



UEFA EURO 2020™ TICKETING INFORMATION

LIVE IT. FOR REAL

euro2020.com/tickets



CONTENTS

03	Introduction	12	Fans First
06	Key information	14	Key dates
08	Ticket quotas	16	General information
10	Categories and prices		



INTRODUCTION

In 2020 UEFA EURO will celebrate its 60th anniversary. To celebrate this milestone, the tournament will be played across 12 different European cities – bringing the EURO closer to fans and celebrating the best of European football and culture.

The mission of the UEFA EURO 2020 ticketing strategy is to maximise sales and optimise attendance at the matches of EURO 2020 through a fair and transparent process, while at the same time providing value for money for spectators and a safe and vibrant environment.

Since 1960 a total of 14 countries have hosted the finals. But in 2020 a record 12 nations across Europe will co-host the final tournament – including seven that will be staging matches in the EURO finals for the first time: Azerbaijan, Denmark, Hungary, the Republic of Ireland, Romania, Russia and Scotland.

EURO 2020 will be the biggest European Football Championship finals ever. Among the 12 host cities – Amsterdam, Baku, Bilbao, Bucharest, Budapest, Copenhagen, Dublin, Glasgow, London, Munich, Rome and Saint Petersburg – there are 8 capital cities and 11 venues boasting a stadium capacity in excess of 50,000.

EURO 2020 will comprise of 51 matches, and Rome will kick off the tournament when it hosts the opening match on Friday 12 June 2020. All 12 hosts will welcome three group stage matches – including at least two matches of their national team, should they qualify - and one round-of-16 or quarter-final game. All roads lead to London for the climax of the finals. Wembley Stadium will host the two semi-finals and the final, and the new European champions will be crowned on Sunday 12 July 2020.

There will be a total stadium capacity of 3,000,000 people – 20% more than at UEFA EURO 2016 – and more tickets available to the general public than ever before. At EURO 2020 fans can expect to 'LIVE IT. FOR REAL'.



KEY INFORMATION

Easy and convenient ticket application process for fans

Despite EURO 2020 being held in 12 different countries, fans will be able to apply and purchase tickets from one website; **euro2020.com/tickets**, no matter where they are based or where they would like to travel to.

Ticket sales process: key characteristics

The general public can apply for tickets for EURO 2020 online from Wednesday 12 June 2019 at 14:00 CET to Friday 12 July 2019 at 14:00 CET via

euro2020.com/tickets

- Any fan who creates a EURO 2020 ticketing account online at the above website between Sunday 19 May 2019 and Tuesday 11 June 2019 will be entered into a random draw to win two free category 1 tickets to an opening game. One lucky fan will also win two free category 1 tickets to the EURO 2020 final. Winners will be selected at random and all winners will be announced by Friday 28 June 2019. Terms and conditions apply.
- 3 million tickets will be available.
- Over 80% of tickets will be for the fans of participating national associations (PNAs) and the general public.
- 1.5 million tickets will be available to the

general public, which is 50% (500,000) more than in 2016, and 960,000 tickets will be available to fans of PNAs, which is 20% (160,000) more than in 2016.

- Tickets for less than €100 will be available for all 51 matches, representing 1.25 million tickets.
- 13,000 'Fans First' tickets for each semi-final and the final – a total of almost 40,000 tickets – will be sold for €95 or less.
- 44 matches have tickets available for €50 or under, which represents 960,000 tickets.
- There will be only one main sales phase for the public.
- Only four tickets per match are allowed for each application to enable as many applicants as possible to see matches.
- There are two price clusters to represent the different levels of purchasing power of the various host countries.
 - Cluster A includes Denmark, England, Germany, Ireland, Italy, Netherlands, Russia, Scotland and Spain.
 - Cluster B includes Azerbaijan, Hungary and Romania.
- Attractive entry prices have been set starting at €30 for cluster B and €50 for cluster A.
- There are three ticket categories. In general, category 1 tickets are mainly central, category 2 tickets are mainly in the corners, and category 3 tickets are behind the goals.



3

Million Tickets

- Hospitality packages are available at all venues and start at €780 per person.
- All tickets will be sold in euros. However, fans will also be able to view the ticket prices in their local currency.
- To ensure tickets purchased are valid, fans must only buy tickets via UEFA.com.
- Tickets bought anywhere other than through the official sales channel may be invalid, non-existent or counterfeit, and those in possession may be denied entry to the stadium.
- Tickets will be allocated via a random ballot; it does not matter if fans apply at the beginning or end of the application phase.
- Matches will be accessible for everyone; wheelchair capacities have been increased.
- Purchasing tickets is easy; there are no complicated bundles; fans have the freedom to purchase tickets for the matches they would like to see.
- 'Follow my team' tickets will be sold directly to the fans of the participating national associations (PNAs) after the EURO 2020 final tournament draw which takes place in Bucharest on Saturday 30 November 2019.
- Additional 'Follow my team' tickets will be sold in April 2020, once all 24 participating teams are known.
- Tickets will be sold to individuals only; companies can purchase official hospitality packages.



TICKET QUOTAS

EURO 2020 is a complex event which works based on ticket quotas. This means that tickets are reserved for certain target groups that place their orders according to specific timelines (for instance, four participating teams may only be known a month before the tournament, as some teams will qualify via the European Qualifiers play-offs in April 2020).

Increased ticket allocation for local and travelling fans

For EURO 2016 there were 1 million tickets available for the general public. For EURO 2020, this number has increased by 50% (an additional 500,000 tickets), with 1.5 million tickets being made available to the general public.

Similarly tickets for fans of the participating national associations during EURO 2016

equated to 800,000. For EURO 2020 there will be more than 960,000 tickets available for fans of the participating teams, which represents an increase of 20% (an additional 160,000 tickets).

By increasing ticket numbers and hosting the tournament all over Europe in 2020, UEFA will bring football closer to the fans than ever before.

Overview

2.5 million tickets for EURO 2020 will be sold directly to fans online via euro2020.com/tickets. Additionally, UEFA has contractual arrangements with commercial partners, (sponsors and broadcasters), host cities, participating national associations and other entities that are entitled to ticket allocations in acknowledgement of their support in organising the tournament.

Comparison of ticket allocations for EURO 2016 and EURO 2020

Quotas	2016	2020
General public	42%	50% (1.5m tickets)
Participating National Associations (PNAs)	32%	32%*
Commercial partners (sponsors and broadcasters)	13%	9%*
Official Hospitality	6%	4%*
UEFA football family and corporate social resp.	4%	1%*
Host country/countries and host cities	2%	3%*
VIP guests	1%	1%*

OPENING MATCH: ROME FINAL: LONDON



The global sponsors and national supporters of EURO 2020 will make a high number of tickets available to fans through promotional lotteries and competitions.

Tickets will also be reserved for VIPs and members of the UEFA family, i.e. non-participating associations, UEFA committees, clubs, football confederations, and other football-related entities or individuals.

The official hospitality packages will also be available from Wednesday 12 June 2019, prices start from €780 per person and are available at euro2020.com/hospitality.

Total number of tickets

Based on the anticipated capacities of the 12 venues, approximately 3 million tickets will be available across the 51 matches. These figures do not take into account the number of seats that have to be deducted for security reasons, camera and media positions and other operational reasons.

Tickets

As EURO 2020 is an international tournament, tickets are available to cover the different needs of domestic visitors, visitors from abroad, disabled fans, companies, VIPs and supporters of the participating national associations.

Standard single match tickets

Single match tickets are tickets for a specific match. These tickets will be available for all 51 matches in the various price categories.

'Follow my team' tickets

A specific sales phase for the fans of up to 20 participating teams will be launched after the final tournament draw on Saturday 30 November 2019. The remaining four teams participating in EURO 2020 will be determined in April 2020 after the European Qualifiers play-offs which will take place between Thursday 26 March and Tuesday 31 March 2020. A further draw will take place on Wednesday 1 April 2020, if required.

In addition to tickets for the group-stage matches, fans will be able to purchase tickets for a knockout-stage match for their nominated team; for example, if Team A makes it to the final, and a fan has purchased final tickets for Team A, the fan will be able to watch the final. If Team A does not make it to the final, the fan will not be entitled to go to the final, but will receive a full refund.

These sales will be conducted in close collaboration with all 24 competing national associations. If fans only wish to see a specific team, the tickets offered in December 2019 and April 2020 are the ideal product.

CATEGORIES AND PRICES



Affordable prices from €30 / €50

Tickets for disabled fans

In line with major international sports events, there will be tickets available at every match for people who require wheelchair access. Wheelchair users will have a space reserved for them and can request a seat for an accompanying person. Tickets for persons accompanying disabled visitors are complimentary. All tickets for disabled supporters are sold at the lowest price category, regardless of their location in the stadium. Valid proof of disability will be required when applying for these tickets.

Live commentary by an audio-descriptive commentator will be provided and broadcasted via FM transmission for all matches. Therefore, visually impaired people can purchase any of the available tickets and will be able to listen to the live commentary from any seat in the stadium using their own FM receiver.

Hospitality packages

For those looking for a premium match experience and guaranteed ticket(s), UEFA will offer official hospitality packages, available from 12 June 2019. There are a range of options, starting from €780 per person, including private suites, business lounges and a more casual and livelier club. In addition to the best seats in the stadium, these packages include:

- access to one of the prestigious hospitality areas from three hours before kick-off;
- a gourmet dining experience comprising fresh food, fine wines, beers and other refreshments;
- personalised service;
- pre and post-match entertainment in the hospitality lounges; and
- an exclusive commemorative gift.

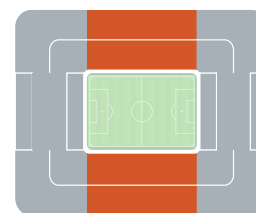
For more information, visit euro2020.com/hospitality

Price categories

Tickets will be offered in three price categories for EURO 2020. The following principles apply for the definition of categories in the stadium. The application of such principles – outlined right - is dependent on the seating configuration of each stadium.

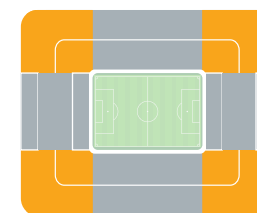
Ticket prices

Ticket prices for EURO 2020 were established using research on the purchasing power of individuals in the host country, pricing information from previous tournaments and other comparable events. The aim is to keep tickets affordable for fans, thus allowing everyone to be part of the event. There are two price clusters – A and B – outlined right.



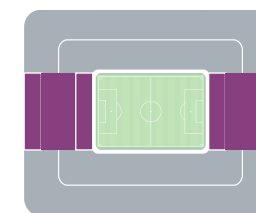
Category 1

Centrally positioned



Category 2

Mainly in the corners



Category 3

Behind the goals

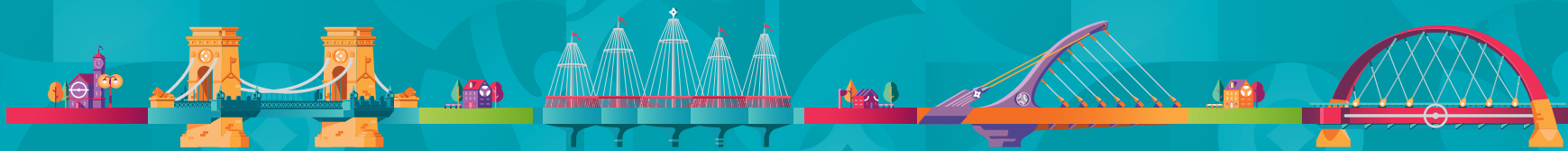
CLUSTER A: AMSTERDAM, BILBAO, COPENHAGEN, DUBLIN, GLASGOW, LONDON, MUNICH, ROME, ST PETERSBURG		
	Group stage and round of 16	Quarter finals and Opening match (MUN, ROM, SPB)*
Category 3	€50	€75
Category 2	€125	€145
Category 1	€185	€225

CLUSTER B: BAKU, BUCHAREST AND BUDAPEST	
	Group stage, round of 16, and quarter final (Baku)
Category 3	€30
Category 2	€75
Category 1	€125

	Semi finals (London)	Final (London)
'Fans First'	€85	€95
Category 3	€195	€295
Category 2	€345	€595
Category 1	€595	€945

Value-added tax (VAT) applicable in each host country is included within the ticket price and will be covered by UEFA.
*Munich, Rome and St Petersburg





Why are there different prices for different venues?

Cluster A includes Amsterdam, Bilbao, Copenhagen, Dublin, Glasgow, London, Munich, Rome and St Petersburg. Cluster B includes Baku, Bucharest and Budapest.

This decision to have different price clusters was made based on extensive research relating to the purchasing power and average income of residents within the host countries. Research showed that the purchasing power and average incomes of residents in Azerbaijan, Romania and Hungary was lower than in the nine other host countries.

The price clusters have been applied throughout the entire tournament. Consequently, tickets to the quarter-final in Azerbaijan are less expensive than the tickets for the quarter-finals in Germany, Italy and Russia.

'Fans First'

UEFA understands that fans and the entire community are central to the whole essence and lifeblood of football, and therefore, putting 'Fans First' is at the core of UEFA's strategy. The very nature of football is reliant on its meaningfulness and connection to fans, communities and all of those involved, who breathe life into the game.

In 2020 UEFA EURO will celebrate its 60th anniversary. To mark this milestone, the tournament will be played across 12 different European cities – bringing EURO 2020 closer to the fans than any European Football Championship finals before.

There will be a total stadium capacity of 3 million people, 20% more than the previous record set at UEFA EURO 2016, and more tickets available to the public.

To ensure more fans than ever have the opportunity to LIVE IT. FOR REAL, UEFA has ensured there will be tickets available for less than €100 for all 51 matches, a total of **1.25 million** tickets. In addition, 13,000 category 3 'Fans First' tickets for each semi-final and the final, a total of almost 40,000, tickets will be available during the main application phase and the fans of the teams sales phase for less than €95. These tickets represent 15% of the stadium capacity.

Of the 51 matches, 44 will offer tickets for €50 or less, which means 960,000 tickets in all.

Making **over 1 million** tickets available at affordable prices across all 51 matches is testament to UEFA's respect for the fans, who truly represent the spirit of the game. Furthermore, to ensure fans are given every

possible chance to secure tickets, those who are unsuccessful in their ticket application for the lottery phase in July 2019 will automatically be entered in to the 'Fans First' programme. These fans will be the first to be informed about new EURO 2020 ticket availability (on account of unsuccessful payments and ticket returns). Supporters in the 'Fans First' group will be given an exclusive priority period to purchase these tickets.

The 'Fans First' programme will ensure any ticket returns will always be offered to fans that were unsuccessful in the lottery phase first; this matches the EURO 2020 objective of bringing football closer to the fans than ever before and encourages fans to 'LIVE IT. FOR REAL.'

Ticket promotion

'LIVE IT. FOR REAL' is a slogan designed to help inspire and encourage fans to experience a match live in the stadium, rather than by watching a match on a screen. The 'LIVE IT. FOR REAL' slogan will help to ensure live football is brought to more fans than ever before.

'LIVE IT. FOR REAL' is a slogan linked solely to the promotion of tickets for EURO 2020.

Please note the following in relation to its use:

- No ™ or ® symbols appear anywhere in the slogan.
- It always is used alongside EURO 2020 brand identity features.
- No other logo, device or symbol is designed to be used alongside it, other than official EURO 2020 assets.
- It is always used in a UEFA-owned/licensed typeface.
- It is always used in English and never translated.

Fan competition

Any fan who creates a EURO 2020 ticketing account online at euro2020.com/tickets between 19 May 2019 and 11 June 2019 will be entered in to a random draw to win two free category 1 tickets to the opening game. One lucky fan will also win two free category 1 tickets to the EURO 2020 Final. Winners will be selected at random and all winners will be announced by the end of June 2019. Terms and conditions apply.

'LIVE IT. FOR REAL'



KEY DATES

Sunday 19 May 2019	Ticket portal open for registrations
Sunday 19 May- Tuesday 11 June 2019	Fan competition open; create a ticketing account now at euro2020.com/tickets and enter the draw to win 2 free tickets to an opening game and 2 free tickets to the final
Wednesday 12 June- Friday 12 July 2019	Ticket application period for the general public
By Monday 12 August 2019	Applicants notified about the outcome of their ticket application Payment requested from successful applicants (fans will have approximately ten days to make payment)
August-September 2019	Waiting list sales ('Fans First' programme)
Saturday 30 November 2019	EURO 2020 final tournament draw in Bucharest, Romania
December 2019	Start of ticket sales to the participating national associations
March-April 2020	Ticket resale platform
Wednesday 1 April 2020	Start of ticket sales to fans of the remaining qualifying teams
May 2020	Ticket distribution information
Friday 12 June 2020	Opening match: Rome, Italy
Sunday 12 July 2020	Final: London, England

Fans can view key dates and obtain further important information by visiting the EURO 2020 ticketing page which is live now at

euro2020.com/tickets



Best chance for fans to secure their tickets

All tickets for the tournament will be sold through euro2020.com/tickets. The ticket portal, allowing users to register their personal details is currently open.

The ticket application process will commence on Wednesday 12 June 2019 at 14:00 CET and end on Friday 12 July 2019 at 14:00 CET. The allocation of tickets for the tournament will be independent of the time the application is registered, giving all applicants an equal opportunity.

During this phase, fans can change or cancel their application at any time. After the phase has closed on 12 July 2019, no changes or cancellation will be possible.

A random ballot will be conducted if demand exceeds supply for a match and category, to allocate the requested tickets.

Applicants can increase their chances of acquiring a ticket by indicating their agreement to accept tickets in alternative price categories.

Sales rules

To ensure a fair allocation of the tickets, the following regulations apply:

- Fans can apply for a maximum of four people per match (the applicant and up to three guests).
- Individuals can apply for only one price category per match however, to increase the chances of receiving tickets, fans can indicate their willingness to accept tickets in other categories if the selected category is not available.
- Tickets cannot be requested for two matches taking place on the same day
- Individual match tickets will not be made available to commercial entities.
- Individuals can only submit one application for the tournament.

The above rules apply to all ticket types available for purchase.

THERE WILL NOT BE ANY TICKET SALES AT THE STADIA DURING THE TOURNAMENT.

GENERAL INFORMATION

Ticket Payment Process

Ticket payments must be made in euros. All tickets must be paid for by Alipay or with a valid debit or credit card.

The results of the lottery will be announced no later than Monday 12 August 2019. Applicants will receive an email on or before this date informing them as to whether their application has been successful or not.

Successful applicants will be given a limited time (approximately ten days) to make payment for their tickets. Once UEFA receives payment in full, fans will be notified via email that their tickets are secured. If a fan does not successfully make payment for their tickets within the specified timeframe, their tickets will be released and made available to fans in the 'Fans First' group.

Ticket distribution

A percentage of tickets will be distributed via an electronic ticket distribution method (a mobile ticketing app) for the first time in a UEFA European Football Championship final tournament.

This method of distribution provides many benefits:

- It facilitates easy distribution to enable the sale of tickets closer to each match.
- It offers improved convenience for fans; they do not need to worry about collecting

their tickets from the stadium, or losing a piece of paper, leaving it at home, or having to find a printer.

- There is no need for fans to wait for friends or family members outside the stadium; fans can transfer mobile tickets to their friends and family using the mobile ticketing app before entering the stadium.
- It means improved sustainability, with a reduction in paper use, delivery and printing.

The fans who receive mobile tickets will be provided with more detailed information closer to the tournament.

Customer service

A list of frequently asked questions (FAQ) is available in 13 different languages and fans can contact our customer service via euro2020.com/tickets should they have further questions. All customer questions will be responded to via email in a timely manner.

Ticket resale platform

A ticket resale platform will allow fans to offer their tickets for resale at face value via euro2020.com/tickets. The ticket resale platform will be available in March/April 2020. This platform will allow fans to safely purchase tickets from other fans, through an official UEFA sales channel. This eliminates the risk of acquiring invalid or fraudulent



tickets and ensures that sellers receive their money in full.

Commercial partner promotions

Please note that only commercial partners of EURO 2020 are authorised to offer tickets in lotteries and other competitions. For a complete list of commercial affiliates, please refer to euro2020.com.

Important notes

- EURO 2020 stadium rules and the Ticketing Sales General Public Terms and Conditions apply in all cases. The full version of the stadium rules and the terms and conditions can be found on euro2020.com.
- Ticket sales are final upon payment.
- Fans are required to adhere to the seat numbers noted on their tickets. Seats in the stadium will not be allocated on a first-come, first-served basis.
- All items that compromise security (e.g. weapons, fireworks, glass bottles, large banners) or are not appropriate for use in a stadium (e.g. megaphones, laser pointers) are strictly forbidden. All fans will be searched, and any such items

will be confiscated before entry into the stadium.

- UEFA will exercise its right to refuse entry into a stadium in instances where the EURO 2020 stadium rules or the ticket terms and conditions are violated. The ticket will be confiscated.

Unauthorised sales

UEFA is aware of unauthorised ticket sales and strongly advises against buying tickets through channels other than those mentioned in this brochure. Tickets bought anywhere other than through the official sales channel may be invalid, non-existent or counterfeit, and those in possession of such tickets may be denied entry into the stadium.

Contact information

All UEFA contact information can be found on euro2020.com.

Media enquiries

For general questions, contact media@uefa.ch

euro2020.com/tickets



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