

ONLINE TICKETING MANUAL

2023-2024 SEASON



1. GENERAL REGULATIONS

- 1.1. All Professional Clubs are obliged to use the centralized ticketing system provided by the UAE PL.
- 1.2. All Professional Clubs must adhere to the online ticketing manual provided by the UAE PL.
- 1.3. Any Club not using the centralized ticketing system will be subject to penalties as stipulated in the QCP.
- 1.4. No persons should enter the stadium without a valid ticket or accreditation excluding children under the age of 2. Accreditation does not entitle the holder to a seat in the stadium.
- 1.5. The Clubs shall sell the tickets in the designated points at the stadium, unless the club granted a written consent from UAE PL at least 7 days prior to the match day.
- 1.6. Each participating club to which match tickets are allocated is responsible for ensuring that these tickets are allocated only among its own Fans.
- 1.7. Participating clubs to which tickets have been allocated will be held entirely responsible if any tickets are found on the illicit market or in the hands of unauthorized individuals or agencies.
- 1.8. Match organizer must ensure ticket allocation in a manner that ensures proper segregation of groups of fans, taking into account the possibility of the presence of three groups of fans in the matches, home, away, and families.
- 1.9. As part of the segregation arrangements, the potential fans must be informed of the following:
 - 1.9.1. The stadium sections for which they can buy tickets,
 - 1.9.2. If the fan moved to a section other than the designated section, the match organizer in coordination with the Facility Security Officer may decide to evict this fan from the stadium without compensation. Standard ticket sale terms and conditions found on AGL website and on the back of the ticket will apply in this case.
- 1.10. The clubs concerned must adhere to ticket quotas mechanism according to the relevant regulations of the UAE PL.
- 1.11. Tickets quotas allocation at each stadium depends on the approved capacity of that stadium.
- 1.12. Tickets must provide holders with all the information needed, i.e. the name of the competition, the names of the participating teams, the name of the stadium, the date and kick-off time, gates opening time, and a clear seat location indication (sector, row, seat number).

- 1.13. The UAE PL will issue separate ticketing requirement and allocation for the trophy presentation match. Please refer to the ADNOC Pro League Competition Regulations for further information.
- 1.14. Host Clubs must ensure that attendance is accurately counted. All attendees to the match, including VVIP, VIP, media, Category 1, Category 2 and Category 3 fans, must be individually counted, either via an electronic system or a manual counting system at each access points.
- 1.15. All Clubs must submit a Ticket Sales plan 30 days before the season kick-off, according to the mechanism approved in the UAE PL Regulations. The clubs shall have their plan approved by the Marketing Department of the UAE PL who shall follow up on implementation periodically.

2. Club Provision of:

- 2.1. One dedicated Ticketing Officer / Manager. Responsible for all of the Ticketing Operations at the Club. This person will serve the following functions:
 - 2.1.1. Ensure that all ticketing operations at the club meet UAE PL standards and requirements
 - 2.1.2. The single point of contact with the UAE PL with regards to ticketing operations at the club, and for providing clear information on the match operations after its approval from the Ticketing Officer at the UAE PL.
 - 2.1.3. All forms of communication with the online ticketing service provider must only be through the Ticketing Officer of the UAE PL.
 - 2.1.4. Ensure that all stadium documentation including the stadium seat count is correct, maintained and up to date
 - 2.1.5. Ensure that all club ticket commitments are fulfilled (Sponsors, VIP, CSR etc)
 - 2.1.6. Manage all season card and membership sales for the Club
 - 2.1.7. Promotes fan engagement and encourages sales/revenue growth through club activities and initiatives
 - 2.1.8. Attend coordination meetings [Pre match and Post match meetings included]
 - 2.1.9. Communicate any changes with regards to match operations to the Ticketing Officer of the UAE PL. Such changes shall be subject to UAE PL approval.

3. Illicit market and Anti-counterfeit Measures



- 3.1. The match organizer shall discuss with the competent public authorities what action to take against illicit-market ticket-sellers around the stadium, particularly bearing in mind that such activities can jeopardize the segregation strategy.
- 3.2. Such action can consist in limiting the number of tickets sold per person.
- 3.3. The most sophisticated anti-counterfeit measures must be incorporated into match tickets, and all security personnel on duty in and around the stadium must be familiar with these measures, to facilitate the rapid identification of counterfeit tickets.
- 3.4. As soon as the match organizer becomes aware that counterfeit tickets may be in circulation, they must consult with the responsible persons to develop an agreed strategy to deal with the problem.

4. Ticketing Regulations (ADNOC Pro League and ADIB Cup Competitions)

- 4.1. Ticketing, including production, distribution and sales, shall be the responsibility of the Host Club. The UAE PL will provide a ticket template that must be used by the Host Club. All printed tickets must include seat numbering and serial numbering.
- 4.2. Should the Club not request customized ticket stock 60 days before first round then the UAE PL reserves the right to use UAE PL branded ticket stock for the season.
- 4.3. The UAE PL, in collaboration with the Host Club, will issue special ticketing terms and conditions which will apply to all ticket holders and which must be communicated to all relevant parties.
- 4.4. Ticketing revenues will remain with the UAE PL until all deductions from the ticketing platform have been implemented, the balance will be transferred to Clubs.
- 4.5. Upon its sole discretion the UAE PL has the right to increase staffing requirements for ticketing operations should Clubs not meet minimum requirements.
- 4.6. All participating clubs should declare their Bank Details that the away clubs can wire the funds to in return for purchasing the tickets ten (10) working days prior to the League season starts.
- 4.7. 10% of the of the stadium capacity must be allocated to the fans of the away club if they request it at any time before the match.
 - 4.7.1. Up to 30% of the stadium capacity must be allocated to the fans of the away club by providing a written request to the Executive Administration of the UAE PL at least 3 days before the match day. The UAE PL will decide on the allocated capacity, and inform the host club to provide all requirements as per the UAE PL Regulations. The away clubs must pay the tickets' price (for the tickets that has not been purchased by its fans) according to the tickets price at the ticket booth for each match, or send an official letter to the UAE PL in

case both clubs have agreed otherwise. . If the away club does not pay such amounts, the UAE PL will deduct these amounts from the dues of the away club, and pay them to the host club).

- 4.7.2. The host club must allocate 50% of the stadium capacity for the fans of the away team upon providing a written request at least 5 days before the match date. The host club may approve or reject this request depending on the circumstances of the match. However, the decision must be communicated to the away club no later than 3 days before the match date. A copy of the request and the reply to it shall be shared with the UAE PL. If the host club does not reply by the deadline, the request will be deemed approved, and the host club shall provide all requirements as per the UAE PL regulations. In either cases, whether club approves the request, or the request has been deemed approved, provisions of Item (2) of this Article shall apply with regards to unsold tickets.
- 4.7.3. If the host club rejects the away club to allocate 50% of the stadium capacity, the UAE PL is entitled to allocate 30% of the stadium capacity without having to adhere to the deadlines referred to 4.7.1 herein above.
- 4.7.4. In all cases, the club must offer 70% of the tickets allocated for sale for the club through the website specified by the UAE PL up to 24 hours before the match time.
- 4.7.5. In the period within 24 hours before the match until the match time, the club may offer the unsold tickets of the percentage referred to in item (4) above, at their discretion under the provisions of relative UAE PL Regulations.
- 4.7.6. In case the deadlines referred to herein above expired, both clubs shall independently reach a mutual agreement.
- 4.7.7. 10% of the stadium capacity is allocated for the away team's fans from the designated seats, which must be allocated immediately after the security barrier. The UAE PL has the right to change the location of the allocated seats each time according to what it deems appropriate, and achieves the best view from the main camera.
- 4.8. Even if the segregated area of the stadium for away fans constitutes more than 10% of the total stadium capacity, all places in the segregated area must be made available to the away club.
- 4.9. If the ticket request is not submitted according to the above procedures, host club is obliged to provide services and clean amenities to the minimum away fan allocation (10%).
- 4.10. In the event that no tickets request have been made by the away club, the Host Club must ensure that a clean and functional ticket booth (for size refer to Spectator Seating and Facilities,



Appendix 3) is available and operational on match day near the seating area of the away fans.

Away fans must be able to purchase tickets on match day from three (3) hours before the match kick-off time. All cost related to setting up the ticket booth and sales of tickets shall be borne by the Host Club.

- 4.11. Tickets must not be distributed at any of the gates or external stadium areas including parking lots and shall only be distributed at the approved UAE PL locations.
- 4.12. If the away club fans attendance was more than the allocated percentage, the UAE PL will provide seats for the additional fans according to a mechanism set by the UAE PL.
- 4.13. If the host club fans attendance was little and does not cover at least 10% of the main camera view, the UAE PL has the right to provide the host club fans with seats in the main camera view according to a mechanism set by the UAE PL.

5. Pricing

5.1. The following price list shall apply to all UAE PL Matches:

	Pre- Match Day	Match Day
Sector	Price	Price*
Category 3	5 AED discount (if ticket price at least 15 AED)	20- 30 AED
Category 2	10 AED discount	30 – 50 AED
Category 1	15 AED discount	50 – 100 AED
VIP	25 AED discount	100 – 300 AED
VVIP	To be determined by Clubs	
*All prices must be in rounded to the nearest 5 AED (e.g. 10, 15, 20, 25)		
If there was no Category 3, it will be dealt with as Category 2.		

5.2. In case any of the above mentioned requirements are not met, the participating clubs will be referred to the disciplinary committee.

5.3. The price of tickets for the same category must be the same for the Fans of the home and the away teams.

5.4. All Clubs must have a ticket allocation available for public sales from all categories excluding VVIP. VVIP can be sold at the discretion of the club.

- 5.5. All prices and seat maps must be submitted to UAE PL 4 weeks prior to the commencement of the season, subject to UAE PL approval.
- 5.6. During the season, clubs are not authorized to change prices, categories or allocations. In case the clubs would like to change the prices and seat maps during the season, they should notify UAE PL in writing 2 weeks before the match day subject to UAE PL approval.
- 5.7. Definition of Categories:

Category	Definition
VVIP	Exclusive seating area for VVIP guests, must include premium hospitality and exclusive VVIP parking. Seats can be sofas, leather armchairs or padded luxury seats.
VIP	Exclusive seating area near VVIP area, must include hospitality and exclusive VIP parking. Padded seats, which are generally more spacious and, can have cup holders.
Premium - Category 1	Exclusive seating near VIP area, includes access to premium food and beverage outlets and facilities. No parking. Seating can include padded seats or premium view.
Category 2 – Category 3	Standard seating, no parking.

6. Complimentary Tickets

- 6.1. Clubs are entitled to issue a maximum of 2% of the stadium capacity (under the new definition) as complimentary tickets. Complimentary tickets exclude Sponsor tickets, people of determination, Club Staff and Media tickets. All complimentary tickets will be subject to ticketing system fees and charges as well as VAT charges.
- 6.2. Clubs are entitled to issue a maximum of 30% of the VIP capacity.
- 6.3. For any tickets issued over 2% limit the clubs will be required to pay the full value of the tickets in advance.
- 6.4. All Clubs must submit their Sponsor contracts highlighting the ticket allocation to qualify for Sponsor tickets. Sponsor tickets will be capped.
- 6.5. VVIP tickets will be capped at the capacity of the VVIP area for each venue
- 6.6. Media tickets will be capped at the capacity of the Media tribune
- 6.7. Staff tickets will be capped at 100 tickets per match and can only be issued in Category 1-3
- 6.7.1. Marketing or community initiative tickets must be requested in advance, in writing at least 5 days from the match, with a clear objective and execution strategy

- 6.7.2. UAE PL reserves the right to approve or refuse to grant the complimentary tickets depending on how they relate to the marketing and community initiatives.
- 6.7.3. Clubs are required to get the approved location for the distribution of the complimentary tickets by UAE PL at least 2 days prior to match day.
- 6.7.4. Clubs are not permitted to combine the marketing initiative tickets and ticket discounts in the same match unless approved by UAE PL.
- 6.8. Clubs must block UAE PL ticket allocation from sales, including those allocated for the UAE PL sponsors. If the club fails to block such tickets, a QCP applies. The number of such tickets will be circulated by the UAE PL from time to time according to sponsorship contracts. In addition, the UAE PL has the right to issue such tickets without notifying the clubs, and block them from sale unless otherwise decided by the UAE PL.
- 6.8.1. Any unrequested UAE PL and affiliated partner tickets can only be released back for Club use 3 hours before kick-off. Ticket allocation for the UAE PL and its sponsors will be circulated to the clubs before the season and may be updated time to time as needed.

7. Minimum requirements for scanning staff:

- 7.1. The club must provide a minimum of (2) scanning staff for CAT (2) and CAT (3) gates (if applicable), and a minimum of (1) scanning staff for CAT (1), VIP, VVIP, and Media gates.
- 7.2. If Clubs are providing their own staff, they must advise UAE PL and ticketing provider of how many staff will be positioned in each gate at least 3 days prior to match.
- 7.3. UAE PL reserves the right to add additional staff should the host club not meet the minimum requirements which will be paid by the host club

7.4. Club Staff

- 7.4.1. If Clubs are providing their own staff they must ensure they have completed at least one training workshop with ticket service provider prior to working on matches.
- 7.4.2. If Clubs are providing their own staff they must ensure that they rent or purchase equipment compatible with the UAE PL ticketing system.
- 7.4.3. Club staff performance will be monitored and if they consistently perform poorly the UAE PL may enforce the staff of ticketing provider with costs billed to clubs until such a time as the performance level is improved.

7.5. In the event the stadium is using turnstiles the minimum requirement will be 4 turnstile lanes per entrance with at least one lane for mobility impaired access. The turnstiles must be manned by one security officer with an override mechanism in case of emergency.

8. Minimum requirements for ticket sales staff:

- 8.1. For every ticket booth for home fans a minimum of 1 ticket seller will be required.
- 8.2. For every ticket booth for away fans , a minimum of 1 ticket seller will be required.
- 8.3. UAE PL reserves the right to add additional staff should the host club not meet the minimum requirements which will be paid by the host club

9. Ticketing Regulations (UAE Super Cup Competition, ADIB Cup Competition Quarter-Final, Semi-Final, and Final)

- 9.1. For the ADIB Cup Competition Final and Super Cup, ticketing, including production, distribution, and sales, shall be the responsibility of the UAE PL. For the ADIB Cup Competition quarter-final and semi-final, ticketing, including distribution and sales, shall be the responsibility of the Host Club.
- 9.2. The UAE PL, in collaboration with the Host Club, will issue special ticketing terms and conditions which will apply to all ticket holders and which must be communicated to all relevant parties. All revenues from ticketing will remain with the UAE PL. The Participating Clubs shall make their application at least fifteen (15) days prior to the match day. These tickets should be allocated in a location pre-determined by the UAE PL. These tickets must be paid for by the Participating Clubs and the Participating Clubs are allowed to resell these tickets at face value to their Fans.
- 9.3. The ticket allocation for the ADIB Cup Competition Quarterfinal & Semifinal shall be in a home and away club format. Allocations shall be according to the Regulations.

9.3.1.VVIP category will be the only category offered as complimentary. For VIP 30% of the allocated Club tickets may be complimentary.

9.4. The ticket allocation for the ADIB Cup Competition Final and the Super Cup shall be as follows:

Category	UAE PL	Host Club / Team A	Away Club / Team B
VVIP	100%	-	-
VIP	100%	-	-
Category 1	Up to 1000	50%	50%
Category 2	Up to 1000	50%	50%

Notes:

- 9.4.1. 50% of CAT 1 & CAT 2 is calculated after deduction of allocated tickets for UAE PL
- 9.4.2. VVIP & VIP ticket allocations for Clubs will be determined by UAE PL and advised closer to match day
- 9.4.3. The Executive Office of the UAE PL has the right to price the tickets for matches for both the Super Cup and for the ADIB Cup competition Final at its own discretion.

10. Spectator Seating and Facilities: Seating and capacity

- 10.1. Stadium Capacity: for the purpose of these Regulations, the stadium capacity means the number of tickets allocated for fans in CAT (1), CAT(2) and CAT(3) (if applicable), and excludes Media seats, security segregation seats, and covered seats .
- 10.2. Upon securing an approval from the UAE PL, the host club may cover the security segregation seats with only the UAE PL logo or the club logo.
- 10.3. The security barrier shall be approved by the UAE PL at the beginning of each season. The UAE PL has the right to change the location of the security barrier anytime during the season.

11. Seat Maps

- 11.1. Clubs must provide UAE PL with accurate seat map indicating each section, row and seat number
- 11.2. UAE PL reserves the right to approve each stadium category map including the location of Away seats, as well as the location and the number of seats of the security segregation.
 - 11.2.1. Seat Category Maps must be provided to UAE PL no later than 4 weeks prior to the commencement of the league
- 11.3. All Stadium's Sections should be added to the manifest including Cabins
- 11.4. Stadiums should locate dedicated areas for the match officers and extra Team Players/Technical Staff

12. Entrance Gates

- 12.1. Private Internet line for the sole use of ticket scanning operations must be provided at all entrance gates through wireless access points with a minimum Internet connection speed of 10mbps.
- 12.2. The private internet line must be on a hidden network with the password and name provided to the ticketing service provider for their exclusive use.
- 12.3. All entrance gates must have signage visible from up to 15m away
- 12.4. Directional signage for entrance gates must be available around the stadium concourse

- 12.5. The seating sectors must have clear signage inside and outside the stadium
- 12.6. In the event the host club stadium will be using turnstiles, there must be an automated integration with the UAE PL ticketing system. All integration costs must be covered by host club / stadium. The integration should allow for two-way ticket verification between turnstile and ticket system.

13. Ticket booth

- 13.1.1. There must be a minimum of two ticketing booths, with one to be specifically assigned to away spectators at a strategic location in an area convenient for away team fans (near the away team fans entrance and/or away team fans parking area).
- 13.1.2. All ticketing booths must be located at least 20m away from all gates and ideally should be located outside the perimeter of the stadium, within walking distance to the stadium. All ticketing booths must have a safe space for fans to queue and must be 20m away from any roads or traffic areas.
- 13.2. All ticket booths shall be air-conditioned and fully connected to electricity (two proper 3-pin 13amp sockets, excluding any sockets used for A/C or lighting).
- 13.3. All ticket booths must also have:
 - 13.3.1. ADSL Internet, Minimum Data points: one per sales window, Minimum Speed: 10mbps
 - 13.3.2. Clear signage/branding in English and Arabic, minimum requirement is to advertise ticket sales for home or away, must include price categories and prices.
 - 13.3.3. Lighting – inside and out
 - 13.3.4. Lockable outside door, keyless lock from inside.
 - 13.3.5. Table, chairs, and small trash bin (enough for each sales window). Furniture must be suitable for ticket booth size, sales staff must be able to sit in front of sales windows, not below or beside.
 - 13.3.6. No visible damage or decay. Ticket booths must be painted annually and well maintained.
 - 13.3.7. Ticket barrier / queue system
 - 13.3.8. Firefighting equipment (Blanket and one Fire Extinguisher)
- 13.4. For more details on the requirements of ticket booths, please refer to Appendix (3) of ADNOC Pro League regulations

14. VVIPS /VIPS seating and hospitality

- 14.1. Refer to Stadia regulations

15. People of determination spectators

- 15.1. There must be a specialized area for people of determination spectator seats (in addition to companion seats) in a safe and comfortable place, which allows a clear and unobstructed view of the field of play. For more details on the requirements of people of determination spectators and companions' seats, please refer to ADNOC Pro League regulations. All people of determination will require a valid ticket for entrance.

16. Signage:

- 16.1. Stadium concourse way-finding signage for all gates and ticket offices
- 16.2. Branding ticket booths (home & away)
- 16.3. Price list and Ticket Category details must appear on ticket booths

2. OPERATIONS MANUAL

Club Requirements:

One dedicated Ticketing Officer / Manager. Responsible for all of the Ticketing Operations at the Club.

This person will be the only point of contact for ticketing between the Club, Platinum List and UAE PL.

Club Infrastructure requirements:

All Gates must have Wireless access points. All WiFi must be **hidden account** with password/user set to TICKETING, **PASSWORD:** UAE PRO LEAGUE TICKETING2019

Cost Structure

Cost of Online Ticketing System: **10% of Ticketing Revenue**

Fees and Charges **per match:**

Complimentary Tickets (0 value)	AED 5 per ticket for club approved complimentary tickets allocation. Any tickets over the approved allocation will require payment in full at time of purchase. Clubs will be also required to pay 5% VAT on all Complimentary tickets issued based on the category value.
Sponsor Ticket (0 value)	AED 5 per ticket (Sponsor contracts outlining ticket commitment must be provided)
VVIP Ticket	AED 1 per ticket (Capped at maximum capacity of VVIP area)
Media Ticket	AED 1 per ticket
UAE PL Ticket	AED 1 per ticket
Bulk Match Day Printing	AED 500 per order



Event Cancellation	AED 5,000 (Payable only if tickets have been issued)
Seat Map Changes	AED 1,500 each time map is changed
Seat Map Count	To be conducted by clubs and submitted 4 weeks prior to season launch. Any delays will result in fines in 1,000 AED per day. If seat count is not submitted, a fine of 50,000 AED will be payable by clubs. Should Clubs wish to pay Platinum List to conduct the seat count, it will be charged at AED 3,000 per stadium per year.
Credit Card Fee	0.56 + 3% payable by customers

Staffing:

Clubs have three options for match-day sales & scanning staff:

- Hire Platinum List staff at rates below
- Use Club Staff or 3rd Party supplier and rent equipment at rates below
- Use Club Staff or 3rd Party supplier with purchased equipment either at rates below or through their own procurement process

Platinum List Staff rates:

AED 95 per hour plus VAT	<ul style="list-style-type: none"> • All staff members fully trained on Platinum List system • Inclusive Ticket scanner. • At least 1 Arabic speaking staff member in ticket office • Inclusive of all transportation fees
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Equipment rental:

Scanners	AED 150 each, per day*
Ticket Printers	AED 300 each, per day*
Laptops	AED 200 each, per day*

*Clubs will be responsible for any equipment damage and liable for cost of repair or replacement

*Plus VAT

Equipment purchases (approximate prices):

Ticket Printers	BOCA 200 DPI, with cutter (~ AED 6,600)
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Ticket Scanner Charging Dock	iPhone 11 and above (AED 2,000) including power case Can Charge up to 10 devices at once (AED 100)
Laptop Mouse	Any brand, recommended at least to have Intel Core i5 processor (AED 1,700) Wired Mouse, Recommended brand: Microsoft (AED 50)
Cash Boxes	Any brand (AED 150)

Internet & Data Costs

IT Fee per match	AED 157.50 (VAT included)
WIFI Router per match	AED 262.50 (VAT included)
Data bundle per WiFi Router	AED 210 (VAT included)
Data package for Scanners	AED 52.5 per scanner (VAT included)

Ticket stock (Hard Ticket)

Club Branded Ticket stock	AED 0.65 per ticket (orders under 20,000), AED 0.45 (orders over 20,000) + shipping + customs + VAT* approx. only
UAE PRO LEAGUE Branded Ticket stock	20,000 per club free, (if more required charged at AED 0.50 a ticket)

All Ticket stock will be printed by UAE PRO LEAGUE and will take up to 4 weeks to produce. All Club Branded designs must adhere to UAE PRO LEAGUE ticket template (Appendix 1) and must be approved by UAE PRO LEAGUE. UAE PRO LEAGUE branded ticket stock will only feature UAE PRO LEAGUE sponsors. Should Clubs wish to have their sponsors on the ticket stock, they will need to order Club Branded Ticket stock -prices as listed above.

Stadium Re-Entry:

Venues that require re-entry for stadium facilities such as F&B vendors, toilets, and prayer rooms will require wristbands or UV ink stamps.

After a fan has had their ticket scanned, should they wish to leave the stadium and re-enter they will either need to be issued a wristband (placed on wrist not handed out) or stamped with a UV ink hand stamp by Club security staff.



UAE PRO LEAGUE

Wristbands

Wristbands must be procured and paid for by each Club.

UAE PRO LEAGUE can assist in providing a supplier contact if required.

Settlement Process

UAE PRO LEAGUE will deduct all fees and charges and transfer the balance to clubs each month.

Should the ticket revenue not cover any fees and charges owed by Clubs, the Clubs will be invoiced accordingly.

VAT will be included in ticket prices and all ticket prices must be in denominations of 5 (for example, 10, 15, 20, 25 etc)

Event Operations - Seat Maps

All Clubs are responsible for submitting a seat count of their stadium and ensuring the information and all details are correct.

Should any changes to the seating plan at stadium take place, UAE PRO LEAGUE and Platinum List must be notified immediately.

Clubs must perform a seat count every year to verify their seat plans and make sure they are up to date and accurate at all times.

Match Configurations

All Clubs must confirm the stadium sales configuration (which sections/gates/areas open and which are closed) with UAE PRO LEAGUE and Platinum List no less than 10 days before a match.

On Sale

All matches as per the public UAE PL schedule will be made available online at the beginning of the season. These matches will be under 'pre-registrations'. Fans can leave their contact details and once the match is officially onsale they will be notified to buy tickets.

Each round will go no sale 7 days from first scheduled match

If information is not provided on time to ensure a match goes on sale 7 days out, clubs will be fined as per the QCP.



Artwork and content requirements by Clubs

UAE PL will submit generic artwork to Platinum List however clubs are invited to submit their own artwork (subject to UAE PL approval). All artwork must adhere to UAE PL branding guidelines and contain the UAE PL sponsor banner (provided by UAE PL).

Required Artwork	Deadline for Submission or Approval	Penalty
Match Operations Manual	10 days before match	Refer to QCP document
Staff/Equipment Request Form	4 days before match	Refer to QCP document
Sponsor allocation	10 days before match	Refer to QCP document
Season Card allocation	10 days before match	Refer to QCP document
Match Configuration map	10 days before match	Refer to QCP document
FAQ sheet	10 days before match	Refer to QCP document
Event Page artwork	12 days before match	Refer to QCP document
E-ticket design	12 days before match	Refer to QCP document
Event Page information	12 days before match	Refer to QCP document

Event Page Artwork Specs

PRE- APPROVED ARTWORK TEMPLATES WILL BE PROVIDED BY UAE PRO LEAGUE FOR CLUB USE

Desktop version: 1. 1600x615 – Header 2. 960x540 - Lower

Mobile version: 3. 768x768 – Header 4. 706x706 - Lower

Database email artwork: 600 w x 800 h

Video (Youtube clip) - Optional

E-ticket design: 960 x 540 (top banner) 700 x 120 (bottom banner)

Event Page Information (max 200-300 words):

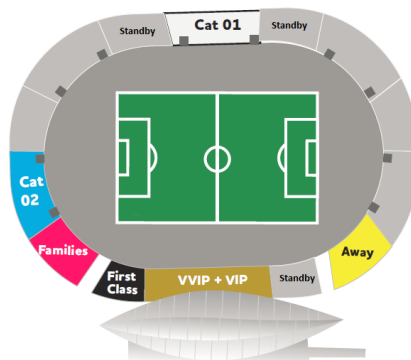
Information for fans regarding the venue and match day operations such as Gates Open & Kick Off times, List of Prohibited Items, and any other important information you want to communicate to your fans.

Match Configuration Map

A Match Configuration Map is a venue map that outlines which areas of the stadium will be open for sale, and which will be on standby for release in case of sold out sections.



UAE PRO LEAGUE



Match Day Operations Manual, Staff request form and FAQ Sheet.

Templates will be provided by the UAE PRO LEAGUE for Clubs to complete within required deadline.

Sales Channels – Online:

- Online Sales will be available on the following websites:
- UAE PRO LEAGUE Website & Mobile Application
- Club Website
- Platinum List Website

Sales Channels – Call Center:

Open 7 days a week:

Sun to Thurs 10am - 8pm, Fri 1pm - 8pm, Sat 12pm - 6pm

Language options: English, Arabic, and Urdu

Scope of work:

- Answer customer enquiries about match tickets
- Resolve customer complaints about match tickets
- Contact customers in the event a match is cancelled or rescheduled

Sales Channels – Stadium Merchandise store/Ticket Office:

Clubs will have an option to sell match tickets prior to match day at their Merchandise store or Ticket Office.

Training will be provided to sales staff free of charge

Technical support will be provided via phone and email via Platinum List Account Manager

Tickets will be issued as E-tickets directly to customer accounts

If Hard tickets are required (Physical tickets), then Platinum List staff and/or equipment will be provided and cost recharged to clubs (as per fees mentioned previously)

Match Day:

Follow Event Ticketing Preparation Checklist (appendix 2)

Issue Report as required below (appendix 3)

Report Required (To be signed by Club & Platinum List)	Deadline	Penalty
Ticketing Operations Preparation Report	1 hour prior to Box Office Open Time	Refer to QCP document

Ticket Types

- E-ticket
- Hard Ticket (Physical Ticket)
- Mobile ticket
- Season Card

E- Tickets are delivered to customer e-mail addresses when tickets are purchased through the following channels:

- Online
- Stadium Merchandise Store / Ticket Office (pre-match day)
- Customer can either print the E-ticket or display it on their phone (See: MOBILE TICKET)

Platinumlist

Order number: 4207204

ELECTRONIC TICKET ADMITS ONE




Al Ain FC vs Al Nasr FC. Doors open - 17:30 / Match starts - 19:30

CATEGORY	GATES OPEN	EVENT STARTS
1ST CLASS LEFT	17:30 Fri 01 Dec 2017	19:30

TYPE	1ST CLASS LEFT	NAME	Naz Savio
ENTRANCE	Entrance 2 <td>TICKET #</td> <td>4207204-9736263276794942</td>	TICKET #	4207204-9736263276794942
PRICE	90.00 AED	COUNT	1 of 1
LOCATION	Khalifa Bin Zayed Stadium, Al Ain	PURCHASED	27 Nov 2017 19:37
AGE LIMIT	none		

Terms and conditions (full version at <http://ipla.itom/13oblog>)

Tickets are non-refundable, non-transferable and non-transferrable. On entry customer must display a valid photo identification document such as original passport (ID, driving license, or original passport along with matching name on the credit / credit card that was used for purchase. Online ticket resale is prohibited. If the ticket is bought via a reseller such as Championship, Viagogo or StubHub it is considered invalid, entry to the event will be declined. It is the responsibility of the customer to be of the correct age required to enter the event. It is the customer's responsibility to advise the ticket code set by the Event Organizer. If any of the customer is declined entry by the Event Organizer for any reason Platinumlist is not liable to refund the tickets. It is the responsibility of the customer to attend the event at the correct time. Non-attendance events will not be refunded by Platinumlist. Platinumlist accepts no responsibility for any personal property lost or stolen, or injury or any losses sustained at the event. Platinumlist will not be responsible for any lost or damaged tickets. Exchanging of seats / tickets or categories is not allowed. One person per ticket. The ticket is valid only for the specified show and cannot be reused across multiple events. Event Organizer has the right to refuse entry once the show has started. No re-entry. Event after lineup is subject to change at any time. Ticket resale is strictly prohibited. Tickets purchased by ticket resellers will be cancelled and will not be refunded.





UAE PRO LEAGUE

Numbered Seating

All stadiums must have numbered seats.

Allocated seating at all venues will be offered to customers from this season.

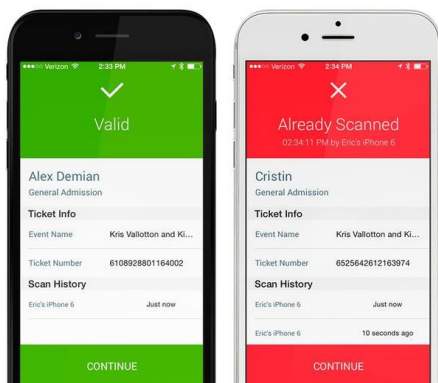
Ticket Scanning

All events will feature LIVE ticket scanning at each entrance gate.

Tickets will either be scanned as Valid (permitting entry- GREEN) or Invalid (not permitting entry- RED).

If a ticket is scanned Invalid, fans will be asked to return to the ticket office to resolve the issue.

Club Security will need to ensure that all fans comply and return to the ticket office.



Ticket Fraud

All tickets can only be scanned/used ONCE.

Should a fan attempt to print multiple copies or their ticket, or give their used ticket to a friend. The duplicate ticket will NOT scan Valid and they will be refused entry.

It's important that Club Security work with the ticketing team to ensure fans comply with the ticketing rules and regulations.

Lost Tickets

Lost tickets will NOT be reprinted. Once a ticket is issued, fans must ensure they are kept safe and secure.

Cancelled Tickets

As a general rule all sales are FINAL however in exceptional cases tickets may be cancelled and refunded 24 hours before the match, however fees and charges may apply. NO refunds or ticket cancellations will be permitted on Match Day.



UAE PRO LEAGUE

Club Ticketing

Away Tickets

All clubs are requested to submit stadium maps outlining Away sections at 10%, 30% and 50% by beginning of August 2023.

Complementary Tickets:

UAE PRO LEAGUE Allocation

UAE PRO LEAGUE Sponsor Allocation must be blocked from sale on the online ticketing system. The remaining allocation will be issued upon request and any unused tickets will be released back to the club 3 hours before kickoff. AED 1 fee per ticket will apply.

VVIP Area

Clubs are free to manage their VVIP areas, however tickets must be issued on the Ticketing System.

If Clubs assign Platinum list to sell their VVIP areas, normal charges will apply. For any free VVIP tickets where Clubs ask for a hard ticket a AED 1 fee per ticket will apply. Platinum List staff will work with Protocol Managers at VVIP entrance gates to monitor attendance of guests.

Club Sponsor Tickets

Clubs are required to provide the ticketing requirements for all contracted sponsors prior to the season for UAE PL approval. The Club Ticketing Officer will be required to distribute the tickets to sponsors themselves. All sponsor tickets will incur a AED 5 fee per ticket.

Media Tickets

Clubs are required to provide Media a ticket in the Media Tribune area. Tickets can be e-tickets or hard tickets, all tickets will incur a AED 1 fee per ticket. Media access will only be granted upon the presentation of a ticket and their media accreditation. BOTH will be required for stadium entry.

Player Families & Club Staff

Clubs can issue tickets for staff, players and player families. The staff tickets are limited to a maximum of 100 tickets and must be issued in Category 1 – 3 only. AED 5 fee per ticket will apply.

Memberships & Season Cards

Platinum List will work with all clubs to offer fans the ability to purchase season cards at all venues through the online channel. A unique QR code will be generated by the ticketing system for Clubs to export and insert into their existing card templates and printing machines. The printing and distribution of all Membership/Season Cards will remain the responsibility of the clubs.

Schools Program

Any complementary tickets printed and distributed to schools must be paid for by the Club. Tickets may be authorized to be provided to schools free of charge, however the cost of such tickets must be paid for by the Club.



Club Printed Ticket Design:





Appendix 2 (Event Ticketing Preparation Checklist)

PRE- MATCH DAY PREPARATIONS:

These preparations should be done at a period, which ranges between 1 week to 1 day before the match date.

Ticket Office:

1. The Ticket Office booths are cleaned and there are enough trash bins inside.
2. The police/crowd barriers are properly placed outside the Ticket Office booths windows.
3. Confirm there's Air-conditioning & Power to the Ticket Office booths.
4. There is enough stationary in the Ticket Office for the match.
5. Prepare the match day brief. The match day brief should have as much information as possible covering everything that the Ticket Selling Staff should know about the event. It should be printed out for the staff.
6. The venue map overview is printed out so the fans can see the sections they are buying the tickets in. Typically, the map should be laminated on an A3 paper and each staff should have a copy.
7. The staffing plan schedule is created and sent out to the staffing agency/supplier to ensure that all required staff can be booked. The staffing plan should be carefully drafted to ensure good use of the staff and cover the period when the customers are expected to rush to buy tickets. Typically, the Ticket Selling staff should be booked starting from 30 mins earlier to the Ticketing Office opening time (to be able to brief them about the event and distribute the cash float) until 1 hour post the Ticket Office opening time (to have enough time to do the settlement and collect the sales cash). The Ticket Office staff dress code: Platinum List t-shirt, black pants and black shoes & socks.
8. Ticket selling staff log in details have been created and access verified.

Entrance Gates:

1. Club IT to check access points and internet connection to verify connectivity.
2. Platinum List to receive confirmation from Event Coordinator of all gates and sections in use for match day so that they can configure the scanning.



Appendix 3 (Match Day Reports)

Match Day Ticketing Operations Preparation Report*

Preparations for Ticket Office:

Deadline	Club Requirement:	Available	Works	Comments
Kick Off –4h	Power – minimum 2 sockets			
Kick Off –4h	Air-conditioning			
Kick Off –4h	Internet – minimum speed 10mbps			
Kick Off –4h	Table and Chairs (enough for all staff)			
Kick Off –4h	Drinking water			
Kick Off –4h	Small trash bin			
Kick Off –4h	Clean Inside (free of dust, dirt and rubbish)			
Kick Off –4h	Clean Outside (not dirty, damaged, or rubbish around)			
Kick Off –4h	Signage – English & Arabic (Categories & Prices advertised)			
Kick Off –4h	Lighting – Inside & Outside			
Kick Off –4h	Security Officer present			
Kick Off –4h	Lock (Key provided to Platinum List)			
Kick Off –4h	Queuing barriers (police barriers)			
Kick Off –4h	Firefighting equipment			

Preparation for Entrance Gates:

Deadline	Club Requirement:	Available	Works	Comments
Gates Open – 4h	Private Internet at all Entrance Gates - min speed 10mbps			
Gates Open – 4h	Queuing barriers (police barriers)			
Gates Open – 30mins	Wristbands provided to Security Staff – security staff briefed by Club Ticket Officer or Security Supervisor on how and when to wristband fans			



Appendix 4 (Staff Request Form - Template)

PRE MATCH STAFF REQUEST FORM							
Season: 2020/21							
Match:							
Request Date:							
Club Requesting:							
Description	Dates that staff are required to work (eg. 1 Jan, 2 Jan, 3 Jan)	Operating Hours each day (eg. 4pm - 9pm)	Total Number of Days required (select from list)	Total Number of Staff Each Day (select from list)	Number of Hours required Each Day (select from list -min 4 hrs)	Unit Price	Total Cost
Platinum List TICKET STAFF						AED 95.00	AED 0.00
							AED 0.00
NOTE: Payment will either be deducted from final event settlement, or invoiced upon event settlement, should the cost exceed revenue collected.							
Completed By:							
Date:							
Name:							
Signature:							
Phone Number:							



Appendix 5 (Match Operations Document - Template)

TICKETING OPERATIONS DOCUMENT

Document must be completed in full and submitted 10 days prior to match to avoid QCP

Round:	
Match Name:	
Location / Venue:	
Date of Match:	
Gates Open Time:	
Kick Off Time:	
Half Time:	
End of Match:	
Announce Attendance Time:	

Anticipated Attendance for Match	
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Match day Contacts

	Name	Mobile Number
Club Ticketing Officer/Manager		
Club Security Officer/ Manager		
Security Supervisor (From Security Company)		

Match Configuration Map

Sections opened to be opened on actual match day can be changed accordingly 10 days prior to match day. Please include standby sections.

Appendix 6- (the deduction form for paid tickets)

PAID TICKETS REQUEST



Competition:	
Match:	
Match Date:	
Season:	

Requested Tickets:

#	Category	Price	No of Tickets	TOTAL AMOUNT

In reference to the UAE PL ticketing regulation, we hereby approve that for all the tickets requested are from the paid allocation above the 2% free allocation, the price value of the tickets shall be deducted from our match earnings or year-end dues.

Sign		Stamp of Club Applicant
Name:		
Position:	CEO,	
Date:		