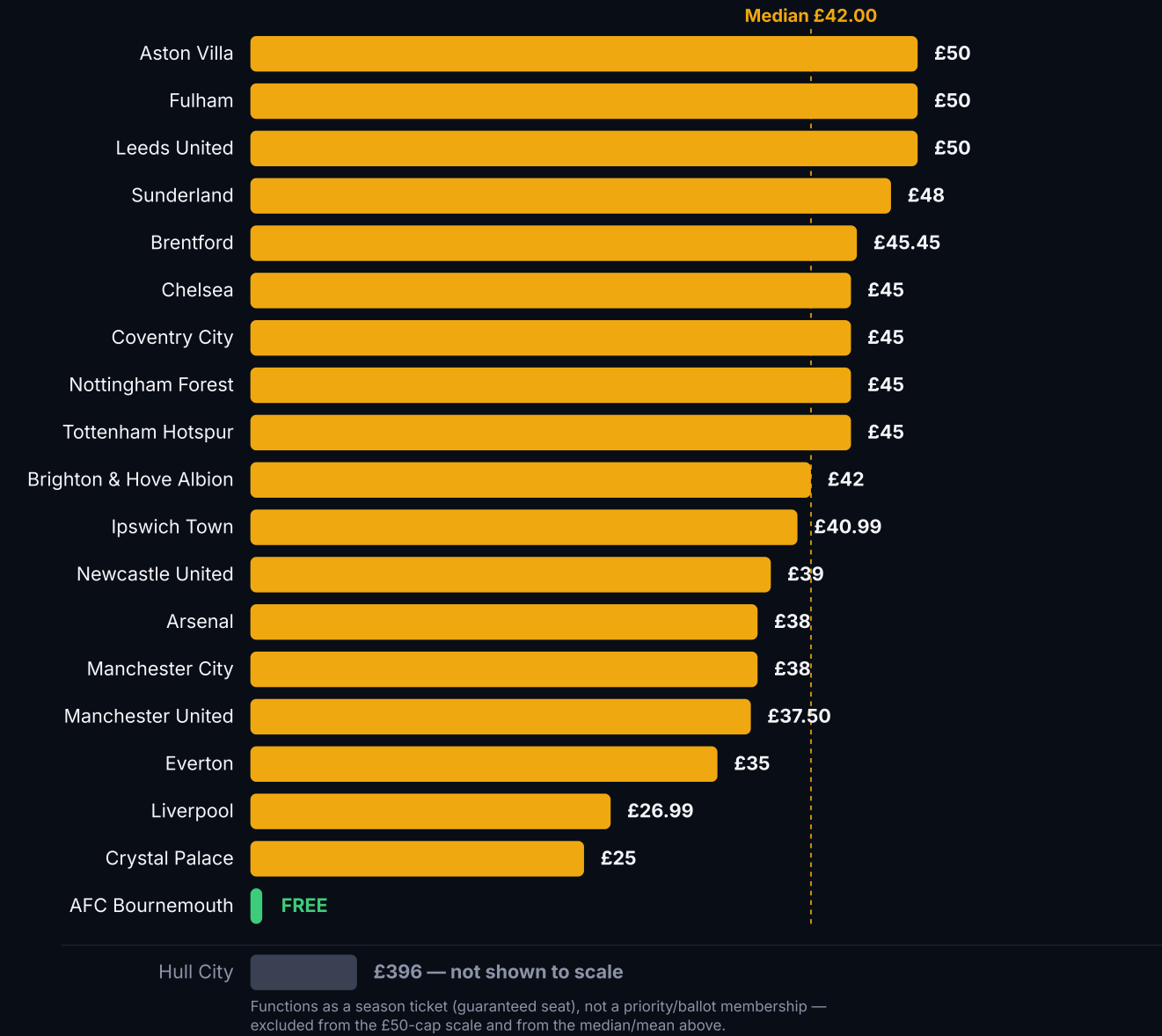
Coventry City is included above. Its live official checkout confirms Adult Sky Blues Membership, 18+, £45 — verified directly against the club's own eTicketing platform and included in the league table, rankings and every 2026/27 average.

"Access type" describes the mechanism, not the price — a £45 priority window and a £45 ballot entry are not the same product. See *What Does The Money Actually Buy*, next.

DISTRIBUTION

Where every club sits on the price scale

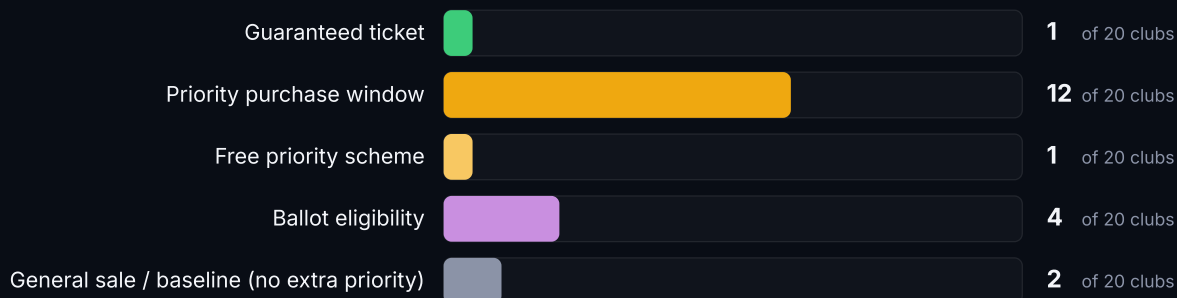
Sample: n=19 (High/Medium confidence 2026/27 standard adult price). Hull City shown separately, not to scale, below the dashed break.



Source: *premier_league_membership_prices_2026_27.csv* and *premier_league_membership_price_comparison_2024_27.csv*, primary comparison product per club, 2026/27 column. Median line calculated across the 19-club scale (excludes Hull City).

What does the money actually buy?

Every club's standard 2026/27 tier, classified by its primary ticket-access mechanism. These categories are not interchangeable: a guarantee, a priority window and a ballot entry carry materially different odds of leaving with a ticket.



Categorised by each club's primary standard-tier mechanism. Several "priority window" clubs also run a separate ballot specifically for their highest-demand fixtures — this chart reflects the default mechanism, not every fixture-level exception. See the full dataset for club-by-club detail.

Guaranteed — 1 club

Hull City only, and only because its product is a season ticket by another name — see *The League Table*.

Priority window — 12 clubs

Aston Villa, Brentford, Brighton & Hove Albion, Chelsea, Coventry City, Fulham, Ipswich Town, Liverpool, Manchester City, Manchester United, Newcastle United, Nottingham Forest. Ranked, ahead-of-general-public access — an advantage, not a guarantee.

Free priority scheme — 1 club

AFC Bournemouth's Cherries Points Scheme grants UK domestic priority at no cost — the only club where the priority mechanism itself is free.

Ballot eligibility — 4 clubs

Arsenal, Everton, Leeds United, Sunderland. Entry into a draw — paying the membership fee buys a chance, not a place in a queue ranked by anything the supporter controls.

General sale / baseline — 2 clubs

Crystal Palace and Tottenham Hotspur's cheapest tiers grant no priority beyond the general public — their actual priority products (Gold, One Hotspur+) cost more.

The membership ladder

Five stages of increasing ticket-access strength, as observed across this dataset. This is an analytical framework for comparing what clubs sell — not a universal customer journey, and not every club's supporters pass through every stage.

1

Free account or registration

No cost, and typically no ticket benefit at all. A prerequisite for buying anything, but not itself a priority mechanism.

Examples: Manchester City's free "Cityzens" registration · Brighton & Hove Albion's "MyAlbion Digital" · Everton's "Forever Blue Digital" · Liverpool's "All Red Essential"

2

Paid membership, general sale only

A paid product that grants no priority beyond the general public — access, not advantage.

Examples: Crystal Palace's baseline "Adult Membership" (£25) · Tottenham Hotspur's base "One Hotspur" (£45)

3

Ballot eligibility

Paying for membership buys entry into a draw for tickets — the odds depend on demand for that specific fixture, not on anything the supporter can influence.

Examples: Arsenal's Red Membership · Sunderland's new Black Cats Membership

4

Priority purchase window

Members buy ahead of, or ranked above, the general public — the closest most Premier League memberships get to a real advantage, but availability still runs out.

Examples: Newcastle United's "The Mags" · Brentford's Adult Membership · most of the 20-club dataset

5

Guaranteed ticket access

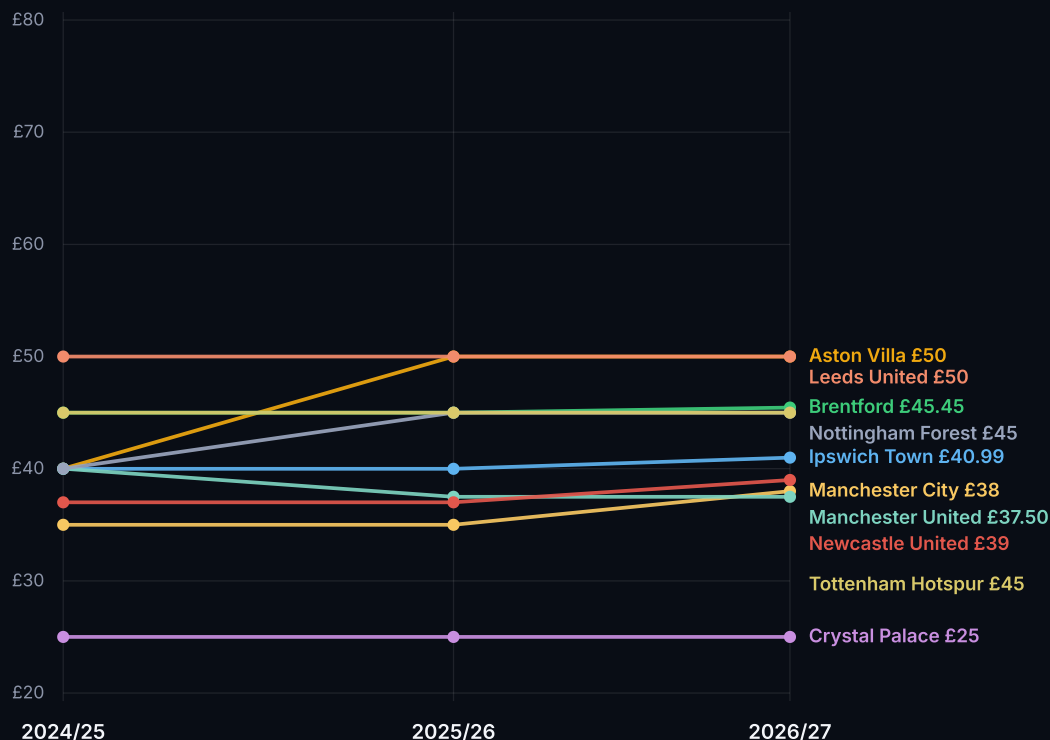
The rarest stage in this dataset. A genuine guarantee, not a strong chance.

Examples: Hull City's season-ticket-equivalent Membership · Nottingham Forest's £99 "Pro" tier (ballot-upgrade-only for existing members in 2026/27, not an openly purchasable public product) · Liverpool members holding 13+ loyalty credits

THREE-SEASON TREND

2024/25 → 2026/27, verified like-for-like clubs

Sample: n=10 — clubs with a verified, genuinely like-for-like standard adult price in all three seasons. The other 10 clubs are excluded here because a price was unverified in at least one season, or because the product changed materially (Everton's stadium move, Manchester City's 2026/27 relaunch, Sunderland's new-for-2026/27 product, Hull City's different division and structure). No line connects seasons where the underlying product changed.



Source: *premier_league_membership_price_comparison_2024_27.csv*. Full 20-club comparison, including excluded and caveated clubs, on the next page.

Three-season price comparison, 2024/25–2026/27

CLUB	24/25	25/26	26/27	TOTAL CHANGE	STATUS
AFC Bournemouth	Not verified	£0	£0	N/A	COMPARABLE
Arsenal	Not verified	Not verified	£38	N/A	INSUFFICIENT DATA
Aston Villa	£40	£50	£50	+£10 (+25.0%)	COMPARABLE
Brentford	£45	£45	£45.45	+£0.45 (+1.0%)	COMPARABLE
Brighton & Hove Albion	£38	Not verified	£42	+£4 (+10.5%)	COMPARABLE
Chelsea	Not verified	Not verified	£45	N/A	INSUFFICIENT DATA
Coventry City	Not verified	Not verified	£45	N/A	NOT LIKE-FOR-LIKE
Crystal Palace	£25	£25	£25	£0 (0.0%)	COMPARABLE
Everton	£35	£35	£35	£0 (0.0%)	NOT LIKE-FOR-LIKE
Fulham	Not verified	Not verified	£50	N/A	INSUFFICIENT DATA
Hull City	£342	£360	£396	+£54 (+15.8%)	NOT LIKE-FOR-LIKE
Ipswich Town	£39.99	£39.99	£40.99	+£1 (+2.5%)	CAVEAT
Leeds United	£50	£50	£50	£0 (0.0%)	CAVEAT
Liverpool	Not verified	£26.99	£26.99	N/A	COMPARABLE
Manchester City	£35	£35	£38	+£3 (+8.6%)	COMPARABLE
Manchester United	£40	£37.50	£37.50	-£2.50 (-6.3%)	NOT LIKE-FOR-LIKE
Newcastle United	£37	£37	£39	+£2 (+5.4%)	COMPARABLE
Nottingham Forest	£40	£45	£45	+£5 (+12.5%)	COMPARABLE
Sunderland	No product	No product	£48	N/A	NOT LIKE-FOR-LIKE
Tottenham Hotspur	£45	£45	£45	£0 (0.0%)	COMPARABLE

Status definitions and the reason behind every "Not like-for-like", "Caveat" and "Insufficient data" label are on the next page.

Caveats, gaps and excluded comparisons

Grouped by reason, not repeated club by club.

Not like-for-like

The product itself changed — a raw price comparison would be misleading.

- **Everton** — moved from Goodison Park to Everton Stadium for 2025/26 and restructured into a two-tier system.
- **Manchester City** — the 2026/27 "Premium Membership" relaunch bundles ticket access into a previously non-ticket product.
- **Sunderland** — introduced its first-ever paid membership for 2026/27; no prior product existed to compare against.
- **Hull City** — played Championship football in 2024/25–2025/26, and its product was consolidated for 2026/27.
- **Manchester United** — partial: two tiers were merged into one between 2024/25 and 2025/26.
- **Coventry City** — not in the Premier League before 2026/27 (Championship), so only the 2024/25–2025/26 gap in its price history remains; its 2026/27 price (£45) is independently verified.

Insufficient data

At least one season's price could not be verified — see Limitations.

- **Arsenal** — 2024/25 and 2025/26 unverified (Wayback Machine access was blocked throughout).
- **Chelsea** — 2024/25 and 2025/26 unverified (JS-rendered site defeated every archive capture).
- **Fulham** — 2024/25 and 2025/26 unverified for the same reason.
- **Liverpool** — 2024/25 unverified for its comparison product, All Red Light. 2025/26 and 2026/27 are both confirmed at £26.99 (a verified freeze). All Red Light was confirmed via official evidence to grant the same core ticket-sale access as All Red Full — see *The Membership Ladder*.
- **AFC Bournemouth** — 2024/25 unverified for its free priority scheme specifically.

Caveat, but comparable

Same product throughout, with a context flag.

- **Ipswich Town & Leeds United** — genuinely the same scheme across all three seasons, but each club spent one of those seasons in the Championship, not the Premier League.

What changed for 2026/27

4

Comparable clubs with a verified 2025/26→2026/27 rise

Of 19 comparable products. Excludes Hull City — see below.

0

Clubs with a verified 2025/26→2026/27 cut

No club recorded a verified price cut this season.

8

Clubs frozen 2025/26→2026/27

Nominal price unchanged; two carry division/product caveats.

Largest verified increases among comparable access products

Manchester City

Cityzens Matchday Membership (2024/25-2025/26) / **+£3**
Matchday Membership (2026/27, renamed): £35 → £38
+8.6%

Newcastle United

The Mags (Mags Membership): £37 → £39 **+£2**
+5.4%

Ipswich Town

Super Blues Membership: £39.99 → £40.99 **+£1**
+2.5%

Brentford

Brentford Membership — Adult: £45 → £45.45 **+£0.45**
+1.0%

Largest verified decreases

No club recorded a verified price cut this season

Nottingham Forest's standard Adult price held at £45 in both 2025/26 and 2026/27 — a freeze, not a cut. See the case study for what does vary by tier.

Structurally different product

Hull City — £360 → £396 (+£36, +10.0%). Hull's "Membership" guarantees a seat for every home league game — a season-ticket-equivalent product, not a priority/ballot scheme like every other club's. It is excluded from the comparable-increases ranking above, the price distribution, and the median/mean, for the same reason it is excluded everywhere else in this report.

A new gate, not a price rise

Sunderland had no club-operated ticket-access membership product at all in 2024/25 or 2025/26 — tickets ran on general sale plus a free loyalty ledger. The 2026/27 "Black Cats Membership" (Adult £48) is a first-time paid product launch, not a price rise on an existing one. There is no valid percentage change to calculate, because no prior product existed to change from.

Prices frozen for 2026/27

Aston Villa

Crystal Palace

Everton

Leeds United

Liverpool

Manchester United

Nottingham Forest

Tottenham Hotspur

Eight clubs carried the same standard membership price from 2025/26 into 2026/27. This does not necessarily mean their prices were unchanged across all three seasons. Crystal Palace and Tottenham Hotspur are genuinely unchanged since 2024/25 too. Everton and Leeds United carry comparability caveats. Aston Villa, Manchester United and Nottingham Forest each had a different 2024/25 price before settling at their current rate. Liverpool's 2024/25 figure for this tier remains unverified — see the full three-season comparison table. Brentford's 2026/27 price rose fractionally, to £45.45 — see *Largest verified increases*, this page.

FAMILY COST

Two adults, two children — 2026/27

Calculated only where a club's adult and junior pricing permit a defensible total. Junior pricing is frequently age-banded; the representative band used per club is documented in *family_cost_table.json*. Not calculable for Aston Villa (2026/27 junior price unverified).



£20

Cheapest verified family route — AFC Bournemouth

Adults: free Cherries Points Scheme (UK domestic ticket priority). Children: base Junior Cherries (0-15) is a paid £10 tier — the £17 'Junior Cherries Plus' upsell also exists. Notably a family's adult access is free while children's is not

£128.00

Median family cost (n=17, excludes Hull City)

Most expensive comparable club: Leeds United at £160.

Four clubs, four distinct models

The strongest-evidenced, most distinctive stories in the dataset.

ACCESS STRENGTHENS SHARPLY BY TIER

Nottingham Forest

£45 standard Core Adult

WHAT THE SUPPORTER RECEIVES

MyForest Core (Adult, £45) buys third-priority access to Premier League home tickets — the entry point of a four-tier ladder that also includes Young Adult (£40) and Youth (£35) at the same access level, and Junior Reds (£30) for children.

WHY IT'S DISTINCTIVE

Two stronger tiers sit above Core: MyForest Plus (£75) and MyForest Pro (£99), both carrying materially stronger ticket-access rights. For 2026/27, both are ballot-upgrade-only, offered to existing renewed members rather than sold openly to new buyers.

QUALIFICATION

Pro's £99 price does not describe a product any new supporter can simply purchase — access to it runs through a ballot restricted to members who have already renewed at Plus or Core.

HIGH

Live official checkout and official club announcement, 4 Sep 2026

A BRAND-NEW GATE, NOT A PRICE RISE

Sunderland

£48 new for 2026/27

WHAT THE SUPPORTER RECEIVES

A three-tier "Black Cats Membership" (Adult £48), launched 14 July 2026 — the club's first-ever paid ticket-access product.

WHY IT'S DISTINCTIVE

In 2024/25 and 2025/26, Sunderland had no club-operated membership product at all: general sale plus a free loyalty ledger. This is a new cost appearing, not an existing one rising.

QUALIFICATION

Not comparable to a normal season-on-season price change — there is no prior product to rise from, so no percentage change is calculated.

HIGH

Official launch announcement (14 Jul 2026)

A RELAUNCH DRESSED AS A RENEWAL

Manchester City

£65 was £25

WHAT THE SUPPORTER RECEIVES

The old non-ticket "Cityzens Membership" (£25) was rebranded "Premium Membership" and now bundles ticket priority — previously absent — plus a CITY+ streaming subscription.

WHY IT'S DISTINCTIVE

Read naively, £25→£65 looks like a 160% hike. It is a different product, not a renewal.

QUALIFICATION

The tier that has always carried ticket priority, Matchday Membership, rose only £35 to £38 (+8.6%).

HIGH

Season-dated T&Cs PDFs; 24 Apr 2026 club announcement

FREE, NOT FINE PRINT

AFC Bournemouth

£0 domestic route

WHAT THE SUPPORTER RECEIVES

The Cherries Points Scheme gives UK supporters ticket priority automatically, at no cost — the only free priority mechanism in this dataset.

WHY IT'S DISTINCTIVE

A separate paid product, Global Cherries (£45), exists only for overseas supporters — easily confused with the domestic route, but a different audience entirely.

QUALIFICATION

Junior tickets are not free: a paid Junior Cherries tier (from £10) applies even where the adult route is free.

HIGH

Official club pricing pages, confirmed for 2025/26 and 2026/27

Does a higher price buy stronger access?

Price and access are two different axes. This research set out to test whether they move together — and, on the evidence gathered, they largely do not.

Where price and access diverge

- Crystal Palace's baseline tier is cheap (£25) and carries **no** priority — its actual priority product, Gold Membership, costs £60.
- Newcastle United's £39 "Mags" membership is mid-table on price but is close to the **only** realistic route to a ticket at all — general-public sale barely exists for St James' Park.
- Manchester United's £37.50 tier sits below the league median while still granting a genuine priority window, ranked above general sale.
- Hull City's £396 buys an outright guarantee — but that reflects a fundamentally different product, not a stronger version of the same one.

What the evidence supports

Among the 18 clubs selling a genuine priority/ballot-style membership (excluding Hull's structurally different guarantee), this research found **no consistent relationship** between the price charged and the strength of ticket access granted. Cheap tiers sometimes carry real priority; expensive tiers sometimes carry none beyond general sale.

This should not be read as a claim that price is meaningless — clubs may price for revenue, scarcity management, or fan-base segmentation reasons unrelated to ticket access. It is a claim, specifically, that price is not a reliable signal of access strength in this dataset.

There is no simple relationship between what supporters pay and the certainty of receiving a ticket.

What clubs can learn

Clubs should price membership according to the access it actually provides — not simply according to supporter demand.

01 — Match price to access strength

This dataset shows no consistent link between what a tier costs and what it delivers. A cheap tier with real priority and an expensive one with none send the same confusing signal: that price and access aren't actually connected.

02 — Publish ballot odds, not just eligibility

Four clubs here run their standard tier as a pure ballot. None publish the odds. Even an approximate fill rate lets supporters price membership's real value themselves.

03 — Report the total cost of access

A ticket's advertised price means little if a mandatory membership fee sits in front of it. Publishing both figures together makes the true cost easier to audit — and harder to misrepresent.

04 — Say plainly: chance, or guarantee

"Priority" and "guarantee" get used almost interchangeably in club communications. Only two products in this dataset are genuine guarantees. The distinction is the single most consequential thing a supporter needs to know before paying.

05 — Don't let a relaunch read as a renewal

Manchester City's 2026/27 change bundles new benefits into a repriced tier — legitimate, but it invites a misleading "160% rise" headline unless explained clearly at launch.

06 — Make tiers genuinely comparable

Where clubs sell three-plus adult tiers, a simple side-by-side of price versus actual access difference would help supporters — and reduce the tier-conflation this report had to resolve manually.

07 — Explain loyalty and credit systems plainly

Liverpool's 13-credit guarantee threshold is valuable but buried in the terms. A clearer explanation is a retention tool, not just a compliance exercise.

08 — Make premium tiers earn their premium

A tier costing double should deliver proportionately more than a slightly earlier priority window. Where it doesn't, the pricing structure itself is the story a journalist — or a supporter — will find.

How this research was conducted

Scope

All 20 clubs confirmed for the 2026/27 Premier League season, cross-checked against the league's own promotion/relegation announcement. Three seasons: 2024/25, 2025/26, 2026/27.

The primary comparison product

For each club, one "primary comparison product" was selected — the standard, publicly available, new-member adult price for the tier most relevant to home-ticket access. This excludes renewal prices, early-bird promotions, premium upsell tiers, and free registration tiers with zero ticket benefit — except where a club's only domestic ticket-access route genuinely is free, recorded as £0 rather than "Not verified". Every other tier a club sells is still recorded in the full dataset. **AFC Bournemouth does not sell a conventional domestic adult membership** — the £0 figure represents its free Cherries Points priority mechanism; the paid Global Cherries product is for overseas supporters and is never used as the domestic comparison figure.

Sunderland had no comparable product at all before 2026/27 — its 2024/25 and 2025/26 fields read "No product," never £0, and no percentage change is calculated against them.

Source hierarchy

(1) Official club membership pages, (2) official ticketing sites, (3) official club announcements, (4) Wayback Machine snapshots of official pages for historical seasons, (5) official terms & conditions, (6) reputable supporter organisations, (7) reputable news publications. A club's current page was never assumed to represent a prior season without a source explicitly dated to that season.

Digital vs. physical, renewals, early-bird pricing

Recorded as separate fields throughout and never substituted for the standard new-member price. Where only a renewal or early-bird figure was publicly available, it is labelled as such rather than presented as standard.

Like-for-like rules

A season-on-season comparison is marked "Not like-for-like" where the venue changed, the product was relaunched or restructured, benefits changed materially, or the club was not in the Premier League that season. These cases are flagged, not silently calculated.

Confidence ratings

High — official source, season explicitly named.

Medium — archived official source, or two-plus reputable secondary sources. **Low** — indirect or ambiguous support. **Not verified** — no reliable evidence; never replaced with an estimate.

Calculation & cut-off

Percentage change = $((\text{new} - \text{old}) \div \text{old}) \times 100$, rounded to one decimal place, half-away-from-zero. All figures recalculated independently from the structured dataset rather than carried over by hand. Research cut-off: 4 September 2026.

What this report cannot tell you

- Historical club pages are frequently overwritten by the current season's design — several clubs' 2024/25 and 2025/26 prices could not be recovered from JavaScript-rendered sites even via the Wayback Machine.
- Membership structures change between seasons in ways that break simple comparison — a stadium move, a tier relaunch, or a rebrand can sit underneath an unchanged headline price.
- Some checkout prices are visible only after account creation or inside an authenticated ticketing platform — this blocked a small number of secondary fields (e.g. exact numeric age floors, international prices) even where the headline adult price was confirmed.
- Ticket access frequently depends on credits, purchase history or fixture-level availability that a season-level membership price cannot capture.
- Membership never guarantees that tickets will actually be available for a given fixture, even where it grants genuine priority.
- Hull City's product is structurally different from every other club's and should not be read as a directly comparable membership.

This report states what could be verified, to what confidence, and why gaps exist — rather than presenting a complete-looking dataset built on estimates.

Evidence base

263

Sources logged

Across all 20 clubs and 3 seasons.

154

Accepted as evidence

181 from official club or league sources.

109

Opened and rejected

Stale-season mislabels, 403/404 errors, unrenderable JS shells, unreliable listicles — logged, not discarded.

Principal official sources cited

CLUB	PRIMARY SOURCE
Newcastle United	newcastleunited.com member pricing; club member-email price-rise notice (Apr 2026)
Tottenham Hotspur	Official One Hotspur pages + season-dated Wayback snapshots (2024/25, 2025/26)
Crystal Palace	Official cpfc.co.uk membership announcements, all 3 seasons
Manchester City	Official season-dated Terms & Conditions PDFs; 24 Apr 2026 club announcement
Hull City	Official club pricing PDFs; sell-out announcement (16 Jul 2026)
Nottingham Forest	Live official checkout (eticketing.co.uk/nottinghamforest), confirmed independently twice; Wayback snapshots (17 Jul 2024, 15 Jul 2025); price-drop notice (6 Jan 2026)
Coventry City	Live official checkout (eticketing.co.uk/ccfc), 4 Sep 2026
Liverpool	liverpoolfc.com/allred and /allred/full, 4 Sep 2026
Sunderland	Official Black Cats Membership launch announcement (14 Jul 2026)
Manchester United	Official tickets.manutd.com pages + Wayback snapshots, all 3 seasons

This page lists the strongest, most-cited official sources from the original research pass. The complete 263-row register accompanies this report as *premier_league_membership_research_sources.csv*. Every 2026/27 club price was additionally independently re-verified against a live official source on 4 September 2026, with screenshot evidence collected for all 20 clubs — see the companion *Official Evidence Pack*.

Official 2026/27 Price Evidence

Genuine, official-source screenshots for all 20 clubs, captured directly from live club and ticketing websites and verified against official club sources as accessed on 4 September 2026.

CLUB	PRODUCT	PRICE	EVIDENCE PAGE	STATUS
AFC Bournemouth	Cherries Points Scheme	FREE (domestic)	24	OFFICIAL, 4 SEP 2026
Arsenal	Red Membership	£38	22	OFFICIAL, 4 SEP 2026
Aston Villa	Adult Membership	£50	23	OFFICIAL, 4 SEP 2026
Brentford	Adult Membership	£45.45	25	OFFICIAL, 4 SEP 2026
Brighton & Hove Albion	MyAlbion+	£42	26	OFFICIAL, 4 SEP 2026
Chelsea	CFC Blue	£45	27	OFFICIAL, 4 SEP 2026
Coventry City	Adult Sky Blues Membership	£45	28	OFFICIAL, 4 SEP 2026
Crystal Palace	Adult Membership	£25	29	OFFICIAL, 4 SEP 2026
Everton	Forever Blue	£35	30	OFFICIAL, 4 SEP 2026
Fulham	Official Membership	£50	31	OFFICIAL, 4 SEP 2026
Hull City	Membership (Zone 1)	£396	32	OFFICIAL, 4 SEP 2026
Ipswich Town	Super Blues Membership	£40.99	33	OFFICIAL, 4 SEP 2026
Leeds United	My Leeds	£50	34	OFFICIAL, 4 SEP 2026
Liverpool	All Red Light	£26.99	35	OFFICIAL, 4 SEP 2026
Manchester City	Matchday Membership	£38	36	OFFICIAL, 4 SEP 2026
Manchester United	Official Membership	£37.50	37	OFFICIAL, 4 SEP 2026
Newcastle United	The Mags	£39	38	OFFICIAL, 4 SEP 2026
Nottingham Forest	MyForest Core	£45	39	OFFICIAL, 4 SEP 2026
Sunderland	Black Cats	£48	40	OFFICIAL, 4 SEP 2026
Tottenham Hotspur	One Hotspur	£45	41	OFFICIAL, 4 SEP 2026

AFC Bournemouth

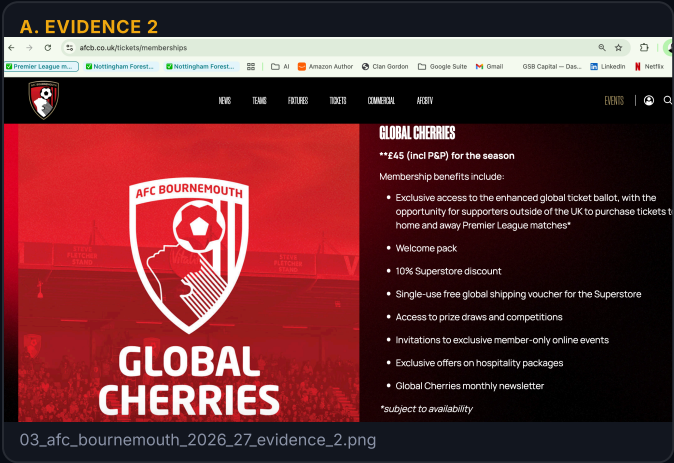
Principal comparison product: Cherries Points Scheme — FREE (domestic)

Access: Free domestic priority mechanism — not a conventional paid membership. Global Cherries (£45) is a separate overseas-only product, never used as the domestic comparison figure.

Source: <https://www.afcb.co.uk/tickets/memberships>

Captured: 4 September 2026

A. EVIDENCE 2



GLOBAL CHERRIES

****£45 (incl P&P) for the season**

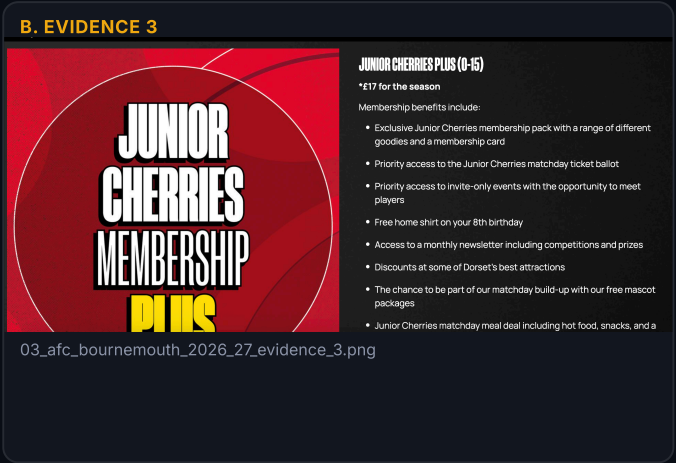
Membership benefits include:

- Exclusive access to the enhanced global ticket ballot, with the opportunity for supporters outside of the UK to purchase tickets to home and away Premier League matches*
- Welcome pack
- 10% Superstore discount
- Single-use free global shipping voucher for the Superstore
- Access to prize draws and competitions
- Invitations to exclusive member-only online events
- Exclusive offers on hospitality packages
- Global Cherries monthly newsletter

*subject to availability

03_afc_bournemouth_2026_27_evidence_2.png

B. EVIDENCE 3



JUNIOR CHERRIES PLUS (0-15)

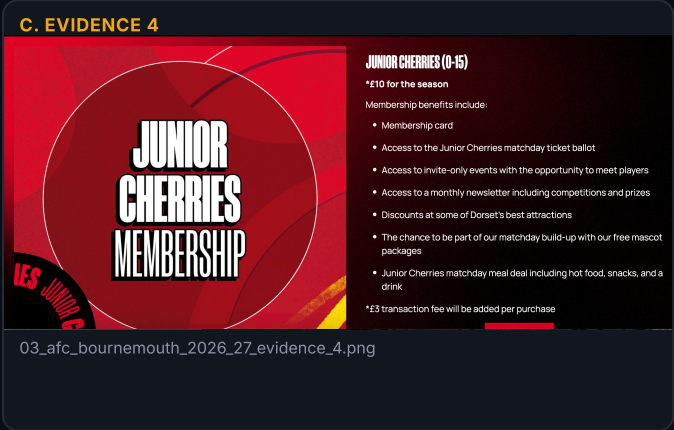
***£17 for the season**

Membership benefits include:

- Exclusive Junior Cherries membership pack with a range of different goodies and a membership card
- Priority access to the Junior Cherries matchday ticket ballot
- Priority access to invite-only events with the opportunity to meet players
- Free home shirt on your 8th birthday
- Access to a monthly newsletter including competitions and prizes
- Discounts at some of Dorset's best attractions
- The chance to be part of our matchday build-up with our free mascot packages
- Junior Cherries matchday meal deal including hot food, snacks, and a drink

03_afc_bournemouth_2026_27_evidence_3.png

C. EVIDENCE 4



JUNIOR CHERRIES (0-15)

***£10 for the season**

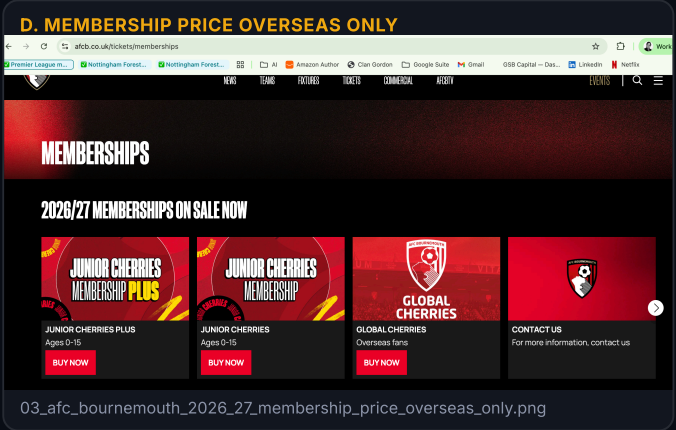
Membership benefits include:

- Membership card
- Access to the Junior Cherries matchday ticket ballot
- Access to invite-only events with the opportunity to meet players
- Access to a monthly newsletter including competitions and prizes
- Discounts at some of Dorset's best attractions
- The chance to be part of our matchday build-up with our free mascot packages
- Junior Cherries matchday meal deal including hot food, snacks, and a drink

*£3 transaction fee will be added per purchase

03_afc_bournemouth_2026_27_evidence_4.png

D. MEMBERSHIP PRICE OVERSEAS ONLY



MEMBERSHIPS

2026/27 MEMBERSHIPS ON SALE NOW

JUNIOR CHERRIES PLUS
Ages 0-15
BUY NOW

JUNIOR CHERRIES
Ages 0-15
BUY NOW

GLOBAL CHERRIES
Overseas fees
BUY NOW

CONTACT US
For more information, contact us

03_afc_bournemouth_2026_27_membership_price_overseas_only.png

OFFICIAL PRICE EVIDENCE

Arsenal

Principal comparison product: Red Membership — £38

Access: Ballot eligibility for Premier League home tickets, plus Ticket Exchange access.

Source: <https://www.eticketing.co.uk/arsenal/Memberships/List>

Captured: 4 September 2026

A. EVIDENCE 2

JUNIOR GUNNERS

4. YOUNG GUNS AGE 12-16

JUNIOR GUNNERS

Benefits include:

- ✓ Ticket access
- ✓ Exclusive Arsenal membership pack⁴
- ✓ Free Emirates Stadium tour⁴
- ✓ Opportunity to try-out for the Arsenal Ball Squad
- ✓ Arsenal Experiences
- ✓ An e-newsletter featuring the latest news and prize draws
- ✓ E-Birthday and Christmas cards
- ✓ 10% off Arsenal retail online and in-store all season⁷
- ✓ 10% off Stadium Tours all season
- ✓ Place on the Silver Membership waiting list

FULL (with membership pack) - £25.00

ADD TO BASKET

LEARN MORE

5. TEAM JG 4-11

JUNIOR GUNNERS

Benefits include:

- ✓ Ticket access
- ✓ Exclusive Arsenal membership pack⁴
- ✓ Free Emirates Stadium tour⁴
- ✓ Mascot opportunities
- ✓ Arsenal experiences
- ✓ An e-newsletter featuring the latest news and prize draws
- ✓ E-Birthday and Christmas cards
- ✓ 10% off Arsenal retail online and in-store all season⁷
- ✓ 10% off Stadium Tours all season
- ✓ Place on the Silver Membership waiting list

FULL (with membership pack) - £25.00

ADD TO BASKET

LEARN MORE

6. JUNIOR GUNNERS AGE 0-3

JUNIOR GUNNERS

Benefits include:

- ✓ Exclusive Arsenal membership pack
- ✓ Arsenal experiences
- ✓ An e-newsletter featuring the latest news and prize draws
- ✓ E-Birthday and Christmas cards
- ✓ 10% off Arsenal retail online and in-store all season⁷
- ✓ 10% off Stadium Tours all season
- ✓ Place on the Silver Membership waiting list

FULL (with membership pack) - £25.00

ADD TO BASKET

LEARN MORE

01_arsenal_2026_27_evidence_2.png

B. EVIDENCE 4

NEWS VIDEO SHOP MATCHES & TEAMS TICKETS **MEMBERSHIP** THE CLUB SUPPORTERS

MEMBERSHIP BENEFITS

- Arsenal Experiences
- Ticket Access
- 10% off retail online & in-store
- Ticket Exchange

JOIN NOW

£38
Per Season

01_arsenal_2026_27_evidence_4.png

C. MEMBERSHIP PRICE

ADULT JUNIOR GUNNERS SEASON TICKET WAITING LIST

ARSENAL MEMBERSHIP

Arsenal Memberships are now available for the 2026/27 season. For members who require Disability Access, please click [here](#) for further information. Your Arsenal Membership renews automatically at the end of each season but you can cancel anytime. We'll contact you towards the end of the season to let you know when it is due to renew.

ADULT

AGES 18+

RED

1. RED
£38.00

Benefits include:

- ✓ Arsenal Experiences
- ✓ Ticket access
- ✓ 10% off Arsenal retail online and in-store all season⁷
- ✓ 10% off Stadium Tours all season
- ✓ Place on the Silver Membership waiting list
- ✓ Regular communications including pre-match newsletters

ADD TO BASKET

LEARN MORE

AGES 55+

RED

2. RED SENIOR CITIZEN
£38.00

Benefits include:

- ✓ Arsenal Experiences
- ✓ Ticket access
- ✓ 10% off Arsenal retail online and in-store all season⁷
- ✓ 10% off Stadium Tours all season
- ✓ Place on the Silver Membership waiting list
- ✓ Regular communications including pre-match newsletters

ADD TO BASKET

LEARN MORE

CANNON

AGES 17-18

RED

3. CANNON RED
£32.00

Benefits include:

- ✓ Arsenal Experiences
- ✓ Ticket access
- ✓ 10% off Arsenal retail online and in-store all season⁷
- ✓ 10% off Stadium Tours all season
- ✓ Place on the Silver Membership waiting list
- ✓ Regular communications including pre-match newsletters

ADD TO BASKET

LEARN MORE

01_arsenal_2026_27_membership_price.png

D. SEASON TICKET WAITING LIST CONTEXT

WAITING LIST

GOLD

7. SEASON TICKET WAITING LIST

Join the Season Ticket Waiting List to get closer to watching Arsenal men's first team play every Premier League home fixture, and selected home cup matches. Following the completion of the Season Ticket renewal period each season, any newly available Season Tickets will be offered to individuals on the General Admission Season Ticket Waiting List. When your position on the General Admission Season Ticket Waiting List makes you eligible to purchase a Season Ticket, the Club will notify you of the opportunity to purchase a Gold Membership Season Ticket.

Price: £50 Adult; £25 Junior (U18) - This fee is redeemable against your Season Ticket purchase.

Please note, the Season Ticket Waiting List is separate to The Arsenal Official Membership Scheme and, as such, no membership benefits are offered to those on the Season Ticket Waiting List.

[Click here](#) to read our Season Ticket Waiting List FAQs.

If you are interested in joining the Club Level Waiting List, you can find more information [here](#)

ADULT - £50.00

ADD TO BASKET

WAITING LIST

DISABILITY ACCESS

GOLD

8. DISABILITY ACCESS STWL

Join the Season Ticket Waiting List to get closer to watching Arsenal men play every home fixture. If a current disabled Season Ticket Holder decides not to renew their place(s), this will be made available to those on the Season Ticket Waiting List before the start of the new season.

Price: £50 Adult; £25 Junior (U18) - This fee is redeemable against your Season Ticket purchase.

Once you have paid your joining fee, you will be contacted by the Disability Liaison Team to provide information and supporting documentation for your disability access request. This is so that we can assess how best to meet your requirements when attending the stadium. Following successful completion of this process, your position on the DA Season Ticket Waiting List will be activated. If you do not provide the required information and documentation within one month of joining the DA Waiting List, you will be transferred to the General Admission Season Ticket Waiting List.

Please note, the Season Ticket Waiting List is separate to The Arsenal Official Membership Scheme and, as such, no membership benefits are offered to those on the Season Ticket Waiting List.

[Click here](#) to read our Season Ticket Waiting List FAQs.

ADULT - £50.00

ADD TO BASKET

01_arsenal_2026_27_season_ticket_waiting_list_context.png

OFFICIAL PRICE EVIDENCE

Aston Villa

Principal comparison product: Adult Membership — £50

Access: Ticket access to home match tickets, one per member per match, during member sales windows.

Source: <https://tickets.avfc.co.uk/memberships>

Captured: 4 September 2026

A. EVIDENCE 2

Discounted home match tickets during selected member windows	✓			✓	
Full Access to Villa TV content Includes access to all pre-season games	✓		✓		
100 Points towards Men's First Team Season Ticket Holder Waiting List	✓			✓	
Priority access to selected events at St. Lawrence	✓	✓		✓	
Access to member-only screenings in the St. Lawrence	✓	✓		✓	
Exclusive welcome gift **	✓	✓		✓	✓
4 x £5 WSL match ticket discount	✓	✓		✓	
Exclusive retail offers	✓	✓	✓	✓	

02_aston_villa_2026_27_evidence_2.png

B. EVIDENCE 3

Tickets

Memberships

Hospitality

Travel & Parking

More

Info

Sign In

Access to Villa Rewards Loyalty Programme	✓	✓	✓		
Access to exclusive competitions (e.g. signed merch, experiences)	✓	✓	✓	✓	
Full access to exclusive club events	✓	✓	✓		
Access to pre-match show	✓	✓	✓	✓	✓
Receive exclusive news and updates via email	✓	✓	✓	✓	✓
Ability to buy tickets and receive forwarded tickets	✓	✓	✓	✓	✓

JOIN NOW

JOIN NOW

JOIN NOW

JOIN NOW

JOIN NOW

02_aston_villa_2026_27_evidence_3.png

C. EVIDENCE 4

Tickets

Memberships

Hospitality

Travel & Parking

More

Info

Sign In

Access to member-only screenings in the St. Lawrence	✓	✓		✓	
Exclusive welcome gift **	✓	✓		✓	✓
4 x £5 WSL match ticket discount	✓	✓		✓	
Exclusive retail offers	✓	✓	✓	✓	
Exclusive partner offers	✓	✓	✓		
Exclusive junior member events				✓	✓
Birthday e-card				✓	✓
10% soccer schools discount				✓	

02_aston_villa_2026_27_evidence_4.png

D. MEMBERSHIP PRICE

avfc.co.uk

Villa TV

Shop

Rewards

Tickets

Memberships

Hospitality

Travel & Parking

More

Info

Sign In

BUY AS A GIFT

Adult	Women's Team	Video	Junior 4-11 & 12-17	Junior 8-13
£50 one-off	£30 one-off	£30 one-off	£30 one-off	£FREE one-off
JOIN NOW	JOIN NOW	JOIN NOW	JOIN NOW	JOIN NOW

Ticket access to home match tickets (one ticket per member per match)**

✓ | | ✓ | |

02_aston_villa_2026_27_membership_price.png

PRICING GODS RESEARCH · THE PRICE OF PERMISSION

22

Brentford

Principal comparison product: Adult Membership — £45.45

Access: Priority purchase window for home tickets. Live official checkout shows £45.45 exactly, not a round £45 — see the discrepancy log.

Source: <https://www.brentfordfc.com/en/memberships-2026-27>

Captured: 4 September 2026

A. EVIDENCE 2

FOR AGES 11-17



MEMBERSHIP

THE SWARM

Join for ticket access, a welcome pack, and exclusive offers for teen Bees.

£20.20 / SEASON

[JOIN NOW →](#)

FOR AGES 3-10



MEMBERSHIP

BEE TEAM

Enjoy ticket access, a welcome pack, and exclusive content for junior fans.

£20.20 / SEASON

[JOIN NOW →](#)

FOR AGES 0-2



MEMBERSHIP

BABEES

Start their journey with ticket access and a welcome pack for our youngest supporters.

£10.10 / SEASON

[JOIN NOW →](#)

04_brentford_2026_27_evidence_2.png

B. EVIDENCE 3

Your Benefits



Ticket access*

- To home, away and cup games
- Via the ticket exchange for every match
- Bring your friend for select games**



Welcome pack for junior members



The path to become a season ticket holder*



Exclusive offers, discounts and events

04_brentford_2026_27_evidence_3.png

C. EVIDENCE 4



BE A PART OF THE RED AND WHITE ARMY!

TICKET ACCESS

A membership gives you access to Premier League, away and cup tickets throughout the season, helping you follow the Bees wherever they play. It's also the only way to access a season ticket, with nearly 300 members becoming season ticket holders last season. Plus, Adult and 18-24 Members can bring friends and family along to selected fixtures.

[FIND OUT MORE HERE →](#)

04_brentford_2026_27_evidence_4.png

D. EVIDENCE 5

SHARE THE MATCHDAY EXPERIENCE.

FRIENDS & FAMILY ACCESS

Adult and 18-24 Members can bring a friend or family member to selected fixtures and experience Premier League football together at the Gtech. Purchase two tickets, forward one to your guest through the Brentford FC App, and introduce someone special to the atmosphere, excitement and unforgettable moments of a Bees matchday. Plus, guests can start earning Ticket Access Points (TAPs) towards future matches.



04_brentford_2026_27_evidence_5.png

PRICING GODS RESEARCH · THE PRICE OF PERMISSION

23

E. MEMBERSHIP PRICE

brentfordfc.com/en/memberships-2026-27

FOR AGES 25+
Adult
Membership

MEMBERSHIP

ADULT

Get priority ticket access,
exclusive offers, and member-
only events designed for our...

£45.45 / SEASON

JOIN NOW →

FOR AGES 18-24
18-24
Membership

MEMBERSHIP

18-24

Get priority ticket access,
exclusive discounts, and
opportunities to experience the...

£30.30 / SEASON

JOIN NOW →

FOR ALL AGES
Bees Overseas

MEMBERSHIP

BEES OVERSEAS

Follow the Bees worldwide with
ticket access, online player calls,
exclusive local events, and...

£30.30 / SEASON

JOIN NOW →

04_brentford_2026_27_membership_price.png

Brighton & Hove Albion

Principal comparison product: MyAlbion+ — £42

Access: Priority access to Premier League and UEFA ticket sales.

Source: <https://tickets.brightonandhovealbion.com/memberships>

Captured: 4 September 2026

A. EVIDENCE 2

			Free to UK Adult MyAlbion+ members 24 hours after purchase**	Free to UK Adult MyAlbion+ members 24 hours after purchase**
Free Junior Memberships (Must be logged in as an Adult member. Available 24 hours after Adult purchase.)	—	—	NOT ELIGIBLE	NOT ELIGIBLE
Priority access to PL A* & UEFA tickets	✓	✓	Only with +	Only with +
Access to guest ticket allocations	✓	✓	Only with +	Only with +
Ability to receive a shared men's season ticket seat for free	✓	✓	Only with +	Only with +
Priority access to selected PL A, B and C match tickets	✓	✓	✓	✓
Priority access to PL away & cup tickets	✓	✓	Only with +	Only with +
Priority access to WSL home match tickets	✓	✓	✓	✓

05_brighton_2026_27_evidence_2.png

B. EVIDENCE 3

Priority access to WSL home match tickets	✓	✓	✓	✓
20% off WSL home match tickets	✓	—	—	—
Welcome gift (excluding postage)***	✓	✓	Only with +	Only with +
One free ticket to a WSL home match	—	✓	✓	✓
Free ticket to open training	—	✓	✓	✓
10% off Foundation Soccer Schools	—	✓	✓	—
Entry into the men's first team pre-match signing session lottery	—	✓	—	—
Free 7th birthday shirt***	—	—	Only with +	—
Entry into the men's first team mascot lottery	—	—	✓	—
Access to MyAlbion Shop	✓	—	—	—
Add up to four Little Albion and/or Albion Baller memberships for free	✓	—	—	—

05_brighton_2026_27_evidence_3.png

C. EVIDENCE 4

Access to MyAlbion Shop	✓	—	—	—
Add up to four Little Albion and/or Albion Baller memberships for free	✓	—	—	—
Access to MyAlbion Rewards	✓	✓	✓	—
Three superstore discount days	✓	✓	Only with +	Only with +
£5 off one American Express Stadium tour	✓	✓	Only with +	Only with +
Exclusive Competitions	✓	✓	✓	✓
Invitations to exclusive events	✓	✓	✓	✓

**UK MyAlbion+ members may register a maximum of four Under-12 members for free in the same household. Internationals/juniors not associated to a MyAlbion+ member pay £20 and receive the upgraded benefits.
***Subject to loyalty points and sales windows.
****Available for the first year of being a new membership tier only.
*****Must have a paid membership for one full season prior to birthday.
All membership benefits are subject to terms and conditions. Most benefits including booking priority will take 14 days before they are applied to your account.

05_brighton_2026_27_evidence_4.png

D. EVIDENCE 5

	UK		International	
	Show memberships ☐ Adult ☐ Junior			
				
Age	18+	12-17	4-11	0-3
	£42	£20 Applies to All-Stars, Ballers and Little Albion memberships.		
Buy MyAlbion+ Membership	BUY + MEMBERSHIP	BUY + MEMBERSHIP	BUY + MEMBERSHIP	BUY + MEMBERSHIP

05_brighton_2026_27_evidence_5.png

E. MEMBERSHIP PRICE



CLUBTICKETS SHOP

Main Club Sponsor
AMERICAN EXPRESS

TicketsMembershipThe 1901 ClubHospitality & SponsorshipGifts & MascotsHelp & Info

Sign In

UKInternational

Show memberships

☐ Adult☐ Junior

				
Age	18+	12-17	4-11	0-3
	£42	£20		
Buy MyAlbion+ Membership	1 BUY + MEMBERSHIP	Applies to All-Stars, Ballers and Little Albion memberships. 1 BUY + MEMBERSHIP		

05_brighton_2026_27_membership_price.png

Chelsea

Principal comparison product: CFC Blue — £45

Access: Access to Chelsea's second ticket allocation and Ticket Exchange. True Blue (£60) and True Blue+ (£80) receive first-allocation access.

Source: <https://memberships.chelseafc.com/en>

Captured: 4 September 2026

A. EVIDENCE 2

New for 2026/27						
	Forwarding £15	Junior Blue £55	CFC Blue £45	True Blue £60	True Blue+ £80	
Ticketing benefits	Access to 1st Ticket Allocation ¹	✗	✓	✗	✓	✓
	Access to 2nd Ticket Allocation ¹	✗	✓	✓	✓	✓
	Access to the Ticket Exchange	✗	✓	✓	✓	✓
	Ability to receive a forwarded ticket	✓	✓	✓	✓	✓
	Maintains position on season ticket waitlist	✗	✓	✗	✓	✓
	Discounted tickets for pre-season matches at Stamford Bridge	✗	✓	✓	✓	✓
	Membership gift pack ²	✗	✓	✗	✗	✗

06_chelsea_2026_27_evidence_2.png

B. EVIDENCE 3

Inclusions	Membership gift pack ²	✗	✓	✗	✗	✗
	Digital squad poster	✗	✓	✓	✓	✓
	Digital membership card	✗	✓	✓	✓	✓
	Digital matchday programme	✗	✓	✗	✓	✓
	Exclusive competitions & events	✗	✗	✗	✓	✓
	CFC+ subscription	✗	✓	✗	✗	✓
Discounts	Exclusive live virtual events with players & legends	✗	✗	✗	✗	✓
	Online store discount ⁴	✗	✓ £10 (one time use)	✓ £10 (one time use)	✓ £15 (one time use)	✓ 10% off (unlimited use)
	Megastore discount ⁴	✗	✗	✗	✗	✓ 10% off (unlimited use)
	Stadium Tours discount ⁴	✗	✓ 1 free Stadium Tour per season	✓ 20% off (3 per season)	✓ 2 for 1 (3 per season)	✓ 2 for 1 (3 per season)

06_chelsea_2026_27_evidence_3.png

C. EVIDENCE 4

Discounts	Megastore discount ⁴	✗	✗	✗	✗	✓ 10% off (unlimited use)
	Stadium Tours discount ⁴	✗	✓ 1 free Stadium Tour per season	✓ 20% off (3 per season)	✓ 2 for 1 (3 per season)	✓ 2 for 1 (3 per season)
	Hotel discount (non-matchdays) ⁶	✗	✗	✓ 20% off (unlimited use)	✓ 20% off (unlimited use)	✓ 20% off (unlimited use)
	Frankie's discount (non-matchdays)	✗	✗	✗	✓ 10% off (unlimited use)	✓ 10% off (unlimited use)

06_chelsea_2026_27_evidence_4.png

1. Ticket Allocation Access: Please see FAQs for full details on ticket access allocation.

2. Membership Gift Pack: Subject to delivery fees. The club will not be responsible for any customs or similar import/export charges payable in relation to any goods sent to a member. Payment of such charges will be the responsibility of the member.

3. Online Store Discount: Redeemable only on eligible full-priced items.

4. Megastore Discount: Redeemable only on eligible full-priced items.

5. Stadium Tours Discount: Valid for 'The Stadium Tour' option only.

6. Hotel Discount: Availability may be limited, especially around match dates.

Please note that season ticket holders receive all inclusions and discounts of True Blue Membership.

D. MEMBERSHIP PRICE

Find the right option for you

Ticket Forwarding For fans wanting to receive forwarded tickets £15.00 ● Receive forwarded tickets	Junior Blue For one next generation of Chelsea fans (under-16s only) £55.00 ● Access to 1st Ticket Allocation¹ ● Ticket Exchange access ● Receive forwarded tickets ● Season ticket waitlist ● CFC+ access ● Gift pack ● Free stadium tour	CFC Blue For fans who want to get closer to Chelsea £45.00 ● Access to 2nd Ticket Allocation¹ ● Ticket Exchange access ● Receive forwarded tickets ● Member-only digital benefits ● Member-only discounts	True Blue For fans who want more from their membership £60.00 ● Access to 1st Ticket Allocation¹ ● Ticket Exchange access ● Receive forwarded tickets ● Season ticket waitlist ● Enhanced digital benefits ● Member-only discounts	True Blue+ For fans who want the ultimate Chelsea experience £80.00 ● Access to 1st Ticket Allocation¹ ● Ticket Exchange access ● Receive forwarded tickets ● Season ticket waitlist ● CFC+ access ● Exclusive live virtual events ● Premium member discounts
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06_chelsea_2026_27_membership_price.png

Coventry City

Principal comparison product: Adult Sky Blues Membership — £45

Access: Priority access to home tickets ahead of general sale, plus 50 loyalty points toward that priority.

Source: <https://www.ccfc.co.uk/memberships>

Captured: 4 September 2026

A. MEMBERSHIP PRICE

Coventry City FC



MEMBERSHIPS

Join Now at eticketing.co.uk/ccfc

ADULT SKY BLUES	TEEN SKY BLUES	JUNIOR SKY BLUES	INTERNATIONAL SKY BLUES	AWAY BALLOT MEMBERSHIP
18+ YRS £45	14 YRS - 17 YRS £35	3 YRS - 13 YRS £30	£35	SENIOR TICKET AND SEAT ONLY £30
 WELCOME GIFT Priority access to Home tickets ahead of general sale. 50 LOYALTY POINTS  OTHER BENEFITS	 WELCOME GIFT Priority access to Home tickets ahead of general sale. 50 LOYALTY POINTS  OTHER BENEFITS	 WELCOME PACK Priority access to Home tickets ahead of general sale. Exclusive access to Mascot Packages. Exclusive access to Open Training Session. 50 LOYALTY POINTS  OTHER BENEFITS	 WELCOME STORE DISCOUNT Priority access to Home tickets ahead of general sale. Free digital home matchday programme. 50 LOYALTY POINTS  OTHER BENEFITS	 WELCOME GIFT ACCESS TO AWAY TICKET BALLOT FOR LEAGUE & CUP GAMES 50 LOYALTY POINTS  OTHER BENEFITS

07_coventry_city_2026_27_membership_price.png

Crystal Palace

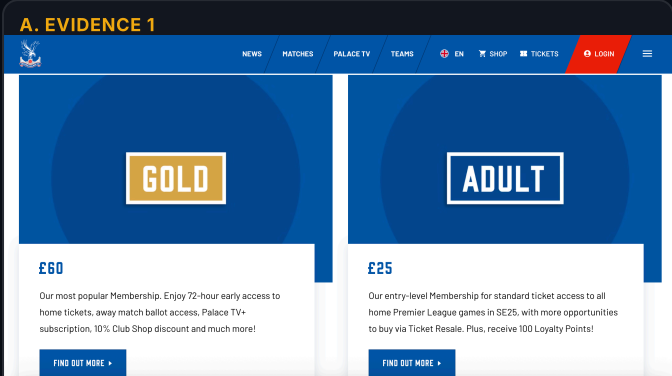
Principal comparison product: Adult Membership — £25

Access: Standard ticket access to home Premier League games — general sale, not a priority window (Gold, £60, carries the 72-hour early access and away ballot).

Source: <https://www.cpfco.uk/memberships/>

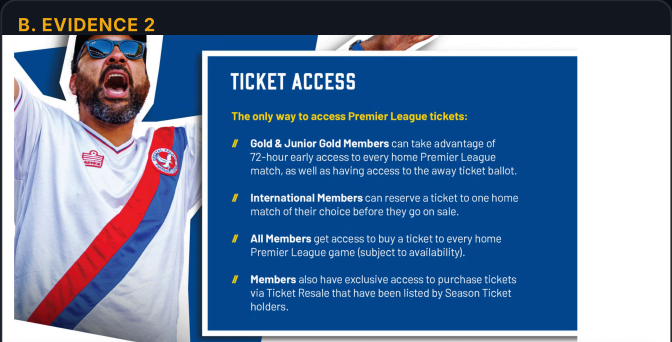
Captured: 4 September 2026

A. EVIDENCE 1



08_crystal_palace_2026_27_evidence_1.png

B. EVIDENCE 2



08_crystal_palace_2026_27_evidence_2.png

C. EVIDENCE 4

	JUNIOR	JUNIOR GOLD	ADULT	GOLD	INTERNATIONAL
ACCESS TO REGULAR MEMBER COMPETITIONS, WITH CHANCES TO WIN TICKETS AND SHIRT MERCHANTS	NEW	✓	✓	✓	✓
ACCESS TO OUR EXCLUSIVE YEAR-ROUND MEMBERSHIP EVENTS CALENDAR	NEW	✓	✓	✓	✓
BIRTHDAY CARDS	✓	✓	✓	✓	✓
ENTRY INTO THE EXCLUSIVE GOLD MEMBER'S FANTASY PREMIER LEAGUE, WITH OPPORTUNITIES TO WIN PRIZES	NEW	✓	✓	✓	✓
ENTRY INTO SELECTED MATCHDAY MASCOT BALLOTS	NEW	✓	✓	✓	✓
A SPECIAL SURPRISE FOR INTERNATIONAL MEMBER'S WEDNESDAY DELICIOUS PARK	NEW	✓	✓	✓	✓
10% CLUB SHOP DISCOUNT	✓	✓	✓	✓	✓
10% STADIUM TOUR DISCOUNT	✓	✓	✓	✓	✓
20% OFF SOCCER SCHOOLS	✓	✓	✓	✓	✓
INTERNATIONAL SHIPPING DISCOUNT* (ORDERS OVER £50)	N/A	N/A	N/A	N/A	✓
EXCLUSIVE OFFERS FROM OUR NETWORK OF MEMBERSHIP PARTNERS	✓	✓	✓	✓	✓
EXCLUSIVE OFFERS ON HOSPITALITY PACKAGES OR ROOM HIRE	✓	✓	✓	✓	✓

08_crystal_palace_2026_27_evidence_4.png

D. TICKET ACCESS COMPARISON

	JUNIOR	JUNIOR GOLD	ADULT	GOLD	INTERNATIONAL
	£25	£60	£25	£60	SEMI / FULL PRICE £35/£45
72-HOUR EXCLUSIVE TICKET ACCESS	✓	✓	✓	✓	✓
ACCESS TO AWAY MATCH TICKET BALLOT	✓	✓	✓	✓	✓
EXCLUSIVE TICKET RESERVATION	✓	✓	✓	✓	✓
STANDARD TICKET ACCESS	✓	✓	✓	✓	✓
ABILITY TO BUY TICKETS THROUGH TICKET RESALE	✓	✓	✓	✓	✓
PRIORITY ACCESS TO TICKETS ON TICKET RESALE	NEW	✓	✓	✓	✓
FREE ENTRY ON SELECTED U18 & U21 GAMES	NEW	✓	✓	✓	✓
DISCOUNTED TICKETS ON SELECTED PALACE WOMEN WSL HOME MATCHES	NEW	✓	✓	✓	✓
PALACE TV+ INCLUDED	✓	✓	✓	✓	✓
28/27 JUNIOR SHIRT VOUCHER	✓	✓	N/A	N/A	N/A
WELCOME PACK	✓	✓	✓	✓	✓
DIGITAL MATCHDAY PROGRAMMES	✓	✓	✓	✓	✓
LOYALTY POINTS	100	250	100	250	200
ACCESS TO REGULAR MEMBER COMPETITIONS, WITH CHANCES TO WIN TICKETS AND SHIRT MERCHANTS	NEW	✓	✓	✓	✓
ACCESS TO OUR EXCLUSIVE YEAR-ROUND MEMBERSHIP EVENTS CALENDAR	NEW	✓	✓	✓	✓
BIRTHDAY CARDS	✓	✓	✓	✓	✓

08_crystal_palace_2026_27_ticket_access_comparison.png

Everton

Principal comparison product: Forever Blue — £35

Access: Second-priority ticket access to Men's home first-team matches (Forever Blue+, £60, carries first-priority ballot access).

Source: <https://www.eticketing.co.uk/evertonfc/Memberships/List>

Captured: 4 September 2026

A. EVIDENCE 2



26/27 Junior Forever Blue
✓ Membership Pack
✓ 5% Soccer Schools Discount
✓ Plus all Forever Blue benefits

Age taken as of 1st September 2026

0-3 - £10.00

PURCHASE MEMBERSHIP

MORE INFORMATION

AVAILABLE TO SEASON TICKET MEMBERS ONLY



2026/27 Season Ticket + £50.00
Available to Season Ticket Members only
Get more from every matchday and beyond with Season Ticket+, a new optional upgrade for the 2026/27 season:
✓ 10% off food and drink on stadium concourses
✓ 10% cashback at Trinity Place Café
✓ 25% off stadium tours
✓ First priority access to Hill Dickinson Stadium events
✓ Live pre-season streams (subject to rights)
✓ 20% discount on WSL Season Tickets (4 per Member)
✓ 1,000 Forever Blue Rewards points
✓ Commemorative Season Card
✓ £10 credit loaded onto your Season Ticket
✓ Exclusive Hill Dickinson Stadium artwork

PURCHASE MEMBERSHIP

MORE INFORMATION



26/27 Travel Club Member £5.00
✓ Access to coach travel for the 2026/27 season

PURCHASE MEMBERSHIP

MORE INFORMATION

B. MEMBERSHIP PRICE



26/27 Forever Blue+ £60.00
Benefits include:
✓ First priority ballot access to Men's home first team matches
✓ Priority access to Hill Dickinson Stadium events (subject to availability)
✓ Priority on the Men's Season Ticket Waiting List
✓ Access to official Resale and Ticket Forwarding platforms
✓ An annual evertontv subscription
✓ Digital Matchday Programme
✓ **New:** 10% Cashback on matchday food & drink purchases
✓ **New:** 10% Cashback on non-matchday purchases at the Hill Dickinson Stadium Café
✓ **New:** 20% Discount on an Everton Women WSL Season Ticket
✓ 20% Discount on Guided Stadium Tours
✓ 250 Forever Blue Rewards welcome points
✓ **New:** 100 Birthday gift points
✓ Plus all Forever Blue benefits

PURCHASE MEMBERSHIP

MORE INFORMATION



26/27 Forever Blue £35.00
Benefits include:
✓ Second priority ticket access to Men's home first team matches
✓ Priority on the Men's Season Ticket Waiting List
✓ Access to official Resale and Ticket Forwarding platforms
✓ **New:** 10% Discount on an Everton Women WSL Season Ticket
✓ 10% Discount on Guided Stadium Tours
✓ Exclusive discounts from Club Partners
✓ Access to Forever Blue Rewards
✓ 150 Forever Blue welcome points
✓ Chance to win money-can't-buy prizes and experiences via Forever Blue Rewards
✓ Access to exclusive online/in-person events via Forever Blue Rewards
✓ **New:** 50 Birthday gift points

PURCHASE MEMBERSHIP

MORE INFORMATION



26/27 Junior Forever Blue+ £35.00
✓ Membership Pack
✓ 10% Soccer Schools Discount
✓ Plus all Forever Blue+ benefits

Age taken as of 1st September 2026

0-3 - £25.00

PURCHASE MEMBERSHIP

MORE INFORMATION

09_everton_2026_27_evidence_2.png

09_everton_2026_27_membership_price.png

PRICING GODS RESEARCH · THE PRICE OF PERMISSION

30

Fulham

Principal comparison product: Official Membership — £50

Access: Priority ticket access to home and away Premier League fixtures.

Source: <https://www.fulhamfc.com/tickets-and-hospitality/membership/>

Captured: 4 September 2026

A. EVIDENCE 2

Junior Membership

£30

Our standard Junior Membership package which includes priority ticket access to home and away Premier League fixtures, entry into mascot draws and retail store discounts. Benefits include:

- ✓ Priority ticket access to home and away Premier League fixtures
- ✓ Retail Store discounts and access to Member-only offers
- ✓ Entry into our mascot draw

[JOIN NOW](#)

JUNIOR **26th27**
MEMBERSHIP

10_fulham_2026_27_evidence_2.png

B. EVIDENCE 3

2026/27 MEMBERSHIP BENEFITS

	Adult Membership+	Junior Membership+	Adult Membership	Junior Membership
Price	£65	£45	£50	£30
Priority ticket access for all home league matches – 2 tickets per person, per game*	●	●	●	●
£10 discount on match tickets in The Riverside Stand, £5 discount in all other areas for all home league matches**	●		●	
£5 discount on home league match tickets in all areas of the ground**		●		●
Priority ticket access to away league matches	●	●	●	●
Additional ad-hoc ticket offers throughout the season	●	●	●	●
Access to buy tickets on the Fulham FC Ticket Exchange	●	●	●	●
Digital Membership Card	●	●	●	●
25 loyalty points	●	●	●	●
10% off full-priced merchandise in store and online	●	●	●	●
Access to exclusive Member-only retail offers	●	●	●	●

10_fulham_2026_27_evidence_3.png

C. EVIDENCE 4

Access to exclusive Member-only retail offers	●	●	●	●
Birthday e-card	●	●	●	●
£5 discount on away coach travel	●	●	●	●
Free entry to PL2 matches	●	●	●	●
Automatic entry into a monthly draw to win exclusive prizes	●		●	
Automatic entry to mascot draw		●		●
Opportunity to attend exclusive junior events		●		●
Free Stadium Tour with a full paying adult		●		●
10% discount on Fulham FC Foundation Soccer Schools and Skill Club activities		●		●
Exclusive Membership gift	●	●		
£20 online retail shop voucher***	●	●		

* This excludes Category A+ Returns which remain 1 ticket per person, per game
** Match ticket discounts valid on one ticket per Return only
*** Code valid until 11:59pm, 31st August 2026



10_fulham_2026_27_evidence_4.png

D. MEMBERSHIP PRICE

ADULT **26th27**
MEMBERSHIP

Adult Membership

£50

Our standard Adult Membership package which includes priority ticket access to home and away Premier League fixtures, retail store discounts and monthly competitions to win exclusive prizes! Benefits include:

- ✓ Priority ticket access to home and away Premier League fixtures
- ✓ Retail Store discounts and access to Member-only offers
- ✓ Monthly competitions to win exclusive prizes

[JOIN NOW](#)

10_fulham_2026_27_membership_price.png

Hull City

Principal comparison product: Membership (Zone 1) — £396

Access: Season-ticket-equivalent product — excluded from comparable membership statistics. Guarantees a seat for every home league game once purchased.

Source: <https://www.wearehullcity.co.uk/tickets/memberships>

Captured: 4 September 2026

A. EVIDENCE 2

Investment into the next generation of fans and continued commitment to family friendly match days also remains, with Junior (2-15yrs) Membership prices across the stadium are only **£8 per month!**

BECOME A MEMBER TODAY



11_hull_city_2026_27_evidence_2.png

B. EVIDENCE 3

Zone 1	Monthly Direct Debit	Annual
Adult	£33	£396
Concession*	£21	£252
Juniors (2-15)	£8	£96

Zone 2	Monthly Direct Debit	Annual
Adult	£41	£492
Concession*	£24	£288
Juniors (2-15)	£8	£96

Zone 3	Monthly Direct Debit	Annual
Adult	£50	£600
Concession*	£29	£348
Juniors (2-15)	£8	£96



Map Key: Zone 1, Zone 2, Zone 3, Commercial Zone, Values Section

*Applicable for Over 60s and Young Adults aged 16-22

11_hull_city_2026_27_evidence_3.png

C. MEMBERSHIP PRICE

Welcome to the Official Hull City Membership Hub

A Hull City Membership gets you **access to every home league game**, PLUS a host of events and benefits!

Members have access to exclusive Members-only events (such as our "Evening with..." nights), priority access to Stadium Tours, discounts on our award-winning hospitality packages and more.

The MKM Stadium will remain one of the most affordable places to watch Championship football, with Adult Memberships for the forthcoming campaign starting from **£33 per month**, the equivalent of just £20.84 per game.



11_hull_city_2026_27_membership_price.png

Ipswich Town

Principal comparison product: Super Blues Membership — £40.99

Access: Single UK adult membership option; £40.99 is the new-member price (£35.99 applies only to season-ticket-holder renewals).

Source: https://www.itfc.co.uk/news/2026/july/10/memberships-launched-for-26-27/

Captured: 4 September 2026

A. EVIDENCE 2

Memberships go on sale from 10am on Monday, 13 July.

2026/27 MEMBERSHIP BENEFITS

Sales dates

Pricing

Super Blues: £40.99* (as per last season all season ticket holders receive a £5 discount)

International Blues: £35.99

*A delivery charge will be applied to each membership to cover the cost of sending your exclusive Ipswich Town Membership gift pack. This charge is £4 for supporters in the UK and £9.99 for those overseas.

12_ipswich_town_2026_27_evidence_2.png

B. EVIDENCE 3

NEWSMATCHESTEAMSTICKETS

Ticketing benefits

Members will receive five away priority points as soon as you sign up. These points will automatically be added to your account post purchase but may take up to 24 hours to show on your balance.

Enjoy priority access to home and away match tickets before they go on general sale (subject to availability). Members will be notified by email when these ticketing windows are due to take place.

To be eligible for the home ballot, you must have been a member for the 25/26 season and have renewed for the 26/27 season.

If you were unsuccessful in the initial ballot, you will get priority access for any remaining seats before any non-members.

Free entry to all U21 league matches held at Portman Road. Tickets must still be 'purchased' online to gain access to the game.

Discounted tickets to Town Women's home fixtures when purchased in advance. Tickets must be purchased using the same email address as the membership to get access to this discount.

12_ipswich_town_2026_27_evidence_3.png

C. EVIDENCE 4

MEMBERSHIP BENEFITS

SUPER BLUES

INTERNATIONAL BLUES

JUNIOR BLUES

Five Away Priority Points (APP)

Priority access to home & away match tickets (subject to availability)

Up to 20% discount on Matchday Hospitality*

Promotional retail offers at shop.itfc.co.uk

Exclusive early access or discounts on tickets to selected club events

Exclusive competitions

Free access to U21 league matches at Portman Road (advanced tickets only)

Discounted (advance) match tickets for ITFC Women home fixtures

Access to Town TV and Matchday Commentary**

Digital membership card

25% off return coach travel to a match of the member's choice

12_ipswich_town_2026_27_evidence_4.png

D. EVIDENCE 5

NEWSMATCHESTEAMSTICKETS

25% off return coach travel to a match of the member's choice

Exclusive ITFC Membership Gift Pack ***

Digital Squad Poster

50% off shirt printing for a name and/or number during the 26/27 season****

20% discount on stadium tours

All About Ipswich discounts

10% discount on Soccer Schools/ Soccer Sessions

Exclusive access into the mascot ballot for the 26/27 season

Exclusive events run throughout the year (age appropriate)

Discount Day in Planet Blue (Date at the discretion of the club)

Exclusive access to Members Portal

Maintains position on Season Ticket Waiting List

Access to Season Ticket Waiting List*****

12_ipswich_town_2026_27_evidence_5.png

PRICING GODS RESEARCH · THE PRICE OF PERMISSION

33

E. MEMBERSHIP PRICE

itfc.co.uk/news/2026/july/10/memberships-launched-for-26-27/

10 Jul 2026

MEMBERSHIPS LAUNCHED FOR 26/27

By Andy Warren

Share

The club can confirm details of its membership packages for the 2026/27 season.

As has been the case in each of the last two seasons, the Super Blues membership will again be the single membership option for adult supporters based in the United Kingdom. Prices for the new season see packages cost £35.99 for season ticket holders and £40.99 for non-season ticket holders, packed with benefits covering all areas of the club.

Junior Blues memberships are also available to young supporters, with full information available [here](#).

Supporters based overseas can enjoy an International Blues membership, priced at £35.99, which offers those based outside the UK a way of being as close to the action as possible while receiving many of the same benefits available to Super Blues members.

As well as a wide range of exclusive benefits and discounts, members will receive a gift pack as part of their package as well as access to TownTV, offering behind-the-scenes content on demand as well as live audio commentary of all first-team games.

Members will also have access to a new members portal, allowing supporters access to an exclusive members-only area offering competitions, digital content and gifts along with other benefits.

12_ipswich_town_2026_27_membership_price.png

Leeds United

Principal comparison product: My Leeds — £50

Access: Priority ticket purchase windows and priority access to the LUFC Ticket Exchange. £50 is the new-applicant rate (auto-renewal members pay £45).

Source: <https://www.leedsunited.com/en/news/leeds-united-2026-27-membership-information>

Captured: 4 September 2026

A. EVIDENCE 2

Great News!

We have listened to your feedback and from that, we have been working hard over the past year to make it possible for us to supply Membership packs to our loyal fans across Europe.

As a result, we have now partnered with a European fulfilment operation, enabling the free movement of goods and eliminating any duty charges on your Membership packs.

From now on, all European Membership packs will be dispatched from our new European distribution centre, ensuring a smoother delivery process, faster shipping times, and no unexpected customs fees.

Auto-Renewal Scheme

Existing Members who paid for their 2025/26 Membership(s) via Credit/Debit Card, were automatically enrolled for Membership auto-renewal for the 2026/27 season. This means that they will not have to complete a new online application; their Membership will automatically renew.

All existing Members will shortly receive a detailed email advising of their Membership tier, payment amount and payment due date.

Members will have the option to 'opt out' of auto-renewal or update their payment details before any payment is processed.

13_leeds_united_2026_27_evidence_2.png

B. EVIDENCE 3

Any supporters who previously opted out of auto-renewal will also have the opportunity to 'opt in' to auto-renewal to ensure that their Membership is automatically renewed at the lower prices.

Discounted Membership prices are available for all existing My Leeds Members who are on the auto-renewal scheme.

2026/27 Membership prices

Membership prices for existing Members on auto-renewal:

- My Leeds+ - £70 adults & £40 juniors U16
- My Leeds - £45 adults & £25 juniors U16

Membership prices for existing Members not on auto-renewal & any new applicants:

- My Leeds+ - £75 adults & £45 juniors U16
- My Leeds - £50 adults & £30 juniors U16

13_leeds_united_2026_27_evidence_3.png

C. MEMBERSHIP PRICE

2026/27 Memberships

We are delighted to announce the My Leeds Membership scheme will continue for the 2026/27 season and will be available online from early July for existing Members not on the auto-renewal scheme and any new applicants.

The My Leeds Membership scheme has been the most successful scheme ever in the club's history with fans being able to get access to priority ticket purchase windows, priority access to the LUFC Ticket Exchange and extensive club content on LUTV.

We are further pleased to confirm that Membership prices for next season will remain the same as the 2025/26 Membership rates!

Did you know?

Across the 2025/26 season, the average success rate for home ballot applications was 50%. This figure does not represent an individual Member's chance of success, but instead reflects the ratio of applications received to tickets allocated through each ballot.

Examples of success rates for individual games included 96% for the Crystal Palace fixture, 68% for Burnley, and 75% for the Brentford match.

Members can access seats that have become available via the Ticket Exchange right up until 90 minutes before kick-off. That means there is always still a chance to secure a last-minute ticket and join us at Elland Road!

13_leeds_united_2026_27_membership_price.png

Liverpool

Principal comparison product: All Red Light — £26.99

Access: Access to the All Red ticket allocation via the July/November member sales — confirmed identical core wording to All Red Full (£42.99). Full adds Ticket Exchange, the Auto Cup Scheme, late-availability sales, and All Red Video.

Source: <https://www.liverpoolfc.com/allred/light>

Captured: 4 September 2026

A. FULL EXCLUSIVE BENEFITS 1

Some of the benefits included in ALL RED Full membership:

Members' only access to the sale of late availability tickets before each Premier League home game (subject to selling criteria).

Access to the Auto Cup Ticket Scheme*

Access to the Ticket Exchange and receive 100% of the price you paid for your seat if your ticket sells.

10% discount in LFC official stores and online (Maximum discount value of £200 across the season).

Full access to All Red Video, to watch all match replays, exclusive player and coach interviews and more

14_liverpool_2026_27_full_exclusive_benefits_1.png

B. FULL EXCLUSIVE BENEFITS 2

Full access to All Red Video, to watch all match replays, exclusive player and coach interviews and more

Access to Members' Area for exclusive prize draws and content.

Discounts on Anfield Stadium Tours and The Anfield Abseil.

14_liverpool_2026_27_full_exclusive_benefits_2.png

C. FULL TIER COMPARISON

Our All Red Full membership has everything LFC fans need to get closer to the action, wherever in the world you're based.

As an All Red Full member, you'll receive an exclusive gift including a travel cup, coaster and a seasonal pin badge.

Additionally, All Red Full members get access to the All Red allocation of a minimum of 13,000 tickets for each Premier League home game in the two All Red Ticket Sales in July and November (Subject to ticketing criteria and availability).

All Red Full also includes complete access to All Red Video (previously LFCTV GO). Enjoy full match replays and extended highlights from every game plus pre-season coverage, behind the scenes access with exclusive episodes of Inside Training, plus more!

You will also get 10% discount in-store and online, along with exclusive enhanced seasonal discounts and offers for members on the online store, a fortnightly newsletter, and the opportunity to attend exclusive member-only experiences through the All Red Members' Area.

From £42.99

14_liverpool_2026_27_full_tier_comparison.png

D. MATCH CREDITS POLICY

Match Credits – PL Home

From season 2026/27, supporters receiving a Premier League home ticket via Ticket Forwarding will no longer be eligible to earn a credit. Supporters will still be able to forward their ticket but if that ticket carries a match credit, neither the original owner, nor the recipient of the ticket will receive a credit once the ticket is forwarded.

Additionally, credits will no longer be awarded for matchday hospitality tickets for Premier League home fixtures or for any tickets listed on the Ticket Exchange that go unsold.

There are no changes to how credits for cup games are earned for season 2026/27.

The current process is becoming unsustainable for the future of ticket access as the number of supporters with 13+ Premier League match credits, who are therefore guaranteed access to all Premier League home fixtures for the following season, is growing year on year. This growth is primarily due to the forwarding of member tickets and projections show that, this growth would mean that the number of supporters with 13+ credits would exceed the total number of available All Red member tickets by season 2028/29, meaning there would be insufficient ticket availability to guarantee access for supporters with 13+ credits, and no tickets for any other All Red members.

This growth can happen because a supporter with 13+ Premier League match credits from the previous season can forward up to 6 tickets per season and still retain guaranteed access to Premier League home tickets for the following season. This means other supporters can build up their match credits via Ticket Forwarding.

This change supports fairer access to tickets by creating a more level-playing field. In the past, the share of the tickets available to both 13+ members and other members was 50:50, however now 70% of these tickets go to 13+ members meaning fewer tickets are available to all other members.

14_liverpool_2026_27_match_credits_policy.png

E. MATCH CREDITS SUMMARY

Summary

A credit is earned if you buy a non-Season Ticket General Admission ticket through *club channels and attend the match.

*All Red Members Sales in July & November, Additional Members Sales (including the Ticket Exchange), Local Sales, and Young Adult Area Sales.

A credit will **not** be earned if:

- you buy any hospitality ticket (including match by match tickets)
- you buy a Season Ticket seat via the Ticket Exchange
- you forward your ticket to someone else
- you receive a ticket via Ticket Forwarding
- you list your ticket on the Ticket Exchange, regardless if it is resold or not
- you do not attend the match

Got a question? Check out our [FAQs here](#)

14_liverpool_2026_27_match_credits_summary.png

F. MEMBERSHIP PRICE LIGHT



[News](#) [Fixtures & Teams](#) [Tickets & Booking](#) [Shop](#) [Video](#) [More](#) | [A ton](#) [Login](#) | [EN](#) [Standard](#) [Standard](#)

As an All Red Light member, you'll receive a host of benefits all season long.

All Red Light members get access to the All Red allocation of a minimum of 13,000 tickets for each Premier League home game in the two All Red Ticket Sales in July and November (Subject to ticketing criteria and availability).

Plus, 10% discount in-store and online, along with exclusive enhanced seasonal discounts and offers for members on the online store and the opportunity to attend exclusive member-only experiences through the All Red Members' Area.

From £26.99

14_liverpool_2026_27_membership_price_light.png

Manchester City

Principal comparison product: Matchday Membership — £38

Access: Access to purchase tickets for home games, subject to availability and sales criteria.

Source: <https://www.mancity.com/memberships>

Captured: 4 September 2026

A. EVIDENCE 2

Compare Man City Memberships			
	MATCHDAY MEMBERSHIP £38	PREMIUM MEMBERSHIP £65	Junior MEMBERSHIP £20
Ticket Benefits			
Access to purchase tickets for home games (subject to availability & sales criteria)	✓	✓	✓
New for 25/26: Receive transferred tickets for home games	✓	✓	✓
Redeem a free ticket for all PL2 home games	✓	✓	✓

15_manchester_city_2026_27_evidence_2.png

B. EVIDENCE 3

Tickets & Hospitality	Memberships	Stadium Tours	
£5 off Premier League home match tickets	✓	✓	✓
10% discount and priority access to Manchester City Women's tickets	✓	✓	✓
50 Ticket Points for purchase and renewal		✓	
25 Ticket Points for purchase and renewal	✓		✓
Rewards and Discounts			
CITY+ subscription for 12 months		✓	
£25 Official Online Shop Voucher or Membership Pack		✓	
£15 Official Online Shop Voucher	✓		
£15 Official Online Shop Voucher OR a Membership Pack			✓
Video calls with Men's and Women's players	✓	✓	✓

15_manchester_city_2026_27_evidence_3.png

C. EVIDENCE 4

Tickets & Hospitality	Memberships	Stadium Tours	
10% off selected hospitality packages		✓	
10% City Shop discount	✓	✓	✓
10% Stadium Tour discount	✓	✓	
£5 off an annual CITY+ subscription	✓		✓
Digital membership pass	✓	✓	✓
Junior Only Benefits			
Matchday mascot opportunity (ages 5-12)			✓
One free Junior pass to the Manchester City Stadium Tour			✓
Junior only competitions			✓

15_manchester_city_2026_27_evidence_4.png

D. MEMBERSHIP PRICE

MATCHDAY
MEMBERSHIP



£38

Your matchday starts here

Join now

PREMIUM
MEMBERSHIP



£65

The best of City, in one Membership

Join now

JUNIOR
MEMBERSHIP



£20

Grow up with the club you love

Join now

15_manchester_city_2026_27_membership_price.png

OFFICIAL PRICE EVIDENCE

Manchester United

Principal comparison product: Official Membership — £37.50

Access: Second priority for new season–ticket sales and home match ticket access (Premium, £70, carries first priority; Forwarding, £30, carries no purchase access at all).

Source: https://www.manutd.com/en/become-a-member-in-2026-27

Captured: 4 September 2026

A. EVIDENCE 1

£37.50 per season

Official Membership

For fans who want the core experience!

This is your home. An Official Membership is your way to stay connected to your club wherever you are, so you'll never miss a moment.

Your membership gives you access to Old Trafford match tickets, and discounts on MU Women's tickets so you get to enjoy all the action throughout the season.

When you become an Official Member, you'll also unlock discounts across hospitality and stadium experiences.

Join Now →

Compare Plans →

16_manchester_united_2026_27_evidence_1.png

B. EVIDENCE 3

TICKETS	SEASONAL PRODUCTS	MEMBERSHIPS	HOSPITALITY	OLD TRAFFORD TOUR & MUSEUM	OTHER	HELP & INFO	My
United Store eVoucher (online)	£20	✓	✓	✓	✓	✓	
Megastore & United Store Discount	10%	10%	10%	10%	10%	10%	
Early Access to United Collection drops (United Store)	✓	✓	✓	✓	✓	✓	
Matchday Hospitality discount on selected packages @	25%	15%	15%	15%	15%	15%	
Access to MUTV in the Man Utd app	✓	✓	✓	✓	✓	✓	
Monthly exclusive content: early access or extended team edits	✓	✓	✓	✓	✓	✓	
Old Trafford Museum & Stadium Tour discount	✓	✓	✓	✓	✓	✓	
Red Café discount	✓	✓	✓	✓	✓	✓	
Digital yearbook	✓	✓	✓	✓	✓	✓	
Digital 'United Review' match programme	✓	✓	✓	✓	✓	✓	
Exclusive competitions, events & money-can't-buy experiences	✓	✓	✓	✓	✓	✓	
Chance to appear in club content	✓	✓	✓	✓	✓	✓	
BUY NOW		BUY NOW		BUY NOW		BUY NOW	

16_manchester_united_2026_27_evidence_3.png

C. MEMBERSHIP PRICE COMPARISON

	26/27 PREMIUM	26/27 OFFICIAL	26/27 UNDER 16	26/27 FORWARDING
				
Price	£70	£37.50	£20	£30
	BUY NOW	BUY NOW	BUY NOW	BUY NOW
Season Ticket Access	First priority for new sales	Second priority for new sales	Second priority for new sales	✓
Home Match Ticket Access	✓	✓	✓	✓
Receive forwarded tickets (at no extra cost)	✓	✓	✓	✓
Discounted MU Women Tickets	✓	✓	✓	✓
United Store eVoucher (online)	£20	✓	✓	✓
Megastore & United Store Discount	10%	10%	10%	✓

16_manchester_united_2026_27_membership_price_comparison.png

Newcastle United

Principal comparison product: The Mags — £39

Access: Access to home tickets through Member Ballot, Member Sale and Ticket Exchange.

Source: <https://www.newcastleunited.com/en/tickets/membership>

Captured: 4 September 2026

A. EVIDENCE 2

News

Watch

Teams

Matches

Tickets & Membership

Shop

Support

St. James' Park

Priority ticket window for St. James' Park Events	✓		
10% discount off drinks and 15% off food at Shearer's Bar on non-matchdays	✓	✓	✓
25% Stadium Tour discount	✓	✓	Free with adult
25% off food and beverage on matchday for the first 30 minutes after gates open	✓	✓	✓

Exclusive content

Exclusive content, including access to Full Match Replays	✓	✓	✓
Free access to 2 streamed pre-season friendlies	✓		

17_newcastle_united_2026_27_evidence_2.png

B. EVIDENCE 3

News

Watch

Teams

Matches

Tickets & Membership

Shop

Support

Competitions and events

Access to exclusive competitions	✓	✓	✓
Exclusive digital events with players, legends and special guests	✓	✓	✓
Access to exclusive in-person events at a variety of Club locations	✓		✓
Opportunities to win money-can't-buy experiences with players and Club legends	✓		✓
Access to member of the match competition	✓		
Opportunities to win mascot places			✓

*Excluding Season Ticket Holders

17_newcastle_united_2026_27_evidence_3.png

C. MEMBERSHIP PRICE

News

Watch

Teams

Matches

Tickets & Membership

Shop

Support

MAGS+

£49

THE MAGS

£39

JUNIOR MAGS

£20

Ticket benefits

Access to home tickets through Member Ballot, Member Sale and Ticket Exchange*	✓	✓	✓
Access to the Season ticket waiting list	✓	✓	✓

Retail benefits

Exclusive retail discounts throughout the season	Minimum of 5 retail discounts throughout the season	Minimum of 3 retail discounts throughout the season	Minimum of 3 retail discounts throughout the season
Exclusive first access to selected retail ranges	✓		

17_newcastle_united_2026_27_membership_price.png

PRICING GODS RESEARCH · THE PRICE OF PERMISSION

40

Nottingham Forest

Principal comparison product: MyForest Core — £45

Access: Third-priority Premier League home ticket access. The Adult tier (21+, £45) sits above Young Adult (18-21, £40) and Youth (14-17, £35) at the same access level.

Source: <https://www.eticketing.co.uk/nottinghamforest/memberships/list>

Captured: 4 September 2026

A. DIGITAL BENEFITS

DIGITAL BENEFITS

MyForest Members receive discount on Forest TV, access the Matchday Messages Portal, as well as receiving a monthly email with exclusive content and competitions. Plus, enjoy a free digital matchday programme if you are 16 or older.

EXCLUSIVE FLASH SALES

Access to member-only flash sales, including percentage discounts and free shipping, and priority on the biggest replica kit drops of the season.

MASCOT OPPORTUNITIES FOR JUNIOR REDS

Regular competitions for Junior Reds to win a mascot experience at a Premier League fixture.



18_nottingham_forest_2026_27_digital_benefits.png

B. JUNIOR REDS PRICE



MyForest Junior Reds Member 26/27 £30.00

General Sale

- ✓ Third Priority Premier League home ticket access (one ticket per membership)
- ✓ Discount on home cup tickets
- ✓ Eligibility to receive forwarded or upgraded Season Card holder ticket
- ✓ Access to the Ticket Exchange
- ✓ Discount on all Women's WSL2 home matches and Season Cards
- ✓ £5 Discount on Museum and Stadium Tours
- ✓ Welcome pack*
- ✓ Free digital programme (16+)
- ✓ Discount on premium Forest content subscriptions
- ✓ Access to Matchday Messages Portal
- ✓ Monthly email newsletter with exclusive competitions and content
- ✓ Priority access to club events/ Win mascot opportunities (U14 only)
- ✓ Win opportunities to experience Forest Hospitality for a matchday
- ✓ Access to regular exclusive flash sales
- ✓ Priority access to kit and fashion

*£4.99 delivery fee

BUY NOW

MORE INFO HERE

18_nottingham_forest_2026_27_junior_reds_price.png

C. MEMBERSHIP PRICE



MyForest Core Adult Member 26/27 £45.00

General Sale

- ✓ Third Priority Premier League home ticket access (one ticket per membership)
- ✓ Discount on home cup tickets
- ✓ Eligibility to receive forwarded or upgraded Season Card holder ticket
- ✓ Access to the Ticket Exchange
- ✓ Discount on all Women's WSL2 home matches and Season Cards
- ✓ £5 Discount on Museum and Stadium Tours
- ✓ Welcome pack*
- ✓ Free digital programme (16+)
- ✓ Discount on premium Forest content subscriptions
- ✓ Access to Matchday Messages Portal
- ✓ Monthly email newsletter with exclusive competitions and content
- ✓ Priority access to club events/ Win mascot opportunities (U14 only)
- ✓ Win opportunities to experience Forest Hospitality for a matchday
- ✓ Access to regular exclusive flash sales
- ✓ Priority access to kit and fashion

*£4.99 delivery fee

BUY NOW

MORE INFO HERE



MyForest Core Young Adult Member 26/27 £40.00

General Sale

- ✓ Third Priority Premier League home ticket access (one ticket per membership)
- ✓ Discount on home cup tickets
- ✓ Eligibility to receive forwarded or upgraded Season Card holder ticket
- ✓ Access to the Ticket Exchange
- ✓ Discount on all Women's WSL2 home matches and Season Cards
- ✓ £5 Discount on Museum and Stadium Tours
- ✓ Welcome pack*
- ✓ Free digital programme (16+)
- ✓ Discount on premium Forest content subscriptions
- ✓ Access to Matchday Messages Portal
- ✓ Monthly email newsletter with exclusive competitions and content
- ✓ Priority access to club events/ Win mascot opportunities (U14 only)
- ✓ Win opportunities to experience Forest Hospitality for a matchday
- ✓ Access to regular exclusive flash sales
- ✓ Priority access to kit and fashion

*£4.99 delivery fee

BUY NOW

MORE INFO HERE



MyForest Core Youth Member 26/27 £35.00

General Sale

- ✓ Third Priority Premier League home ticket access (one ticket per membership)
- ✓ Discount on home cup tickets
- ✓ Eligibility to receive forwarded or upgraded Season Card holder ticket
- ✓ Access to the Ticket Exchange
- ✓ Discount on all Women's WSL2 home matches and Season Cards
- ✓ £5 Discount on Museum and Stadium Tours
- ✓ Welcome pack*
- ✓ Free digital programme (16+)
- ✓ Discount on premium Forest content subscriptions
- ✓ Access to Matchday Messages Portal
- ✓ Monthly email newsletter with exclusive competitions and content
- ✓ Priority access to club events/ Win mascot opportunities (U14 only)
- ✓ Win opportunities to experience Forest Hospitality for a matchday
- ✓ Access to regular exclusive flash sales
- ✓ Priority access to kit and fashion

*£4.99 delivery fee

BUY NOW

MORE INFO HERE

18_nottingham_forest_2026_27_membership_price.png

D. TICKET ACCESS

TICKET ACCESS

MyForest Memberships provide supporters with priority access to tickets across all home Premier League and Cup competition fixtures.

Ticket access via MyForest memberships has never been easier, with all home and several away fixtures reaching third priority MyForest Core membership priority last season, as well as 99% of International Reds members successfully accessing tickets for our home fixtures.

TICKET EXCHANGE

Over 1,000 seats per game on average are listed via the Ticket Exchange for our Premier League home games, granting MyForest Members even greater ticket access.



18_nottingham_forest_2026_27_ticket_access.png

Sunderland

Principal comparison product: Black Cats — £48

Access: Ballot-based home ticket access — the club's first-ever paid membership product, launched 14 July 2026.

Source: <https://tickets.safc.com/memberships>

Captured: 4 September 2026

A. EVIDENCE 2

TICKETS

PREMIUM

MEMBERSHIPS

GIFT VOUCHERS

CONCERTS & EVENTS

HELP

Log In

Buy Now

Buy Now

Buy Now

TICKET BENEFITS			
Access to the 2026 men's season ticket waiting list	✓	✓	✗
HOME ticket ballot access (Men's) - Premier League, Europa League & domestic cups (opt-in per game)	✓	✓	✗
AWAY ticket ballot access (Men's) - Premier League, Europa League & domestic cups (opt-in per game)	✗	✗	✓
U21 home fixture access (selected matches)	✓	✓	ST already included
International fan ticketing pathway & support	✓	✓	✗
CONTENT & STREAMING			
Live audio commentary (where available)	✓	✓	✓
Live U21 home match streaming (where available)	✓	✓	✓
Exclusive digital content, including early access to full match replays	✓	✓	✓

19_sunderland_2026_27_evidence_2.png

B. EVIDENCE 3

TICKETS

PREMIUM

MEMBERSHIPS

GIFT VOUCHERS

CONCERTS & EVENTS

HELP

Log In

Buy Now

Buy Now

Buy Now

Exclusive digital content, including early access to full match replays	✓	✓	✓
Digital matchday programme	✓	✓	✓
RETAIL & EXPERIENCES			
Exclusive member offers and access to in-store events throughout the season	✓	✓	✓
25% stadium tour discount	✓	✓	✓
Priority access to stadium and club events (where possible)	✓	✓	ST already included
COMPETITIONS & EVENTS			
Access to exclusive competitions	✓	✓	✓
Exclusive digital events with players, legends and special guests	✓	✓	✓
Access to exclusive in-person club events	✓	✓	✓
Opportunities to win junior mascot places	✗	✓ (Juniors only)	✓ (Juniors only)

Buy Now

Buy Now

Buy Now

19_sunderland_2026_27_evidence_3.png

C. MEMBERSHIP PRICE

TICKETS

PREMIUM

MEMBERSHIPS

GIFT VOUCHERS

CONCERTS & EVENTS

HELP

Log In

26/27 SUNDERLAND MEMBERSHIP

Please select the correct tab below of the membership you wish to buy.

BLACK CATS - ADULT

BLACK CATS - ACADEMY

SEASON TICKET PLUS

BLACK CATS - ADULT

£48 per season

Buy Now

BLACK CATS - ACADEMY

£20 per season

Buy Now

SEASON TICKET PLUS

£20 per season

Buy Now

19_sunderland_2026_27_membership_price.png

PRICING GODS RESEARCH · THE PRICE OF PERMISSION

42

Tottenham Hotspur

Principal comparison product: One Hotspur — £45

Access: Men's ticket on-sale access — general sale (One Hotspur+, £60, adds a 24-hour early access window).

Source: <https://www.tottenhamhotspur.com/membership>

Captured: 4 September 2026

SPURS

Matches
Teams
Tickets & Premium
Membership
Spurs Shop
SPURSPLAY
The Stadium
Explore



Get Matchday Ready
Shop Now

Adult Junior

COMPARE ADULT MEMBERSHIPS

Adult One Hotspur

From £45

Join

Adult One Hotspur+

From £60

Join

SPURSPLAY 12-month subscription (Worth £45)	£10 off	✓
The Athletic 12-month subscription (Worth £25)		✓
Digital Matchday Programmes (Worth £2.29 each)		✓
Spurs Shop 15% discount during Members Week	✓	✓
Spurs Shop gift voucher	£15	£20

20_tottenham_hotspur_2026_27_evidence_2.png

SPURS

Matches
Teams
Tickets & Premium
Membership
Spurs Shop
SPURSPLAY
The Stadium
Explore



Get Matchday Ready
Shop Now

Adult Junior

COMPARE ADULT MEMBERSHIPS

Adult One Hotspur

From £45

Join

Adult One Hotspur+

From £60

Join

Spurs Shop gift voucher	£15	£20
Stadium Attractions Voucher, (Stadium Tours & 6 FT* DRIVE)	£10	£15
One Hotspur Moments - money-can't-buy Member events, experiences and competitions	✓	✓
Spurs Stadium concerts & events - access to priority ticketing and Member lounge*	✓	✓
Club Partner offers	✓	✓

20_tottenham_hotspur_2026_27_evidence_3.png

SPURS

Matches
Teams
Tickets & Premium
Membership
Spurs Shop
SPURSPLAY
The Stadium
Explore



Get Matchday Ready

Adult Junior

COMPARE ADULT MEMBERSHIPS

Adult One Hotspur

From £45

Join

Adult One Hotspur+

From £60

Join

Club Partner offers	✓	✓
Access to Members Hub	✓	✓

*Opening of the **One Hotspur Membership Lounge** is subject to demand; members will receive a "register your interest" email, and invitations will be randomly allocated if oversubscribed.

20_tottenham_hotspur_2026_27_evidence_4.png

SPURS

Matches
Teams
Tickets & Premium
Membership
Spurs Shop
SPURSPLAY
The Stadium
Explore



Get Matchday Ready
Shop Now

Adult Junior

COMPARE ADULT MEMBERSHIPS

Adult One Hotspur

From £45

Join

Adult One Hotspur+

From £60

Join

Men's Ticket on-sale access	✓	✓
Additional 24-hour Men's Ticket access window		✓
Exclusive access to Ticket Exchange	✓	✓
Season Ticket Waiting List position		✓

20_tottenham_hotspur_2026_27_membership_price.png

**The ticket price is only part of the price
of being there.**

Pricing Gods Research

Original, source-traceable pricing research.
pricinggods.com/research

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