

# Hibs launch the Club's 2016-17 season ticket campaign.



Hibernian have launched the Club's 2016-17 season ticket campaign.

The campaign, titled 'Life With Hibs', poses supporters with the question of what life would be like with or without Hibs, with a promotional video on display on the Hibernian website and social media channels.

Current season ticket holders and supporters will also be receiving an e-mail or letter from Chief Executive Leeann Dempster, and all information is available on the microsite [lifewithhibs.com](http://lifewithhibs.com).

Season ticket prices for 2016-17 will remain at the same levels as 2015-16, and will not change at the end of the season. Child ticket prices are available from £25 in the Famous Five Lower, with savings also available for supporters who purchase by the Early Bird deadline on 8 April.

The popular 11 month payment plan is once again available to supporters, and season ticket holders will also enjoy a series of discounts including 10% off booking fees for parties and celebrations at Easter Road Stadium. Please note the online payment plan will be available online later this week – supporters can still take up this option at the Ticket Office.

Due to changes in the format of the Scottish League Cup, the Cup Top Up option will not be available in season 16/17. The club are going to take a 'time out' to reassess and review how cup matches are integrated with the season ticket in

17/18. In the meantime all season ticket holders will enjoy a 10% discount for all home cup matches.

Chief Executive Leeann Dempster said: "There have been some unforgettable matches at Easter Road Stadium this season, and we are looking forward to an exciting end to the season.

"Season ticket holders are vital to the success of this football club – quite simply the more season ticket holders we have the stronger our playing squad will be.

"Whilst there is still a job to finish this season, our preparations for next season start now. The early commitment from season ticket holders allows us to commit early too. We can plan early, recruit early, sign early. It gives us the certainty we need to shape our squad and build the team.

"Going forward we are planning a strong and competitive playing budget – I'm sure that is what supporters want to know, the question always is can we maintain quality? The answer to that I believe is yes but it is important for supporters to understand their role in this too.

"The revenue generated by supporters who buy season tickets is quite simply the main driver of our budgets.

"We enjoyed growth in season ticket numbers this year, and we look forward to more supporters joining us in 2016-17."