

# THIS IS JUST THE BEGINNING



**Premium**  
CROKE PARK

GAA



# YOUR SEAT IS JUST THE BEGINNING...

Your walk down Jones' Road, when the butterflies kick in.

Your own entrance, bringing you straight to the heart of the action.

Your pre-game traditions – your carvery, your drink at the bar, your banter with the 'neighbours'.

Your heart beating out of your chest as the game throws in.

Your perfect view, every single time.

Your nerves, your encouragement, your head in your hands.

Your friends, your family, your colleagues, your chosen partners in crime.

Your celebration. Or commiseration.

Your experience. Your memories, be they tragic or magic.

This is your day. Your way. Every single time.

This is your Premium seat.

And this is just the beginning.

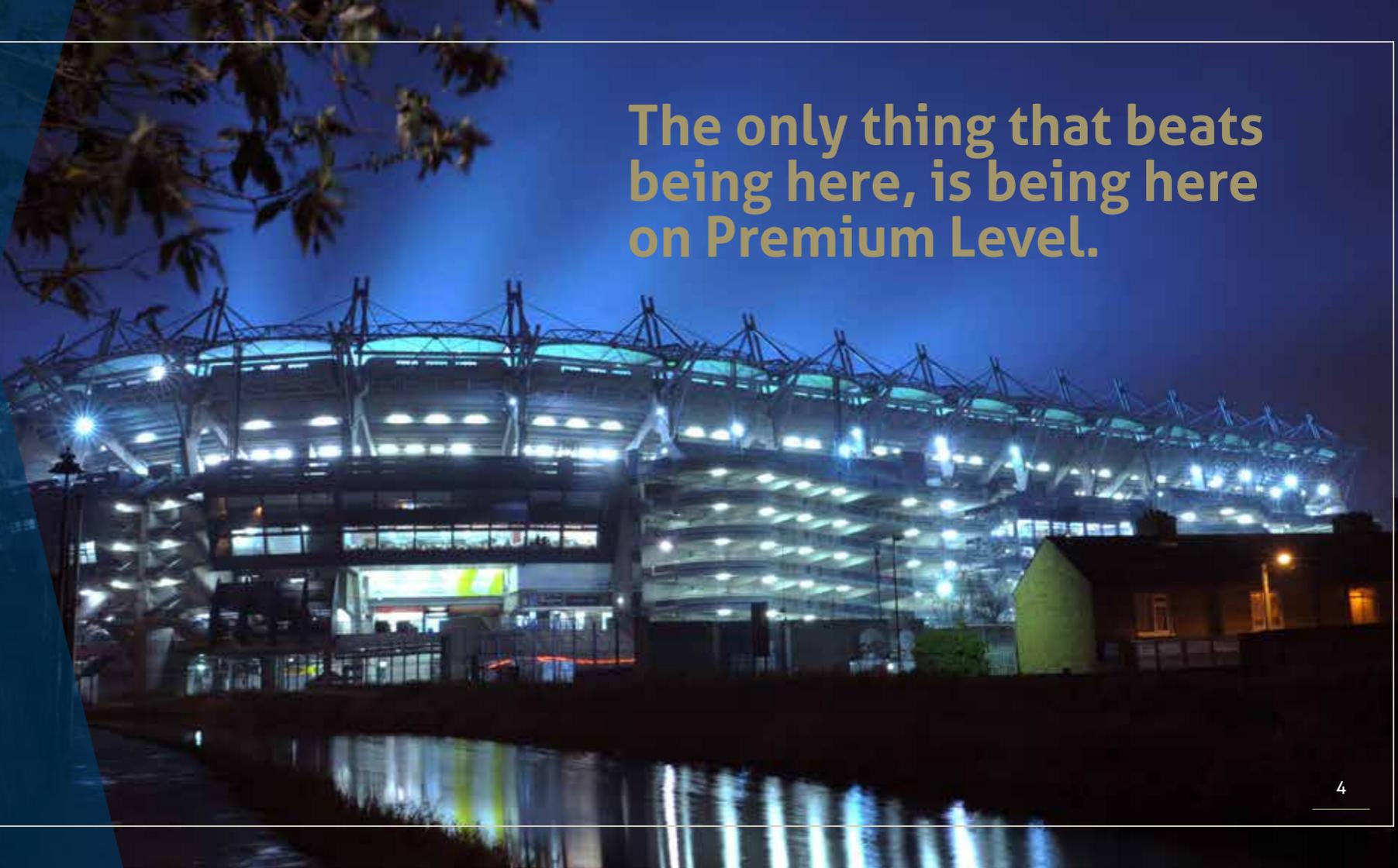


## YOUR MEMBERSHIP HANDBOOK, FULL OF GOOD NEWS

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There's not much that can beat the colour, passion and energy of Croke Park on match day or on the night of a big concert. In fact, the only thing that beats being here, is being here on Premium Level.

As a Premium member, you're guaranteed one of the best seats in the house. Of course, there are plenty of other really special benefits too and we wanted to take this opportunity to remind you of all the exceptional features that come with your membership. From outstanding food to attractive discounts, Premium membership really is the beginning of a very special relationship with Croke Park.



The only thing that beats being here, is being here on Premium Level.



# YOUR PREMIUM PROMISE

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If you knew nothing else about your Premium benefits, this is the part that matters most...

As Premium members, you're guaranteed tickets to the All-Ireland Finals, as well as tickets to every other GAA fixture at Croke Park!

You could stop reading now, but we promise that there's lots of other good stuff to come.

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# YOUR MEMBERSHIP HIGHLIGHTS, THE BEST BITS

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## YOUR TICKET EXCHANGE

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Whether you want extra match tickets, or you can't attend and want to sell your tickets, the Ticket Exchange facility has you covered. Just log on to [crokepark.ie/premium](http://crokepark.ie/premium) using your personalised pin and buy up to four extra tickets (where available) or post your own tickets for sale. If your tickets sell, your Membership Card will be credited with 50% of the ticket's face value, which you can then spend as you please at any of our Premium Level facilities.

## YOUR FIRST REFUSAL

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A great gig coming up in Croke Park? You don't have to worry about getting your hands on tickets, as Premium members get first refusal on all concerts happening at the stadium.

## YOUR DAY, YOUR WAY

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There's nothing quite like choice and convenience on match day – with your Premium membership you have access to all Premium Level bars and restaurants, located within just a few metres of your seat. They're open before, during and after the game, so you can make the day your own. (Facilities open with the turnstiles and stay open for 1.5 hours after the game).

## YOUR MEMBERSHIP CARD

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Your card makes everything even more convenient – use it every time you buy something or sell tickets on the Ticket Exchange, and you'll build up credit that you can spend at any of our Premium facilities. You'll also receive a 10% discount on all food and beverages when you purchase using your card.

## YOUR EXCLUSIVES

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Match day is just the beginning of your experience. As a Premium member, you'll also receive invitations to exclusive business breakfasts and special events featuring prominent personalities from the worlds of sport and business. In addition to these inspiration and networking sessions, you'll also receive a range of unique and exclusive offers from our Premium partners.

## YOUR TEAM

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Your Premium Team is dedicated to providing an exceptional service and they're on hand to help you Monday to Friday from 9am to 5pm. They're also always available on match and concert days to answer any queries you may have. On these days, you'll find them at the reception in the Hogan Stand and our Customer Care Teams will be on Level 5 at the Hogan and Cusack entrances.





## YOUR MEMBERSHIP EXTRAS, ENHANCING YOUR EXPERIENCE

### YOUR BOOKLET AND FIXTURES LIST

At the start of every year, we'll send you a convenient booklet with tickets for every game and a fixtures list. That way you always know what's happening and when, making your planning so much easier.

### YOUR PRE-MATCH EZINES

Our ezines make sure you have all the information you need ahead of each game, not to mention exclusive match analysis from our Premium Pundit. They also include any stadium news, updates on your Premium dining options and stadium offers.

### YOUR OWN ENTRANCE

Get straight to the heart of the action with your Premium entrance on Jones' Road. This entrance gives you direct access to Level 5 by elevator or escalator, so there's no delay in starting your day or night.

### YOUR WEATHER-PROOFING

With a Premium seat, the weather will never spoil match day. With a cover to keep you dry, your head will always be in the game.

### YOUR COMPANY

Premium has been known to play host to more than a few Irish celebrities and influential people from the world of business and politics, not to mention GAA legends. It's safe to say you're always in good company on Level 5!

### YOUR GIFT OF GIVING

If you can't make a game, you can still make someone else's day by gifting them your tickets. Gifting to a family member, a friend, a colleague or a client will always be appreciated and makes everyone feel good.

# YOUR FACILITIES, PREMIUM IN EVERY WAY

## HERE'S A HELPFUL, AT-A-GLANCE LOOK AT YOUR MANY PREMIUM FACILITIES:

Three Premium Carveries, located in the Hogan Suite, the Cusack Suite and the Celtic Suite.

The Canal Café, your Premium Lounge, complete with complimentary newspapers and serving barista coffee, sandwiches and pastries.

Leather & Ash, offering tasty Premium bites like the Premium Burger.

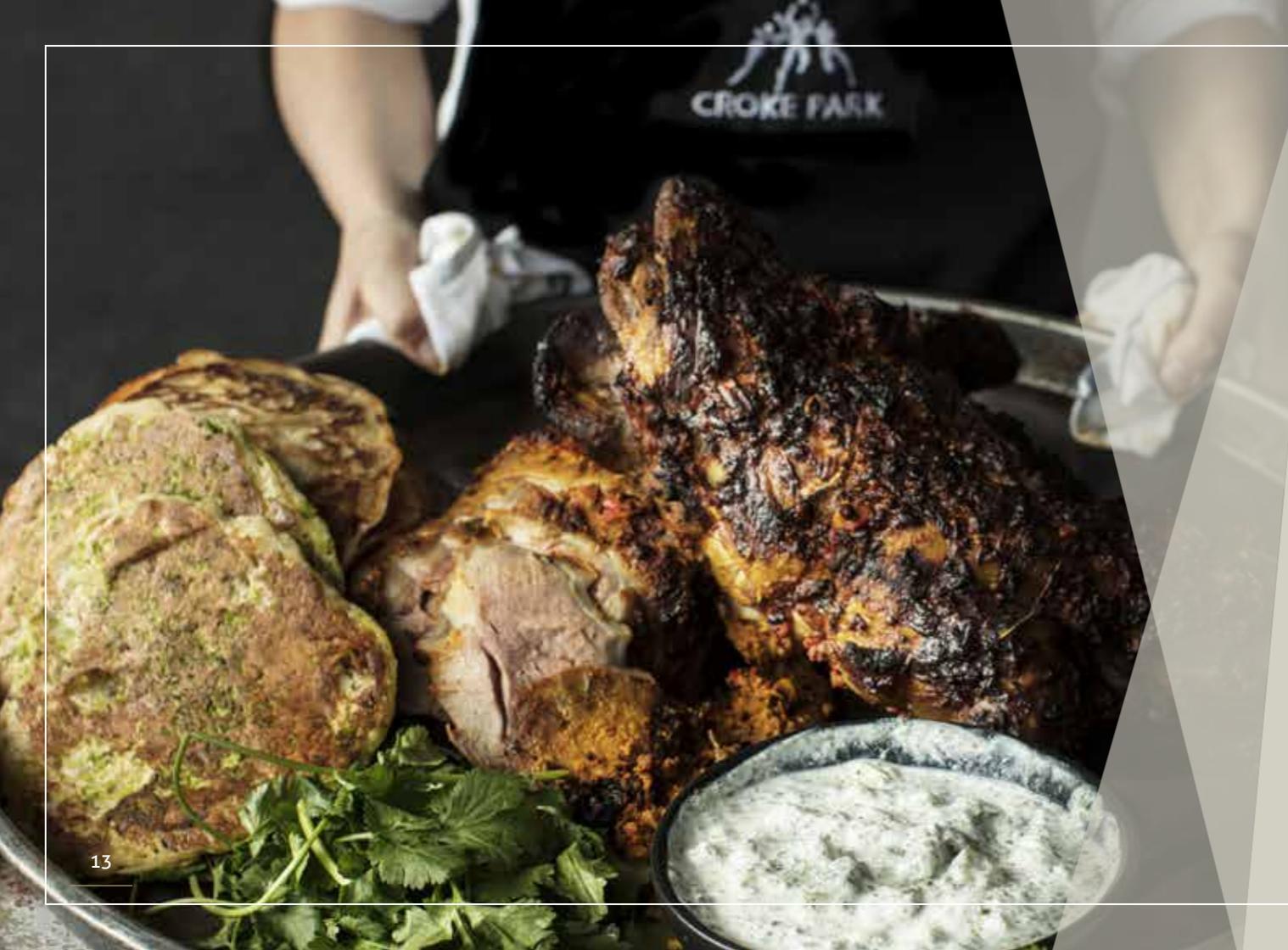
Pop-Up Units that offer unique experiences, like Asian Street Food, healthy super salads and World Champion Baristas serving freshly brewed coffee.

## NOT TO MENTION:

- Several bars
- An Elvery's Store
- Match programmes
- ATM
- Complimentary WiFi
- Big screens and TVs so you don't miss a minute of the action no matter where you are.

To view the full range of facilities on Level 5, as well as a map of the stadium, go to [crokepark.ie/premium](http://crokepark.ie/premium) and click on the Interactive Stadium Map.





# A little more about your food, which is full of good stories as well as flavours.

**At Croke Park, food provenance is paramount. We're proud to support farmers, fishermen and producers from right across our foodie island. Croke Park Executive Head Chef, Ruairí Boyce, and his team are passionate about sourcing and showcasing the best of Irish ingredients in their menus. This translates into a superb dining experience for you on every single occasion.**

Ruairí says "there's one golden thread linking everything we do – the provenance of our product. It's all sourced as locally as possible from suppliers with whom we're on first name terms. Farm to fork may be a bit of a gastronomic cliché but it's the aspiration and inspiration for all we do."

Here's just a taste of our suppliers:

- Our fish is sustainably sourced from Hanlon's of Cork Street, Dublin's oldest smokehouse, famously referenced in James Joyce's "Ulysees".
- All of our beef is 100% Irish, sourced in Nenagh, Co. Tipperary, with farm to fork traceability.
- We use award-winning sausages from Loughnane's of Galway.
- We always choose Clonakilty Blackpudding.
- Our vegetables are all sourced from Keelings of St. Margaret's, Co. Dublin.

# YOUR EXCLUSIVE OFFERS, COMPLIMENTS OF OUR PARTNERS

Our dedication to looking after you is true both at Croke Park and further afield. As a Premium member, a range of unique and exclusive offers are open to you courtesy of our Premium Partners. For detailed information on how to avail of these offers, visit [crokepark.ie/premium](http://crokepark.ie/premium). In the meantime, enjoy reading about some of the highlights:

## THE PREMIUM CLUB AT THE 3AREANA

The Premium Club is a private members' club in the heart of the 3Arena. If you love live shows and love to entertain, this exclusive offer will be music to your ears. The Premium Club will make sure you make an impression and will bring your evening at 3Arena to a whole new level. You'll even have access to a ticket facility that allows you to purchase tickets for concerts that are 'sold out', using your Premium Ticket Exchange.

## KILDARE VILLAGE

Kildare Village doesn't require much of an introduction. One of the Chic Outlet Shopping® Villages in Europe, it's located less than an hour from Dublin and offers Ireland's leading luxury outlet shopping experience. As a Premium member, you're entitled to a VIP Voucher, which gives you a 10% discount card for each visit to Kildare Village. You're also invited to use the VIP Lounge and enjoy a glass of Prosecco on arrival. As if that wasn't inviting enough, you can top it all off with a hands-free shopping experience.

## THE CROKE PARK HOTEL

Just steps away from the stadium on Jones' Road, The Croke Park is Dublin's iconic sporting hotel. Whether it's a stay for a match or concert, or you're in Dublin for business or a break, the hotel represents



the very essence of warmth, family friendliness and 'can-do' service. Using the credit you've built up on your Premium card, for every €100 you spend on a gift voucher for The Croke Park, the hotel will gift our Premium members an additional €25 to spend on food or beverages in the hotel.

## GAA MUSEUM & TOURS

On home turf you can enjoy a 20% discount on our GAA Museum & Tours, including the access-all-areas Stadium Tour and the breathtaking Ericcson Skyline Tour. On our Stadium Tour, you'll find passion and history pumping around every corner. Everything

and everyone is brimming with pride, including our renowned Tour Guides who'll have you hanging on every word.

Bring your adventurous spirit to the Ericcson Skyline Tour and marvel at Dublin's highest open-viewing platform, offering breathtaking panoramic views of Ireland's vibrant capital from the mountains to the sea.

Start or finish your tours with a trip to the GAA Museum and get ready to immerse yourself in the spine-tingling and completely unique story of Gaelic games from ancient times to the present day.

## YOUR 'GOOD TO KNOWS'

### CROKE PARK SUSTAINABILITY - CHANGING THE GAME

**At Croke Park, we're delighted to be leading the way in sustainability.**

In 2016, Croke Park became the first stadium in the world to achieve the Environmental Management International Standard ISO 14001:201.

Another major achievement is that 0% of our stadium's waste is sent to landfill. Thank you for helping us maintain this milestone by putting your rubbish in the right bin.

Match-going caffeine lovers will find their Fairtrade tea and coffee served in cups that are made with vegetable-based plastics only, allowing them to be disposed of in the stadium's organic waste stream.

**We're proud supporters of our local community.**

We believe in supporting our local community, and at the heart of this is the Croke Park Community Fund. Established in 2009, it's an annual fund of €100,000 which is used to support local projects that directly benefit our neighbours living within the stadium's 1.5km community radius.

Finally, we want to tell you about the Croke Park Community Team, which is made up entirely of local residents. The team works on stadium event days to assist their neighbours and help watch over the community area. We believe this is a hugely important initiative and it helps everyone to feel safe and connected.



## YOUR QUESTIONS, ANSWERED

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We want your day to be as seamless and enjoyable as possible. With that in mind, we've put together this list of FAQs to answer the most common queries about our ticketing policies. If you have a query that's not covered here, please feel free to contact us by emailing [premium@crokepark.ie](mailto:premium@crokepark.ie).

**Q. Can I swap my Premium seat for one in a different location?**

Unfortunately it's not possible to swap your seat. Your contract is linked to a particular seat and this will remain your seat until your contract expires.

**Q. Do I have first refusal on renewing my seats?**

Yes. We hope that you will want to keep your seat and we'll be in touch prior to your contract ending to offer you a renewal package.

**Q. Can I purchase extra tickets for games?**

Yes, it's easy to purchase additional tickets through the Ticket Exchange facility. All you need is your ID and password. If you've forgotten your password, don't worry, you can request a new one through the site. You can purchase up to four additional tickets per game, depending on availability.

**Q. Does a toddler/child need a ticket for the Premium level?**

Yes. All fans, including infants, need a ticket to access the Premium Level. This is necessary to comply with safety guidelines and we take the safety of all people attending Croke Park very seriously.

**Q. Are there any Premium seats currently available?**

There is often a limited number of Premium seats available. For more information on what's available at the moment please contact the Premium Team.

**Q. I've lost my ticket. What should I do?**

Please contact a member of the Premium Team on 01-8192354 / 01-8192333 and we'll be happy to help you. Please note that ticket reprints can only happen on the written instruction of the ticket holder before turnstiles open. Once a Premium ticket reprint is issued, all other versions of the ticket are invalid and will not be accepted for entry.

**Q. I've just purchased a ticket on the Ticket Exchange website but I can't print it out.**

Please contact a member of the Premium Team on 01-8192354 / 01-8192333 and they'll advise you on what to do next.

**Q. Can I purchase Premium tickets for concerts?**

Yes, if you are a Premium seat holder you get first refusal on tickets for concerts held in Croke Park. So if your favourite artist or band is coming, you can avoid the ticket rush!

**Q. What happens if I have a ticket issue for a weekend game after 5pm on Friday?**

Ticket issues that arise between 5pm on Friday and match day are dealt with in a timely manner before turnstiles open. Should an issue arise after this time, we will of course do our best to assist you.

# YOUR QUESTIONS, ANSWERED

**Q. If I've sold tickets on the Ticket Exchange, what happens to my original tickets?**

If you sell your Premium tickets on Ticket Exchange, your original tickets are no longer valid and won't be accepted for entry.

**Q. How do ticket barcodes work?**

For security reasons, ticket barcodes are only valid once. Therefore if photocopy or duplicate prints of Premium tickets are presented, only one person will be given access (the one who arrives first).

**Q. Is there a collection point for Premium tickets?**

For Premium ticket collections, please go to the Ticket Office at Gill's Corner on the North Circular Road. Tickets can't be collected from the Premium entrance on Jones' Road.





**Premium**  
CROKE PARK

# YOUR WAYS TO CONTACT US

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We're here to help, so get in touch:  
[premium@crokepark.ie](mailto:premium@crokepark.ie)  
+353 (1) 819 2300  
[crokepark.ie/premium](http://crokepark.ie/premium)



[crokepark.ie](http://crokepark.ie)