

PRESTON NORTH END FC SUPPORTERS GUIDE

PRESTON NORTH END FC WELCOME TO DEEPDALE

GETTING TO KNOW US

Welcome to Deepdale – the home of Preston North End Football Club, also known as the Lilywhites!

Established in 1880, we are proud to be one of the founder members of the EFL and the first team to ever achieve the double, winning the league and the FA Cup in the first league season in 1888. This memorable season also saw North End go unbeaten in the league and the FA Cup, giving us the famous title 'The Invincibles'.

In recent years, North End were crowned third division champions in 1996 and second division champions in 2000. After nine Play-Off attempts across the second, third and fourth tiers, the Lilywhites secured victory at Wembley in 2015, back into the Championship.

Several notable players have played for Preston North End over the years, including England legend Sir Tom Finney, Scottish defender and future Liverpool legend, Bill Shankly and the club's record appearance maker and Republic of Ireland international goalkeeper, Alan Kelly senior.

Modern heroes have included David Moyes, Kevin Kilbane, David Nugent and even England's record outfield appearance maker and global superstar David Beckham! Simon Grayson is currently the manager looking to guide the Lilywhites to a second promotion under his reign, this time to the Premier League. Simon has been at the club since 2013, having previously managed Blackpool, Leeds United and Huddersfield Town.



PRESTON NORTH END FC TICKET OFFICE



WHERE TO BUY TICKETS

Tickets for home and away fixtures can be bought in advance from the main ticket office, by calling **0344 856 1966** or by visiting MyPNE.Com.

To buy tickets all supporters must be registered with Preston North End. The registration process can be completed by any of the above methods and will request your full name, address and contact details.

For any concession priced tickets purchased we may request to see proof of concessionary age upon collection. Concession tickets may also be challenged at the turnstile, so it is advisable to bring the relevant identification. It is advisable, but not essential, to purchase tickets in advance of the fixture. On the day of all home fixtures, tickets can be bought from the main ticket office, the club shop (from 9am on Saturday fixtures or 5pm on a mid week fixture) or the Invincibles ticket office two hours prior to kick-off. Tickets can be collected in advance of the fixture from the ticket office or on the day of the game from the collections windows which are situated next to the main ticket office.

Ticket information for away fixtures will be announced via our website and social media platforms. Confirmation of matchday sales and prices on the day will be publicised before the fixture date for all away games.

First time visiting Deepdale? Please contact the ticket office and notify the operator at your time of purchase who will assist you as best they can.

OPENING HOURS

Monday to Thursday, 9am until 5pm

Friday before a home game, 9am until 6pm

Friday before an away game or no game, 9am until 5pm

Saturday home matchdays 9am until 5.30pm

Saturday away or no matchdays, 9am until 5pm

Tuesday matchdays, 9am until ten minutes before the final whistle

Sundays closed

PRESTON NORTH END FC RETAIL STORE

From replica kit to scarves, or training wear to replica Deepdale Ducks and lots more in between. The club shop is the place for all your official Preston North End merchandise and memorabilia.

The store was relocated and completely refurbished in the summer of 2016 and moved back into the main stadium complex for the first time in a decade. You can find us at the Sir Tom Finney Stand, next to the main ticket office, or visit our website at <http://pne.clubstore.co.uk/> to get your purchases delivered directly to your door.

OPENING TIMES

Monday to Saturday, 9am until 5pm

Saturday matchday, 9am until kick-off
(Opening again until 5.30pm after the match)

Evening matchday, 9am until kick-off
(We do not re-open after night matches)



PRESTON NORTH END FC COMMERCIAL

GET INVOLVED WITH PNE

The Preston North End commercial department have some fantastic opportunities for you and your business.

Whether you want to gain maximum exposure for your company or brand, or just want to watch a match in style in one of our superb lounges or corporate boxes, we have everything to offer within the stadium.

MATCHDAY HOSPITALITY

Our lounges have been sold out regularly in recent times, so why not see what all the fuss is about by enjoying a matchday in luxury at Deepdale?

Our hospitality packages cater for your every need and with three lounges and executive boxes available, there really is a package to suit all. From informal dining to a served three course meal and entertainment, we have a range of options suitable for all the family to impress you on and off the pitch from the best seats in the house.

All of our matchday hospitality packages come with a meal and executive seating at an affordable price. Preston North End season tickets holders have the opportunity to upgrade their seats on a match by

match basis into one of our corporate lounges.

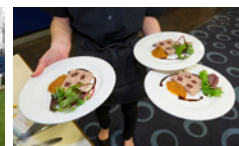
SPONSORSHIP AND ADVERTISING

Preston North End offer a wide range of advertising and sponsorship opportunities to support your business.

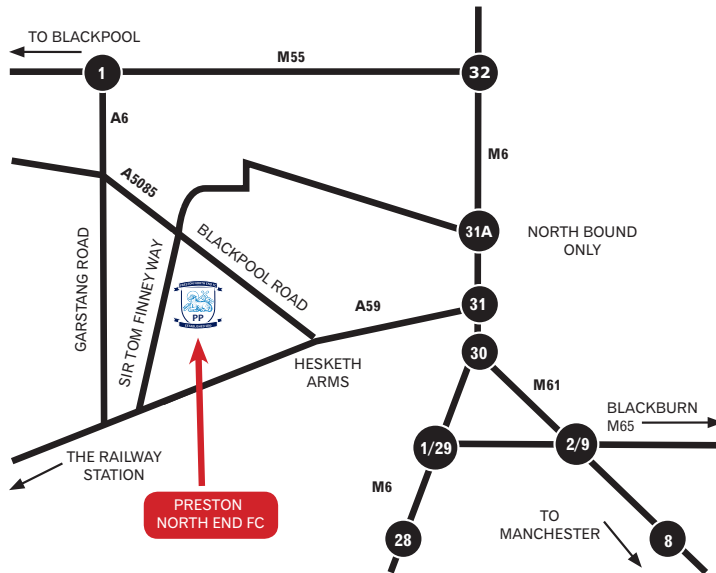
Match sponsorship, player sponsorships, stadium advertising and programme advertising are just some of the ways you can convey a message to potential customers and connect with our fan base.

When involving your brand with PNE, it will become part of the fabric of the matchday experience – reaching fans within the stadium and beyond – from the moment they open the programme, walk through the concourse, take a seat in the stand, or even watch the TV. Our experienced commercial department can tailor a package to suit your business needs and budget.

To learn more about match hospitality or to find out about our sponsorship and advertising at PNE, please contact the commercial department on 0344 856 1960.



PRESTON NORTH END FC GETTING TO DEEPDALE



DEEPDALE BY CAR

From M6 J31, follow A59 (s/p Preston A59). After 1.0 mile, take the second exit off the mini roundabout adjacent to the Hesketh Arms (s/p Ring Road, Blackpool A583, Football Ground) onto Blackpool Road A5085. Carry straight on for 1.2 miles

through four sets of traffic lights, then take a left before the lights (s/p Town Centre, Football Ground) into Parkside.

BY TRAIN

Preston railway station is located in the city centre and is situated approximately two miles away from Deepdale.

On foot from the station: Come out of the side exit at the station and turn left in front of the Fishergate Centre, passing The Railway pub. Turn right at the T-junction. The road forks left and becomes Corporation Street, which you should ignore. Instead walk straight down Fishergate - the main shopping thoroughfare - After 0.75 miles the road becomes Church Street - with the Parish church on your right-hand-side. Carry on until you reach the junction with the A6. Cross over the road, the prison will be on your right-hand-side and a demolition site (formerly the County Arms public house) on the left. Turn left so the demolition site is now on your right - this is Deepdale Road. The stadium is on the right-hand-side after 0.75 miles.

Taxis are also available from outside the station which will cost approximately £5.

BY BUS

Both the number 19 and 19A heading to Royal Preston Hospital stop outside Deepdale. This is an approximate ten minute bus ride from Preston Bus Station. Please check www.prestonbus.co.uk for service times.



PRINCE^{OF} THE PURSE STRINGS

AN EXCLUSIVE 25% OFF ADVANCED OFF-PEAK FARES
FOR PRESTON NORTH END FC SEASON TICKET HOLDERS

BOOK NOW AT VIRGINTRAINS.COM/PNEFC



BE BOUND FOR GLORY

All four stands offer excellent views for all supporters.



PRESTON NORTH END FC

YOUR TICKET EXPLAINED

STUBS

Do not remove the stubs at any time. Stubs will be removed by the ticket operator when a concession is sold. The remaining stub(s) will be removed up on entry to the stadium.

FIXTURE DETAILS

Opponent, date and kick-off time.

STAIR

This is the stair number you should take from the concourse to find your seat.

STAND

The stand you will watch the game from.

SEAT DETAILS

These are your unique seat details. Rows one is at the front with row 39 being at the back. You can find the blocks on our seating plan.

AGE BAND

All tickets are marked as 'adult'. When a concession is sold the ticket will be marked accordingly.

NAME

The name the ticket was booked under. We encourage all supporters to book tickets under all the names of those who are attending to ensure each person gains loyalty points.

TURNSTILES

Please look for the correct turnstile number for entry to the stadium.

PRICE

All tickets are marked with the relevant price. This price may change for cup fixtures.

CUSTOMER NUMBER

This is your unique customer number. Quote this number when booking any future tickets.

REFERENCE NUMBER

This is your booking reference for the transaction. Quote this number at the ticket office if you have any queries.



PRESTON NORTH END FC GROUND REGULATIONS

Deepdale is a smoke-free stadium and smoking is not permitted inside the ground. This includes 'e-cigarettes' and any other smoke emitting devices of a similar nature.

BANNERS AND FLAGS

- Contact must be made with our ground safety department in advance of the fixture if a banner or flag is being brought to Deepdale;
- All banners and flags must have a fire safety certificate;
- Banners and flags of discriminatory, political or commercial nature will not be permitted;
- Banners and flags must not cover any signage or advertising, or obstruct the view of other supporters;
- We will always accommodate banners and flags as best we can and will generally be located in an unoccupied area. In the event of a sell-out, there will be no suitable place to locate banners and flags.

DRUMS AND MUSICAL INSTRUMENTS

- Contact must be made with the ground safety department before any instruments are allowed into the ground;
- Generally, instruments must be played from the front row only. The ground safety department will advise accordingly.



PRESTON NORTH END FC STADIUM GUIDE

BEFORE THE GAME

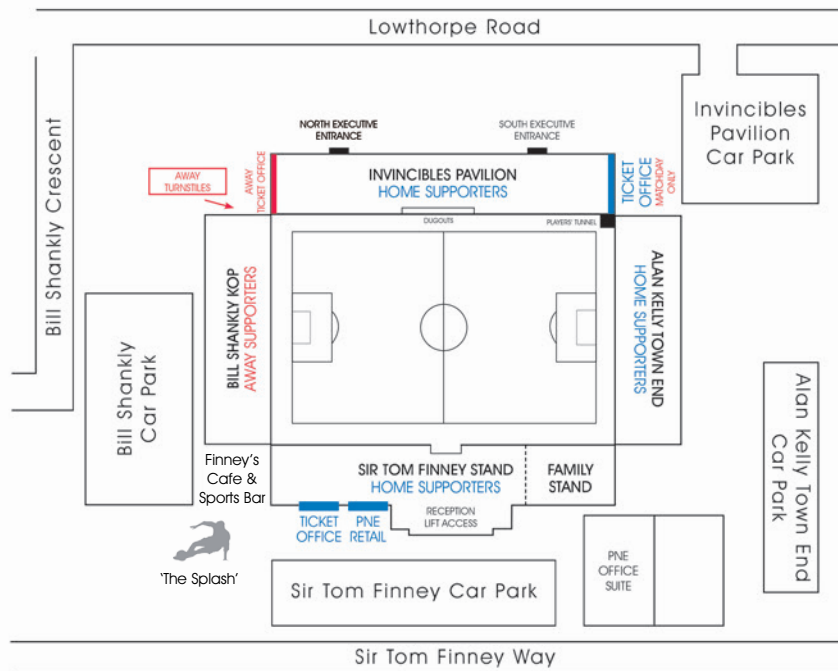
It is recommended to arrive at the stadium at least an hour before kick-off. This will allow sufficient time to purchase/collect your tickets if required, safely enter the stadium and to take a look at the snacks and refreshments available from the kiosks. Should this be your first time at Deepdale, stewards will be on hand both inside and outside the ground to assist you in finding your seat.

SIR TOM FINNEY STATUE - THE 'SPLASH'

Preston North End's most famous player, Sir Tom Finney, unveiled his signature 'Splash' statue in 2004 which was inspired from a photograph taken at a waterlogged Stamford Bridge in a match versus Chelsea in 1956. Around the statue are a number of special bricks forming the 'Walk of Fame', with the bricks having a combination of supporters and ex-PNE player's names occupying them.

FINNEY'S CAFE AND SPORTS BAR

Arriving at the ground with time to spare? Why not visit Finney's Café and Sports Bar for a pre-match snack or to try their speciality dish of the day. Hot, cold, soft and alcoholic drinks are also available. Finney's is located at the Sir Tom Finney Stand opposite the Sir Tom Finney statue and doors open from 11.30am until kick-off on Saturday matchdays.



PRESTON NORTH END FC AROUND THE GROUND

DEEPPDALE RETAIL PARK

Deepdale Retail Park is an approximate ten minute walk from the stadium and has various food and shopping outlets to occupy your time, should you be arriving early. Matchday parking is not permitted on the retail park and vehicles are left at the owner's risk.

SAINSBURY'S

Sainsbury's is just over the road from Deepdale, no more than a five minute walk and two minutes drive away. Sainsbury's also has a petrol station and garage should you need to fill up before your journey home. Matchday parking is not permitted on Sainsbury's and vehicles are left at the owner's risk.

THE SUMNERS

The Sumners pub is a little further past Sainbury's, located on Watling Street Road. The Sumners welcomes both home and away supporters and is an approximate five minute walk from Deepdale. Limited parking facilities are available at the Sumners.



PRESTON NORTH END FC ON THE CONCOURSE



REFRESHMENTS

Our caterers, The Villa At North End, provide a range of refreshments which are available to purchase on the concourse before the match and at half-time. Please see the menus on this page which highlight the food and drink offerings available. All items are sold subject to product availability. (Please note, some fixtures may be declared alcohol free, the visiting club will be advised accordingly should this be actioned).

FOOD

Sandwiches/wraps*	£2.80
Pies*	£2.60
Beef burger	£3.30
Cheese burger	£3.50
Hotdog	£3.50

DRINKS

Soft drinks*	£2.10
Bottled water	£2
Capri Sun	£1.20
Hot drinks	£2.10
Fosters bottles	£3.60
Bulmers bottles	£3.60
John Smith's can	£3.50
Guinness can	£3.50
White and red wine mini bottles	£4

MEAL DEALS

Pie and a beer	£5.50
Pie and a hot or cold drink	£4.50
Pie, peas and gravy	£3.50
Hot or cold drink and a burger	£5
Hot or cold drink and a hotdog	£5
Hot or cold drink and a chocolate bar	£3
Hot or cold drink and a sweet bag	£4.50

SNACKS

Chocolate bars*	£1.20
Crisps*	£1.20
Sweet/chocolate bags*	£2.50
Variety of freshly baked cakes	£1.80

**A varied selection of these items will be available*

PRESTON NORTH END FC ON THE CONCOURSE



BETTING OPPORTUNITIES

As part of our new sponsorship deal, 888sport are excited to provide the in-stadium cash betting service at all games at Deepdale.

Offering a wide variety of betting markets and exclusive in-stadia promotions, 888sport has a number of payout options for winning customers.

There are three payout options for customers who win their in-stadia bet:

1. **Online:** customers can visit www.888sport.com/pne and follow the simple instructions. Winnings will be instantly deposited into the customer's 888sport online account.
2. **Future game:** customers can present their winning coupon at any betting kiosk at any future home fixture at Deepdale to collect in cash.
3. **Bank transfer:** customers can visit www.claimmybet.co.uk/payment to have their winnings transferred directly in to their bank account. Funds can take up to three working days to clear using this method.

All payout options are clearly printed on the back of every matchday coupon.



PRESTON NORTH END FC

EQUALITY AND DIVERSITY

OUR STATEMENT

At Preston North End Football Club we aim to provide an enjoyable experience for all supporters and hold inclusion and anti-discrimination at the core of our values. We are committed to creating an environment which welcomes and respects people from all communities, promoting equality and diversity at Deepdale and its associated premises.

As a club we recognise the nine protected characteristics (age, disability, gender reassignment, marriage and civil partnership, pregnancy and maternity, race, religion and belief, sex and sexual orientation), under the Equality Act 2010 and will play an active role in supporting inclusion and putting an end to discrimination.

EFL CODE OF PRACTICE

Preston North End were delighted to be awarded with the EFL Code of Practice to a high standard in recognition of the club's success in providing an environment that is inclusive for all employees and supporters alike.

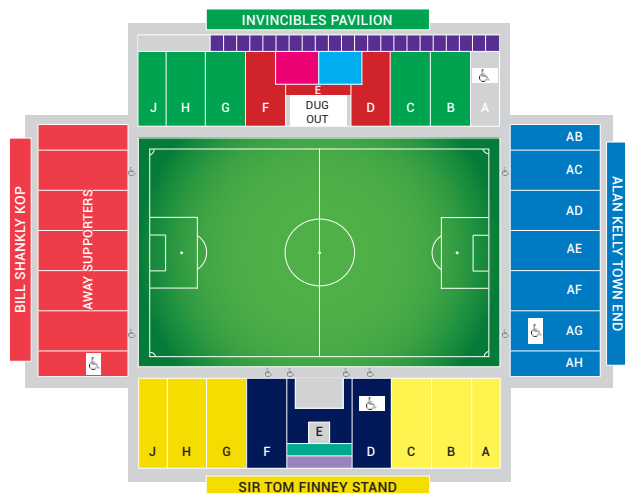
MULTI-FAITH ROOM

Preston North End offers a multi-faith room on matchdays which is available on request in advance of the fixture date.

Please contact our community department for further information by calling 01772 693309 or emailing community@pne.com.



PRESTON NORTH END FC DISABLED SUPPORTERS



PROVISION

At Preston North End we offer a range of facilities and provisions to ensure the best possible experience for our disabled supporters. All four stands provide a combination of both elevated and pitch level viewing areas for wheelchair users, as well as pitch level entry for easy access.

Accessible toilets are also situated in all stands. The Invincibles Pavilion has a 'Changing Places' facility which is unique across north west football

grounds and consists of a changing bench, a hoisting system and an accessible toilet.

A waiter service is available upon request for disabled supporters who cannot access the kiosk facilities on the Alan Kelly Town End. Kiosk staff issue supporters with an order form, the items and quantities are selected and then the kiosk staff will deliver the products to their seat. This service is available just after kick-off.

We also provide wireless receivers and headsets for visually impaired supporters to enjoy live match commentary from our premium content service PNE PlayerHD. The equipment can be booked out from the disabled ticket window at the main ticket office two hours before kick-off, on a first come first served basis, subject to availability.

BUYING A TICKET

Disabled and carer tickets can be purchased from the main ticket office or over the phone on 0344 856 1966, but are currently not available to be purchased online. Disabled supporters booking per match will pay in accordance with their age and will receive an additional carer's ticket complimentary should this be required.

To check your eligibility for disabled and carer tickets, please visit our disabled supporter page on www.pne.com for the information we require.

There are no restrictions on where ambulant disabled supporters can sit, providing this is safe and accessible to do so. It is advisable to book tickets in advance, but this is not essential.

PRESTON NORTH END FC PARKING

Stadium parking is priced at £12.50 per vehicle and sold in advance of the fixture date, subject to availability.

Parking is also available on Moor Park School which is priced at £8 per vehicle. We recommend booking parking for Moor Park School in advance, but you can pay on the entrance if there is availability. All stadium car parks and Moor Park School are fully stewarded.

Please enquire with the Preston North End ticket office for availability; 0344 856 1966 or ticketoffice@pne.com.

ACCESSIBLE PARKING

Deepdale currently has 48 accessible parking bays for home supporters which can be booked on a seasonal or match-by-match basis, subject to availability.

Parking must be booked in advance of the fixture date via the ticket office. Supporters can also utilise the drop off areas outside the Sir Tom Finney Stand and Invincibles Pavilion when required.

For further information please refer to the disabled supporter page at www.pne.com, or contact our Disability Liaison Officer, Hannah Woodburn on 01772 693324 or email hannah@pne.com.



PRESTON NORTH END FC

THE FAMILY STAND

Preston North End Football Club is dedicated to providing a family friendly environment both in and around Deepdale. We recommend for families to purchase tickets in our dedicated family area, which is situated in blocks A, B and C of the Sir Tom Finney Stand. In the Family Stand, juniors can benefit from tickets priced just £6, when booking with a full paying adult, not forgetting that under eights can attend for just £2! (T's and C's apply).

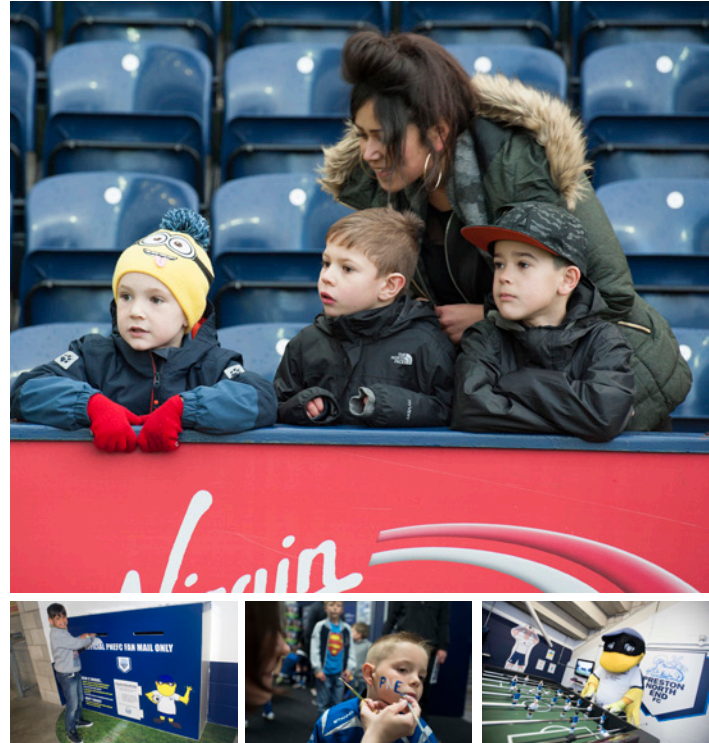
Offering an excellent, unrestricted view of the pitch, the Family Stand has wide enclosed concourses, large catering facilities and television screens. The concourse also consists of a family room for children and young people to enjoy face painting, arts and crafts and video games before the game and during half-time. Non-playing players and the club mascot, Deepdale Duck also regularly feature in the family area to join in the fun in the family room.

Our Family Stand is an ideal place for parents and children to watch the game with family friendly stewarding. Stewards are always on-hand to ensure you are safe and comfortable within the stadium and will provide any assistance required. Should you encounter any instances of anti-social behaviour, this can be reported to the nearest steward.

Be part of the team and have your photo taken in front of the official squad photograph, or post a letter to your favourite player! We encourage you to come and enjoy the family fun at Deepdale and help Deepdale Duck to cheer us on.

Preston North End again received the EFL's Family Excellence award for the 2015/16 season and hope that with your support we can continue to provide a family friendly service to our supporters at Deepdale.

Preston North End look forward to welcoming you and your family to Deepdale.



PRESTON NORTH END FC DEEPPDALE DUCK

Preston North End's mascot is the Deepdale Duck. He was the first mascot to be sent off in a league game and has been hassling players and match officials since 1994!

As proved in previous seasons he is a rather mischievous duck. He is great with kids and always makes a special effort to entertain all the fans, home and away.

If the Duck is not up to his usual tricks around the perimeter of the pitch before the game, you may find him in the family room which is located in the Sir Tom Finney Family Stand.

At your next game, why not try and find Deepdale Duck in the family area? The Duck loves to have his photograph taken, sign autographs and join in with the family fun before the game and at half-time.

You may notice he has left some footprints behind to help you find him!

*Deepdale
Duck*





PRESTON NORTH END FC COMMUNITY DEPARTMENT

Preston North End Community and Education Trust (registered charity 1130773) is PNE's community department. Our aim is to use the power of the badge and the football club to work in partnership with local communities improving their lives and their environment.

The Trust go out into the community and deliver projects focused around; sports participation; education; health and social inclusion putting

Preston North End at the heart of its community. We pride ourselves on being a family orientated club having achieved the EFL's Family Excellence Award three years in a row, and the community team play a significant part in ensuring this reputation is authentic. As a Trust, we are also responsible for arranging and accompanying our squad on visits and understand the importance of our players as role models in the local area.

We are a self-financed department of the football club and generate funds by working with partners such as The Football League Trust, Premier League Charitable Fund, Sport England, Big Lottery and The Football Foundation. We also raise money through school work, holiday camps and generous donations from businesses and fundraisers.

PRESTON NORTH END FC JUNIOR WHITES

Junior Whites is the official junior supporters club of Preston North End and allows youngsters closer to their local football club.

Aimed at children aged five to 14-years-old, the Junior Whites provide exclusive benefits for the next generation of fans. These include activities and entertainment on a matchday as well as other activities throughout the season and discounts for various events.

Prior to every Saturday home matchday, the Junior Whites travel to PlayFootball, Ingol, Preston North End's community training centre for a game of football before being taken back to Deepdale to watch North End in action.

The supporters club is split into two affordable memberships so that all young PNE fans can get the most out of football and matchdays with Preston North End.

To find out more about becoming a Junior White, contact the community department on 01772 693309, or email community@pne.com.



PRESTON NORTH END FC

GENTRY DAY

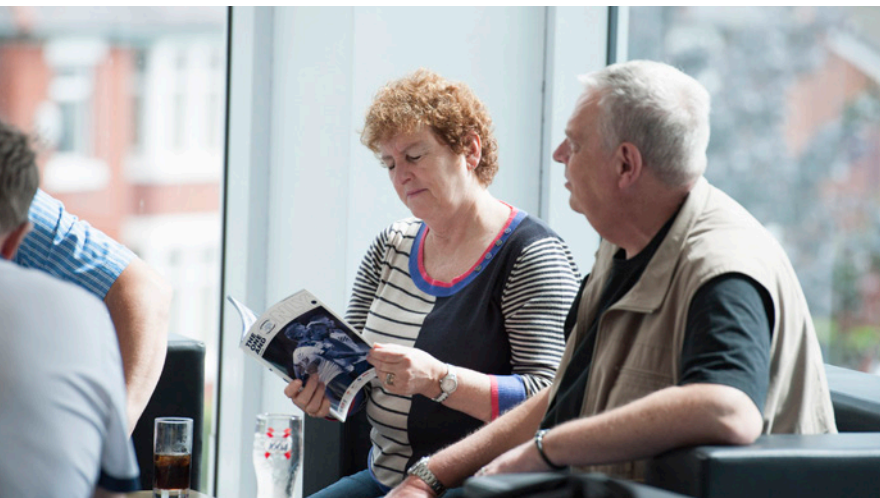
Gentry Day is a unique remembrance day created by fans and is celebrated annually, remembering Preston North End fans and former players who have passed away in the last 12 months.

The tradition stemmed from former Preston North End manager Alan Ball senior, who spoke highly of our supporters, stating 'Preston fans are the best, they are the Gentry'.

Following this, North End fans brought the Gentry to matches and started to wear smart suits and bowler hats to games up and down the country. This eventually faded out, but returned again in 2005 following the passing of an original member of the Gentry from the 1970's.

It was in his honour that Preston North End fans organised the 'Return of the Gentry' for an away visit to QPR. 'Gentry Day' has since become an annual event from 2008 onwards. We have since held the memorable day at Charlton Athletic, Newcastle United, Hull City, Sheffield Wednesday and more recently Brentford, Barnsley, Bolton Wanderers and Fulham.





PRESTON NORTH END FC PROGRAMME

THE ONE AND ONLY

Our matchday programme, The One And Only, is available at every home fixture at Deepdale. Our programme includes exclusive interviews and features with current North End players, as well as the latest news from around the club and entertainment for the junior supporters.

The One And Only is where you can find all of

the latest ticket news, read the thoughts of the manager and get to know the players through our exclusive features and interviews.

We also provide an in-depth look at the opposition so you can get to know our opponents before they take on the Lilywhites at Deepdale that day or night.

There's also all of the latest news from our community and commercial departments to keep you up to date with all things PNE.

Our programme can be purchased on the day of the game around Deepdale for just £3 for league matches. Prices for cup matches and friendlies may vary.

PRESTON NORTH END FC GETTING SOCIAL

Preston North End are currently active across a number of social media platforms which are updated regularly to update fans on the latest news surrounding the club.

Breaking news is announced through our Twitter and Facebook pages, with photos and behind-the-scenes coverage posted on Instagram and Snapchat.

We also have a YouTube channel where highlights are posted throughout the season, along with player features and videos showcasing the best of our club video channel PNE PlayerHD.

FOLLOW US ON SOCIAL MEDIA...



@pnefc



OfficialPNEFC



pnefc1880



pnefcofficial



pnefcofficial



PRESTON NORTH END FC

CONTACT US

DEPARTMENT	NUMBER	EMAIL ADDRESS
Ticket Office	0344 856 1966	ticketoffice@pne.com
Club Shop	0344 856 1965	pnefcclubshop@justsport-group.com
Main Office	0344 856 1964	enquiries@pne.com
Commercial	0344 856 1960	commercial@pne.com
Community	01772 693309	community@pne.com
Ground Safety	0344 856 1964	safety@pne.com
Media	0344 856 1964	media@pne.com

