

# The 2014 Ryder Cup Ticket Sales Fact Sheet

## Key Dates

### 10<sup>th</sup> May

Photo registration officially opens

### 10<sup>th</sup> June

Match Day ticket application process open & Practice Day tickets for sale

### 22<sup>nd</sup> July

Ticket application process closes

### W/C 12<sup>th</sup> August

Successful applicants notified

## The Process

**Photographic registration:** every General Admission ticket for The 2014 Ryder Cup will show a photographic image of its owner in order to prevent fraud and ticket transfers. Applicants must therefore register their photograph with Ryder Cup Europe prior to applying for tickets. The form also asks for various details and personal information such as your name and address.

The process should take no longer than 48 hours, and once your photograph is successfully registered, you will receive a unique registration ID number. This can be used to apply for tickets once the application process opens.

*How will I know whether my photograph will be accepted?* Photographic registration criteria will be explained in detail on our website but, put simply, they will be very similar to those you would expect from driving license or passport applications.

**Ticket application process:** This is when you formally apply for the tickets themselves. You will be asked to provide your unique registration ID number at this point, so ensure you keep a note of it. You will then submit your payment details – this is the method of payment that will be used if you are successful.

## The Prices

The range of ticket options available – including the Practice Day tickets, which are available for purchase from 10<sup>th</sup> June on a first come, first served basis – offers exceptional value for money.

Day	Description	Options	Price
Tuesday	Practice day	General Admission	£35
		Under 16s	£10
Wednesday	Practice day	General Admission	£35
		Under 16s	£10
Thursday	Practice day & Opening Ceremony	General Admission	£45
		Under 16s	£10
Friday	Fourball & Foursome Match Days	General Admission	£120
Saturday		General Admission	£120
Sunday	Singles Match Day & Closing Ceremony	General Admission	£145
Season Ticket	Thursday & Friday		£165
Season Ticket	Saturday & Sunday		£265
Season Ticket	Thursday to Sunday		£430
Season Ticket	6 Day		£500

## Car Parks

Those wishing to travel by car will use special Ryder Cup Park and Ride car parks, as road access to the course itself will be restricted.

**Practice Day:** £10/car

**Match Day:** £20/car

## Child applications

Children over five are welcome. However, as you require credit/debit card details to apply for tickets, a parent or guardian must apply on their behalf.

The child's photograph should still be registered as normal. Their registration number should then be included in the parent or guardian's application for tickets.

## How Prices Compare

The Ryder Cup is one of the world's most prestigious sporting events. It is broadcast to over 183 countries worldwide via a network of 43 broadcasters, reaching more than half a billion homes each day of competition.

Event	Sport	Entry Level	Medium Price	High Price
The 2014 Ryder Cup	Golf	£35 (practice)	£45 (Thurs)	£145 (Sun)
FIFA World Cup	Football	£100 (group match)	£281 (semi-final)	£563 (Final)
Euro 2012	Football	£95 (group match)	£215 (semi-final)	£475 (Final)
British Grand Prix	Formula 1	£65 (practice)	£85 (Qual.)	£145 (Race)
Champions League Final	Football	£60	£230	£330
2012 Olympic Games	Athletics	£50	£295	£450
Rugby World Cup	Rugby	£13 (group match)	£270 (semi-final)	£435 (Final)

## What's in a General Admission Ticket?

General Admission ticket holders have access to all public areas of the golf course and its facilities, including the tented village, which will include public catering, the Ryder Cup Merchandise Pavilion, big screens and promotional stands. This includes ground access to all 18 holes of The PGA Centenary Course at Gleneagles and access to any grandstand on the course, although seats at these will be on a first-come, first-served basis.

### Some exclusions:

- Parking permits are not included with the ticket and must be purchased separately
- The Club House, Media Centre, TV compound and certain hospitality areas are off-limits
- The Gleneagles Hotel is reserved exclusively for The 2014 Ryder Cup teams and some hospitality guests
- Once on-course, ticket holders will not be re-admitted if they choose to leave

## Ryder Cup Practice Days

The Practice Days are the first opportunity members of the public will get to soak up the unique atmosphere of a Ryder Cup. As well as watching the players put the finishing touches to their preparations, the Practice Days also offer an additional range of attractions, including:

Friendship Match  
featuring Junior Ryder  
Cup players

Sponsors' Exhibitions  
plus the Merchandise  
Pavilion

Tented Village  
Interactive Zone

The Opening  
Ceremony on  
Thursday

## Ryder Cup Ticket Availability

The 2014 Ryder Cup promises to be a truly great sporting occasion set in one of the world's most spectacular and iconic golfing locations. Tickets are highly sought after, but the ballot process for Match Day tickets means that everyone has the same chance of success.

**12,000** tickets per match day will be available to the general public in the ballot. **20,000** tickets per practice day will be on general sale from June 10<sup>th</sup>.

Additional tickets will also be available to the public through travel packages available from Ryder Cup Travel Services (Premier Travel in the United States), stakeholder and sponsor allocations and a wide range of promotions through charity partnerships, volunteers and other sources.

## Where to Apply

Web: [www.rydercup.com/europe/2014tickets](http://www.rydercup.com/europe/2014tickets)

Tel UK: 0844 854 2013

Outside UK: +44 1159 934 401