

Speedway – Monarchs go gold to lure more fans



Ricky Wells, one of Edinburgh's top riders. Picture by Jack Cupido

Edinburgh Monarchs bosses have confirmed a revamp to their season ticket system with the launch of a Gold Membership scheme offering benefits to regular supporters.

John Campbell, Monarchs' co-promoter, said: "We have one of the highest uptakes in British speedway for season tickets.

"Compared with football, where clubs can have upwards of 75 per cent of their regular crowd as season ticket holders, our percentage is significantly lower than that.

"The price itself should be a big enough incentive, but we've decided to add on even more benefits in launching the Gold Membership Scheme."

As well as admission to our 14 scheduled fixtures, 11 Championship, three League Cup and the Knockout Cup tie against Glasgow Tigers, Gold Members will also receive reduced admission prices to all the other meetings staged at Armadale next season.

Also included will be an invitation to the Season Launch Show and reduced prices for VIP Hospitality with special offers on the club's souvenirs and discounts on end-of-season dinner dance tickets.

Campbell added: "It is a fantastic range of incentives that we are including in the Gold Membership package and meeting-for-meeting at a lower price than 2017.

"I'm sure there will be great interest from supporters,

particularly as prices are even lower up to Christmas.”