



# CAMBRIDGE UNITED FOOTBALL CLUB

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19 May 2021

Dear Season Ticket Holder,

Last season you, along with 1,532 others, bought a Season Ticket. You did so not knowing if you would see a live game. You did it to support our club and you made a huge difference at a time when our financial challenge was at its height. For that I thank you on behalf of the Club and our many fans who were not in a position to support us in the way that you did.

Your commitment to the U's allowed us to not only be good to watch on the pitch this season, but also to compete for, and ultimately win, promotion. We can all now look forward to next season in Sky Bet League One.

We will face tough opposition in this league but we are planning now to be competitive. In order to do this, it is going to be necessary to have to increase our prices and we will announce the level of this increase nearer to the time when Season Tickets go on sale.

It has been a year largely without supporters in the ground and we all felt that absence throughout the season. Despite the team's success, it wasn't the same without you and we are really excited at the prospect of welcoming you back next year.

Our plan is to put Season Tickets on sale once there is more clarity on how many fans will be allowed in the Abbey, and on what terms. This way, everyone will have much more clarity over the games they will be able to see. We don't expect we will have these details before 14 June, being the next scheduled announcement by government on the easing of COVID measures.

We understand that you didn't receive full value for what was paid for this past season although, based on our recent survey, we know that many enjoyed watching our progress on iFollow.

As a way of saying thank you for your loyal support, all 20/21 Season Ticket Holders will be able to purchase 2021/22 Season Tickets at a discounted price during a priority booking window, where existing Season Ticket Holders will have the opportunity to secure their desired seats/location before we release for general sale.

For those of you in the Main Stand, we know how much your seats mean to you, which is why everyone who had a Season Ticket in 2019/20 will have their seats reserved during the priority



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window and for a period of time following, subject to any social distancing measures that remain in place. Supporters will be able to spread the cost of their ticket over four payment dates from June to September.

In addition, you will all be invited to the Abbey Stadium for the opportunity to have a photo with the League Two Promotion Trophy. Further details on this will be released in due course.

Once again, we thank you for your unwavering support.

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A handwritten signature in black ink, appearing to read 'Ian Mather', with a small flourish at the end.

**Ian Mather**  
Chief Executive Officer