



THIS CLUB IS EVOLVING

SEASON TICKETS **2026/27**

25/27 CLUB IS EVOLVING JOIN THE MOVEMENT
25/27 JOIN THE MOVEMENT
25/27 THIS

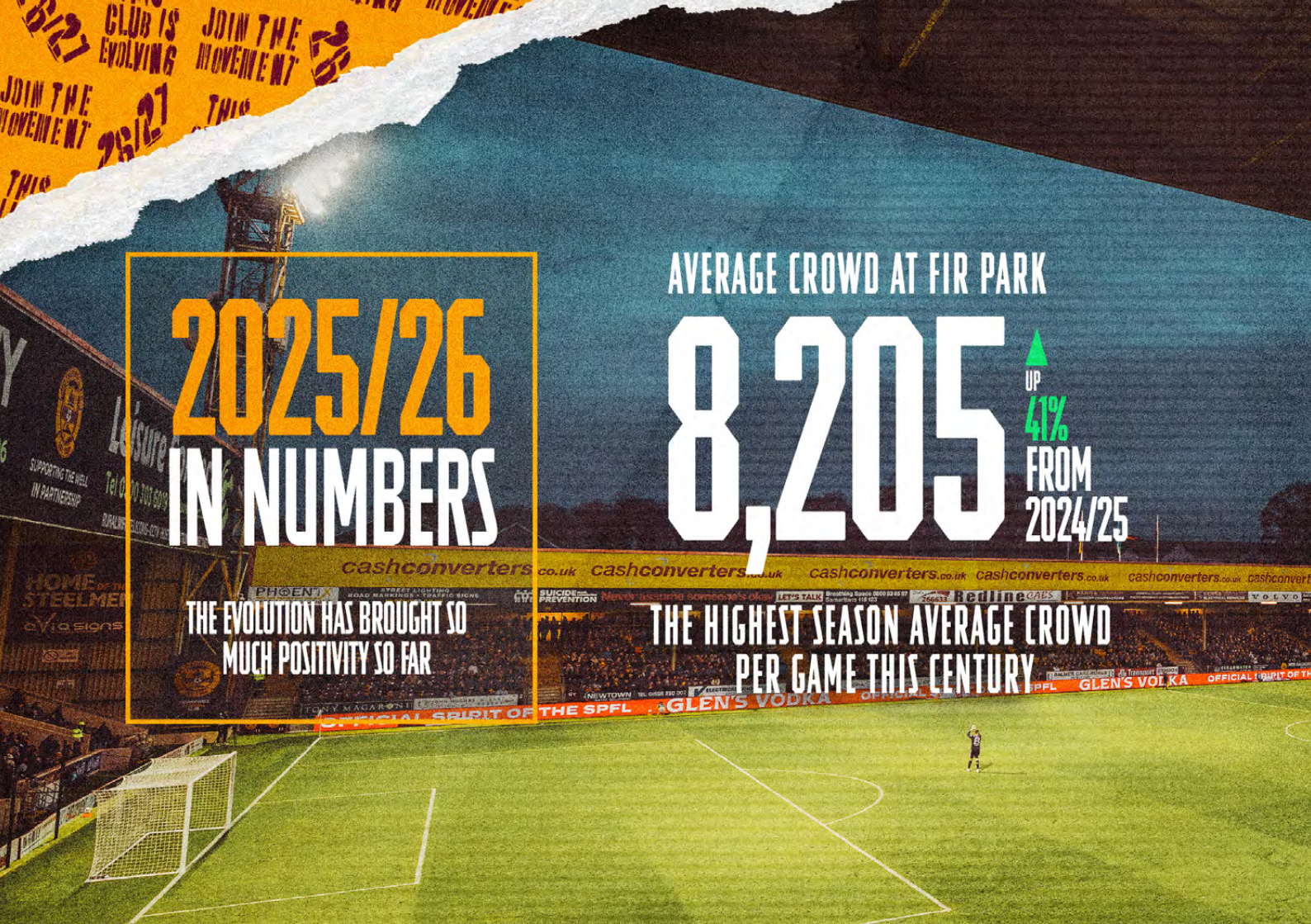
2025/26 IN NUMBERS

THE EVOLUTION HAS BROUGHT SO MUCH POSITIVITY SO FAR

AVERAGE CROWD AT FIR PARK

8,205 UP 41% FROM 2024/25

THE HIGHEST SEASON AVERAGE CROWD PER GAME THIS CENTURY



IF YOU CAME TO EVERY WILLIAM HILL PREMIERSHIP MATCH AT FIR PARK
YOU WOULD HAVE WITNESSED.....

29 HOME GOALS

9 OPPOSITION GOALS

CLUB RECORD
9 CONSECUTIVE CLEAN SHEETS

10 WINS

5 DRAWS

2 DEFEATS

6 CONSECUTIVE HOME WINS

A FIRST HOME WIN OVER CELTIC SINCE 2013

CHANGES FOR THE NEW SEASON

As you have probably noticed, there has been a complete refresh with regard to the pricing and categories this season. It was noted two season ticket campaigns ago that there had been an effort made to make pricing fairer for all, regardless of what stand you were purchasing for.

With these inconsistencies in mind, the club took the decision to refresh the pricing and categories. This is to ensure all prices are aligned with the same prices for Motherwell fans in all three home stands, which we felt is fairer for all. The only category not included in this is for children's season tickets, which are cheaper in the Davie Cooper Stand.

There was significant time spent analysing the gate prices for Category B matches, which the majority of the matches at Fir Park are classified as. We wanted to ensure all prices were the same throughout the stadium so that all categories were paying the same price.

This detailed approach of trying to help supporters feel that their prices are fairer around the stadium has also meant that a season ticket holder will receive a minimum of a 20% discount on match day pricing. All season ticket holders will receive a minimum of four games free in comparison to gate pricing.

Many season ticket holders will benefit from a reduction in the cost of their season ticket in comparison to the 2025/26 pricing. Whilst not everyone will see a reduction in their cost, the maximum increase a supporter will have to pay is £25, which equates to £1.31 a game.

A new pricing category has been introduced for those aged between 18 and 22. The reason for this introduction is to assist with the significant price jump for those moving from the 18-21-year-old category last season to full-priced adult. This will create further savings to this age group of up to 39% on last year's prices.

AT A GLANCE

See how your early bird season ticket price compares to last season.

	Prices	John Hunter Stand	Davie Cooper Stand	Phil O'Donnell Stand
Adult	£410	▲ YOU PAY £20 MORE	▬ YOU PAY THE SAME	▼ YOU PAY £45 LESS
Concession	£295	▲ YOU PAY £25 MORE	▲ YOU PAY £10 MORE	▼ YOU PAY £5 LESS
18-22	£215	▼ YOU PAY £55 LESS	▼ YOU PAY £70 LESS	▼ YOU PAY £85 LESS
13-17	£130	▲ YOU PAY £15 MORE	▲ YOU PAY £15 MORE	▲ YOU PAY £15 MORE

UPDATED AGE BRACKETS

22 year olds now still qualify for a discounted price. All under 13s are now charged £19 (Davie Cooper) or £38 (Phil O'Donnell & John Hunter).

EVERYONE GETS AT LEAST 4 GAMES FREE

Or as many as 15 free if you're under 13.

UNDER 13?

£1

PER GAME
IN THE
COOPER
STAND

OR £2 PER GAME

IN THE PHIL O'DONNELL AND JOHN HUNTER



BRIAN

CALDWELL



A MESSAGE FROM THE BOARDROOM

I think when we look back on the 2025/26 season, we will all remember it fondly. The players and staff have performed to such a high level and delivered some incredible moments and results. From day one you, the fans, bought into what we were trying to achieve and got right behind the team on and off the pitch, and the support has been incredible both home and away.

We set a new club clean sheet record, achieved a top-six finish for the first time since 2022, beat Celtic for the first time in a decade, and much more. We also achieved a club record transfer fee and lost one of our best players prior to the start of the season.

Whilst all of that has been fantastic and helps the club financially, one of the biggest success stories for me is the number of supporters we have seen join us at Fir Park and on the road consistently all season. When I joined the club in 2024, one of my biggest aims was to reconnect supporters with the team and club as a whole. I have had a number of people tell me their story of how they have returned to Fir Park, having been away for a number of seasons. This has been fantastic to hear.

As expected, the journey hasn't been straight-forward and there have been some bumps along the way. But I think we're now at a stage where our direction of travel and the identity we want to possess are quite clear for everyone to see, and I think for a supporter, that is vital.

We're on this path now, and as an Executive Board, we're working continuously to push the football club forward. We've continued to work very closely with the Well Society, our Community Trust, and the Disabled Supporters Association to improve the matchday experience as much as possible. There are a number of ongoing projects that we hope to reveal more details about in due course.

Summer planning is well underway for next season and beyond. The groundwork has been put in place, but we're always striving for more. And as we now launch season tickets for next season, I would urge everyone who is able to purchase one and get ready for 26/27. We're never standing

still at Motherwell Football Club, and with every season ticket sold, you help us unlock more doors for the future.

Our identity is set out. Our development as a club has been clear. Our direction of travel is transparent. Now we need you with us. Bring on another new season.

On behalf of everyone at the club, we thank you for all your support.

All the best,

Brian Caldwell

Chief Executive

JENS BERTHEL

ASKOU



A MESSAGE FROM THE MANAGER

Exciting Times Ahead.

This season has surely been memorable for everyone involved. Board members, administration, ground staff, coaching staff, players, volunteers, club members and supporters have really come together and enjoyed a season to be proud of.

As I sit in my office under the main stand at Fir Park and look forward to game day, knowing that right above my head the stands will come alive, vibrant with joy and excitement, pushing and cheering us on, I have a small moment of reflection. The support has always been a key pillar in this club. In good times and in difficult times.

However, the rise of numbers joining in to support us this season has been incredibly special, and it's something we cannot take for granted.

While we are trying our very best to maximise the outcome of this season, we are also fully committed to laying the foundation for the future.

We want and need to grow as a football club. Balancing the foundation for long-term success and stability with producing results today is the hardest thing in football. Looking for shortcuts to immediate success can prove to be counterproductive for long-term development. However, we need to always strive for having both in mind when we make decisions. And to do that we need your continued support. Maybe more than ever.

Football clubs are very emotional institutions and environments. The importance of having grounded and steady support through spells of change cannot be underestimated.

Many clubs have started a similar journey to ours but failed and then gave up before the benefits come to the fore, where doubt and frustration are then replaced with hope and dreams of something better.

When engaging with the new generation of fans, as well as lifelong members of this wonderful football club, I sense that the transformation has been worth all the emotional ups and downs. Taking the temperature inside our club, it feels like a very healthy place. Hopefully this will continue for many years to come.

When we return next season, the bar has been set higher. Expectations have grown. Dreams will be bigger. A guarantee for better results will still be something we can never give, but we will do our very best as always. Our best to excite you. To entertain. To be brave and fearless. To take any opponent on with the same mindset of dominating and driving the game. To build the club and develop the stars of the future in Scottish and European football. And to do it all with you. The supporters. Hopefully in even bigger numbers. That would be my dream.

And when I wake up from that dream, I hope the reality will be even better.

Jens Berthel Askou

First team manager

2026/27 PRICES

Early bird deadline Monday 1 June
Seat reserved until Monday 15 June

	Early Bird	Full Price	SAVING ON PATG PRICES	FREE GAMES	Gate prices			
	All Stands	All Stands	All Stands		John Hunter & Davie Cooper		Phil O'Donnell	
					CAT A	CAT B	CAT A	CAT B
Adult	£410	£425	£112	4	£30	£27	£35	£27
Concession	£295	£320	£135	6	£26	£22	£26	£22
18-22	£215	£225	£133	7	£20	£18	£20	£18
13-17	£130	£140	£117	9	£13	£13	£13	£13
	Davie Cooper	Davie Cooper						
Adult + U13	£429	£445	£188	5	£35	£32	£40	£32
Add U13	£19	£19	£76	15	£5	£5	£5	£5
	Phil O'Donnell & John Hunter	Phil O'Donnell & John Hunter						
Adult + U13	£448	£465	£184	5	£35	£32	£40	£32
Add U13	£38	£38	£57	11	£5	£5	£5	£5

HOW TO BUY.

Don't forget, renew your season ticket (s) by **Monday 1 June, 5pm** to secure Early Bird pricing.



ONLINE

VISIT [TICKETS.MOTHERWELLFC.CO.UK](https://tickets.motherwellfc.co.uk)



BY PHONE

CALL 01698 333 333



IN PERSON

VISIT THE TICKET OFFICE AT FIR PARK



BENEFITS

Save money with your season ticket.



SAVE ON GATE PRICES

Get at least four games free, or as many as 15 if you're under 13



PRIORITY AWAY TICKETS

For stadiums with limited away ticket capacity.



PRIORITY CUP TICKETS

Secure your seat for all home cup matches.



DISCOUNTED HOSPITALITY

See page 18 for more details.



SAVE AT LOCAL BUSINESSES

Discounts on some of your favourite local stores.

ADDED VALUE

Save money at the following local businesses.



AROMA COFFEE SHOP

10% discount



SLAVA CAFE

10% discount on full price menu



NORTH LANARKSHIRE LEISURE

£31.99 membership

+ 1 additional adult for the same rate



DREWBY SNAX

10% off over £10 spend in the shop

Tim Hortons

TIM HORTONS

20% discount



TONI MACARONI

25% discount on a la carte menu only



HAMPTON BY HILTON

15% discount off our BAR rate.



RUBEN PET STORE

10% discount on in-store purchases



WELL DELI

20% off food on matchdays

and 10% throughout the rest of the week (£10 minimum spend)



STRENGTH SHOP

10% discount. To claim discount, email a photograph of 26/27 season ticket to support@strengthshop.co.uk



SOUL SUITES

15% off all services at East Kilbride branch.

Quote code MFC when booking



HAMILTON RACECOURSE

15% off all private party / function packages.



THE WELL SOCIETY



OWN IT, GROW IT.

Join us now.

Joining The Well Society is easy and affordable. If you are new to the Society, you can start your journey with us by clicking below.

Adult and Junior memberships



**Click
Here**

If you are an existing Well Society member and are looking to re-start or increase your monthly contribution, please email members@thewellsociety.uk

JOIN
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Join the Well Society and be part of a growing movement of Motherwell supporters making a real difference to the football club and its community.

From representation on the club board to closer collaboration across all levels of the club, the fan voice isn't just welcomed — it's shaping the future of Motherwell FC.

As membership continues to rise, the Well Society is evolving — becoming more active in supporting and investing in the club's success on and off the pitch. Fans are being heard through surveys and feedback, helping drive improvements to the matchday experience.

Projects like the contribution to Mrs Baillie's Bar show how supporter backing delivers lasting benefits for everyone, while our Society Mobile App helps connect fans near and far.

The direction is clear: greater alignment, stronger cooperation, and an evolving commitment to building a better club for all.

This season, don't just support Motherwell — help shape what comes next.

HOW TO BUY OR RENEW

I AM RENEWING

If you wish to renew your season ticket, all you have to do is login to your online ticketing profile at the top right-hand side of the page.

Once you have logged in, you should then have a notification to 'renew now'.

Then select 'add to basket' and follow the on-screen instructions to complete the transaction.

If your category of season ticket doesn't change, your season ticket will automatically be added to your existing card.

If your category of season ticket is changing (for example, Adult to Over 65s, or you are in the new 18-22 category) then a new season ticket card will be issued in due course

I DIDN'T HAVE A 2025/26 SEASON TICKET & I WANT TO BUY ONE

Head to tickets.motherwellfc.co.uk and then press 'season tickets' from the top menu. From here, select 'create an account' and fill out your personal details. Once completed, you will be sent an email with your customer number.

You will be taken back to the homepage of the website where you then select 'season tickets'. You'll then be given the option to choose where in the stadium you would like to sit.

STANDING ORDER

We are offering the option of paying your season ticket through a standing order payment each month.

There is the option to pay your season ticket over a maximum of six standing order payments directly to the club, with no interest payments or fees, providing full payment is made by December 2026.

To set this standing order up, you must contact us directly and complete a form.

Please visit the ticket office or email tickets@motherwellfc.co.uk to arrange.



DIGITAL SEASON TICKET

A digital Season Ticket for the 26/27 campaign will again be available.

Existing Season Ticket holders can continue to use their physical Season Ticket card but if you would like to change to a digital Season Ticket, you will need to select this option when purchasing your Season Ticket(s) and your physical card will become void.

If you opt for the digital version, you will receive information by email on how to add your Season Ticket to your digital wallet after you have completed your purchase.

NEED HELP?

If you want help setting up your online profile, or prefer to buy by phone instead, just call **01698 333333**.
You can also email tickets@motherwellfc.co.uk.



UPGRADE YOUR EXPERIENCE

Season Ticket holders can upgrade their experience and watch the match in style with one of our renowned hospitality packages at a discounted price.

WHAT'S INCLUDED

CENTENARY SUITE

- 3-course meal served to your table
- Traditional half-time refreshments
- Complimentary bar (2 hours pre-match and 1-hour post-match, one drink per person at half-time)
- Your own designated seat within the Centenary Club section of the Phil O'Donnell stand
- Matchday programme and teamsheet
- First team player appearances (subject to availability)

91 LOUNGE

- Hot plate on arrival served to your table
- Traditional half-time refreshments
- Complimentary drinks 1-hour before and 1-hour after the match with one drink per person at half-time
- Your own designated seat in the Directors Box
- Matchday programme and teamsheet
- First team player appearances (subject to availability)



PRICES

CENTENARY SUITE

91 LOUNGE

COOPER BOX

Pay bar

Complimentary drinks

2 x drinks

Season ticket upgrade

£60

£100

£60



DISABLED SUPPORTERS ASSOCIATION MEMBERSHIP

The club and the Well Society have been working closely these last 12 months to help try and improve the matchday experience for all supporters attending Fir Park.

The Motherwell FC Disabled Supporters Association have also been evolving. Significant improvement and long-term visions are being put into action to allow all fans to enjoy their time at our home.

Our voices are being heard, and through continued hard work from members and those within the club, we are striving for continual improvement of facilities.

Members of the DSA are regularly invited to meetings where you will have the opportunity to speak to club staff about any concerns or issues.

For just £10 per year, which is payable alongside your season ticket, disabled supporters, both wheelchair and ambulant, will have access to away match tickets within disabled areas together with car parking, where available.

If you wish to join the MFCDSA, your £10 can be handed in to the ticket office.

	Early Bird	Full Price
Adult	£410	£425
Concession	£295	£320
18-22	£215	£225
13-17	£130	£140
12 & Under	£38	£38
Wheelchair	£165	£175



SEASON TICKETS
2026/27

WWW.MOTHERWELLFC.CO.UK

