



**EMBARGOED UNTIL 5AM FRIDAY 4 DECEMBER 2009**

**MEDIA RELEASE**  
4 December 2009

## **RWC 2011 Ticket Pricing Structure Launched**

Rugby World Cup 2011 (RWC 2011) will provide New Zealanders and the global Rugby family with a competitive ticketing structure comparable with other world class events, the Tournament's organising body Rugby New Zealand 2011 Ltd (RNZ 2011) said today.

With two years to go until the world's third-largest sports event kicks off across 13 venues in New Zealand, RNZ 2011 has announced the ticket pricing structure for the largest global sporting event ever to be hosted in the country.

Tickets will go on general sale in April 2010 and will start at NZ\$15 for **children** at many of the Pool matches and NZ\$30 for adults - a structure that is comparable to Rugby World Cup 2007 and will ensure that as many New Zealanders as possible will have the opportunity to enjoy the Rugby World Cup experience.

Children's priced tickets will be available for all Pool matches and the Bronze Final.

Tickets for the final will start at NZ\$390, with the top category of ticket priced at NZ\$1250, prices that are comparable with major international sporting events.

An exciting innovation, and a first for a Rugby World Cup, will be the introduction of a **payment plan** which will allow fans to pay for their tickets in installments.

RNZ 2011 CEO Martin Snedden said that prices reflected the status of RWC as one of the world's largest sports events balanced against making the event accessible for the New Zealand and global public.

"RWC 2011 is one of the world's greatest sporting events and will be a once in a lifetime opportunity in such a Rugby-loving country as New Zealand. Hosting such an event in New Zealand is a fantastic chance for us to showcase New Zealand and the prices mean the vast majority of matches are priced at a level all New Zealanders can access.

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“We believe the ticketing policy will result in each match being played in front of full venues, showcasing New Zealand’s love of Rugby and its place as a host of major international events. It will be a wonderful festival of Rugby with an incredible atmosphere for 45 days throughout the whole country”.

He described the process of setting prices as a **balancing** exercise between achieving budgets and also making tickets affordable for as many New Zealanders as possible.

“We’ve been upfront that ticket prices for RWC 2007 in France would give fans a guide for 2011. Although tickets for knockouts and major pool matches are expensive by New Zealand standards, we have been able to price **two-thirds** of matches at or below existing test match prices.

“Many matches will be played during the day and we’re keen to see as many families as possible enjoy the RWC 2011 experience.

“There will be at least one match at every venue which a family of four can enjoy for between \$90 and \$120 plus booking fees.

“We’re conscious that ticket prices for some matches will be well beyond what Kiwis are used to paying, so we are introducing a payment plan that will allow those who pay for their tickets on a credit or debit card to be able to do so in installments.”

RWCL Chairman Bernard Lapasset said he was confident the ticket pricing structure would ensure RWC 2011 would be a great success and build on its status as a wonderful celebration of the global game.

“Today’s announcement is a significant milestone as it means fans can now start planning to come to New Zealand in 2011 to take part in what will be a fantastic festival of Rugby.”

Ends

**About ticketing:** Following the launch of the Official Travel Packages on January 1 2010 and the Hospitality Packages on February 1 2010, match tickets will go on sale globally in April 2010 over three separate Sales Phases.

Phase 1 will see tickets sold in packs. Fans can apply for a Venue Pool Pack for tickets to each pool match at their chosen venue or a Team Pool Pack for tickets to each of their chosen team’s pool matches. Fans will also have the option of adding a Quarter-final Weekend Pack and/or the Bronze Final to their application.

Further details on how to buy tickets will be provided as part of the Official Ticket Sales Launch in 2010. More information on ticketing can be found at [www.rugbyworldcup.com/tickets](http://www.rugbyworldcup.com/tickets).

**About Rugby New Zealand 2011 Ltd:** Rugby New Zealand (RNZ) 2011 Ltd was established in June 2006 and is the organisation responsible for the planning and delivery of Rugby World Cup (RWC) 2011 in New Zealand on behalf of its shareholders, the New Zealand Rugby Union and the New Zealand Government. RNZ 2011 Ltd is governed by a Board of Directors which is chaired by current NZRU Chairman Jock Hobbs. The New Zealand Rugby Union was selected as the Host Union for RWC

2011 by the International Rugby Board Council in November 2005. For the latest on planning for Rugby World Cup 2011 visit [www.rugbyworldcup.com](http://www.rugbyworldcup.com)

**About IRB Rugby World Cup:** The IRB Rugby World Cup is the third largest sports event in the world. The inaugural Tournament took place in 1987 and it is held every four years. In 2007 the sixth tournament was held in France and enjoyed a cumulative worldwide broadcast audience of more than 4 billion. For the latest on RWC 2011 visit [www.rugbyworldcup.com](http://www.rugbyworldcup.com)

### **RWC 2011 Ticket Prices information pack**

The RWC 2011 Ticket Prices information pack is included at the end of this media release. Ticket prices are broken down by match, venue and pack.

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5AM FRIDAY 4<sup>TH</sup> DECEMBER 2009

# Rugby World Cup 2011 Ticket Prices Information Pack

*New Zealand 2011*



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## 1. BACKGROUND TO TICKET PRICING

In 2005 the New Zealand Rugby Union (NZRU) won the rights to host Rugby World Cup 2011 (RWC 2011). In partnership with the New Zealand Government, a new company, Rugby New Zealand 2011 Limited (RNZ 2011), was incorporated in 2006 and assumed responsibility for all the planning, preparations and delivery of RWC 2011 on behalf of its two primary shareholders.

The financial model for RWC 2011 (as it was for RWC 2003 in Australia and RWC 2007 in France) means that the Host Union incurs most of the costs associated with hosting the Tournament. To offset those costs, the Host Union receives all revenue from ticket sales.

Rugby World Cup Limited (RWCL - the RWC operating body of the International Rugby Board) retains all other commercial rights associated with the Tournament including Sponsorship, Broadcast, Licensing, Travel and Hospitality. Income from the RWC commercial programme is the IRB's primary source of revenue for the funding of Rugby development worldwide. Ninety-five percent of all money distributed by the IRB worldwide for development comes from RWC revenue. These funds underpin Rugby's global growth driven by the IRB's strategic investments programme including High Performance funding and development grants.

Full stadia will be an essential ingredient for a vibrant and successful RWC 2011. Given that ticket sales are RNZ 2011's only source of revenue, it is essential that this opportunity is optimised. Full stadia will also reflect New Zealand's love of Rugby and its place as a host of successful global events.

This means that ticket prices for some matches, in particular the knockout matches and major pool matches will reflect the global nature of this event.

RNZ 2011 has been developing its ticketing strategy over the past 18 months working closely with RWCL.

Following the launch of the Official Travel Packages (January 1) and Corporate Hospitality Packages (February 1) and the fulfilment of obligations to customer groups such as Venue Members and Boxholders early in 2010, tickets for RWC 2011 will go on sale to the global public in April 2010.

The ticket sales programme will comprise of three Sales Phases:

1. **Venue and Team Pool Packs:** In April fans can apply for tickets to each pool match at their chosen venue or to each pool match of their chosen team. Fans will also have the option of adding a Quarter-final Weekend Pack and/or the Bronze Final to their application.
2. **Individual tickets:** Later in 2010 fans can apply for individual tickets to all matches except the semi-finals and the Final.
3. **Ballot for semi-finals and the Final:** Fans will gain one entry into the ballot for each ticket applied for in earlier phases.

Full details of how to buy tickets as well as numbers of tickets available will be released as part of the Official Ticket Sales Launch in 2010 prior to tickets going on sale.

## 2. TICKET PRICE DEVELOPMENT

A critical component of the ticketing strategy is ticket prices.

Inevitably ticket pricing is about achieving **BALANCE** between RNZ 2011's financial targets while at the same time ensuring a RWC experience is affordable and accessible to New Zealand's Stadium of Four Million.

In developing ticket prices RNZ 2011 examined four key areas

1. **OTHER EVENT COMPARISON** – most significantly RWC 2007, but also RWC 2003, FIFA Football World Cup 2010, Euro 2008 football championships and Sydney 2000 Olympic Games. In addition local market prices were considered for the 2005 British and Irish Lions Series, All Blacks tests as well as Super 14 matches.
2. Consultation with global **TICKETING EXPERTS** with FIFA Football World Cup, Olympic Games and previous RWC experience.
3. **MARKET RESEARCH**
4. The **RWC FINANCIAL MODEL** - ultimately ticket prices are also influenced by our financial model

RNZ 2011 has already outlined publicly, (see [December Newsletter](#) and the [Two Years to Go Commemorative Book](#)) that prices would be reflective of those from RWC 2007 in France where average quarter-finals prices were around \$350 (NZD), with semi-finals around \$620 and the Final at \$800.

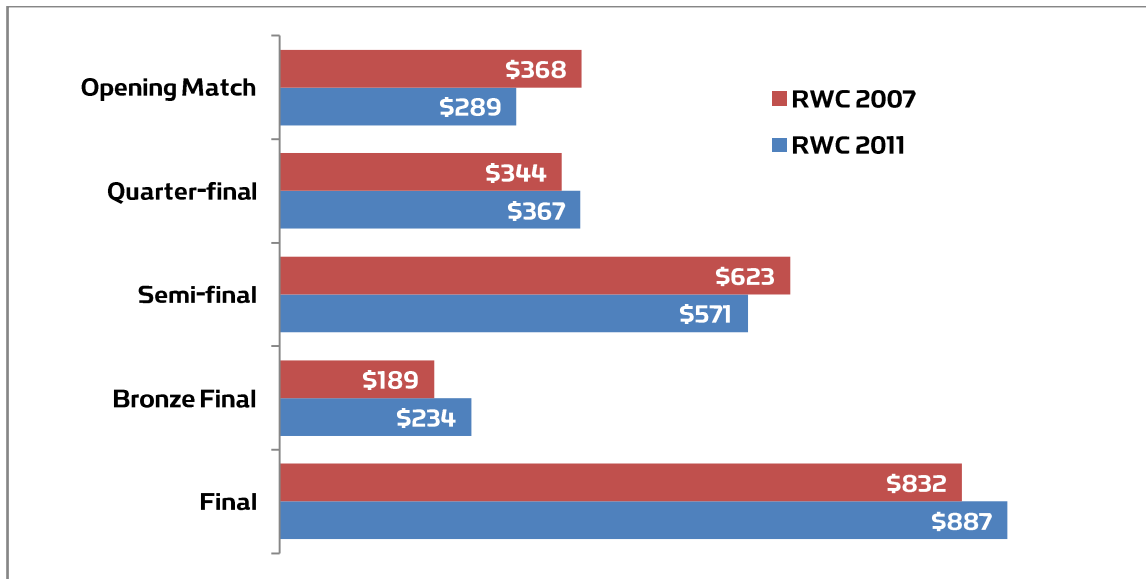
RNZ 2011 has also indicated that it expected tickets for the majority of matches would be more reflective of regular test match and in some cases Super 14 type prices.

### 3. KEY PRICING HIGHLIGHTS

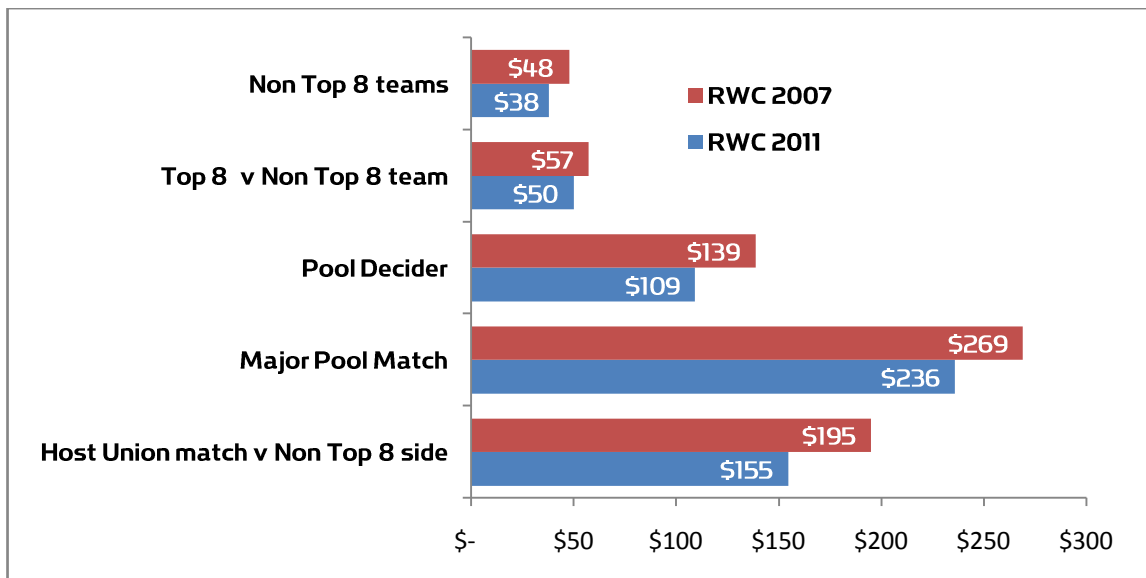
- Ticket prices are **reflective of prices from RWC 2007**.
- **Ticket prices for the Final range from \$390 to \$1250**. It is expected that there will be at least 10,000 seats in the lowest price category.
- **Two-thirds of matches (32 out of 48) will be at or below current test match tickets prices** with children's prices starting from between \$15 and \$33 depending on the match, up to a top adult ticket price of \$70 to \$150.
- **Children's priced tickets** will be available within Category D and Category GA for all 40 pool matches and the Bronze Final.
- **A family of four** will be able to attend at least one RWC 2011 match in Invercargill, Rotorua, Whangarei, New Plymouth, Nelson, Palmerston North, Hamilton and Napier from \$90. A family of four will be able to attend at least one RWC 2011 match at other venues from \$120. Normal booking fees apply.
- A **Payment Plan** will be made available to fans which will enable them to pay for their tickets during Phase 1 in instalments. The Payment Plan will be considered for subsequent Phases.
- Use of a payment plan (for example, over 6 months) during Phase 1 would enable a fan attend:
  - All 5 pool matches in Wellington from just \$60 per month for an adult and \$30 per child.
  - All 5 pool matches in Christchurch from just \$51 per month for an adult and \$26 per child.
  - All 5 pool matches at Eden Park from just \$78 per month for an adult and \$39 per child.
  - Booking fees apply.
- **23 matches and seven venues (i.e. over half of RWC 2011 venues) don't have a single ticket over \$100**

#### 4. TICKET PRICE COMPARISON WITH OTHER EVENTS

Comparison of average prices\* between RWC 2011 and RWC 2007 for opening match and knockouts



Comparison of average prices\* between RWC 2011 and RWC 2007 for pool matches#



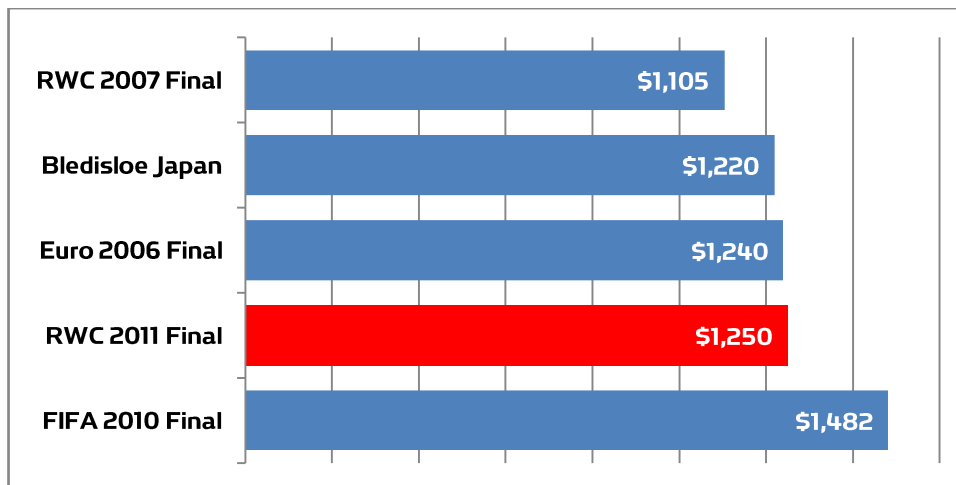
#Examples used

	2011	2007
Non Top 8 teams	Fiji v Namibia	Canada v Japan
Top 8 seed v Non Top 8 team	Ireland v USA	Ireland v Canada
Pool Decider	South Africa v Fiji	Australia v Fiji
Major Pool Match	Australia v Ireland	South Africa v England
Host Union match v Non Top 8 side	New Zealand v Asia 1	France v Namibia

\*Exchange rates are based on the 12 month average rate to October 2009 – source

<http://www.rbnz.govt.nz/statistics/exandint/bl/index.html>

## Comparison of top ticket price for RWC 2011 final with other Major Events



\*Exchange rates are based on the 12 month average rate to October 2009 – source <http://www.rbnz.govt.nz/statistics/exandint/b1/index.html>

5. RWC 2011 TICKET PRICES

a. TICKET PRICES – INDIVIDUAL MATCHES (DESCENDING)

TEAM 1	TEAM 2	Venue	No. of matches	A	B	C	D	D child	GA	GA child
Final		Eden Park	1	\$1,250	\$1,100	\$750	\$390			
Semi-final 1		Eden Park	2	\$780	\$690	\$490	\$290			
Semi-final 2		Eden Park								
Quarter-final 2		Christchurch	4	\$480	\$390	\$290	\$190			
Quarter-final 4		Christchurch								
Quarter-final 1		Wellington								
Quarter-final 2		Wellington								
New Zealand	France	Eden Park	2	\$450	\$350	\$220	\$120	\$60		
New Zealand	Tonga	Eden Park								
Bronze Final		Eden Park	4	\$350	\$290	\$190	\$95	\$48		
Australia	Ireland	Eden Park								
South Africa	Wales	Wellington								
England	Scotland	Eden Park								
Argentina	England	Christchurch	3	\$250	\$190	\$140	\$95	\$48	\$60*	\$30*
New Zealand	Canada	Wellington								
New Zealand	Asia 1	Hamilton								
Australia	Italy	Christchurch	6	\$150	\$120	\$95	\$65	\$33	\$40*	\$20*
Argentina	Scotland	Christchurch								
South Africa	Fiji	Wellington								
France	Tonga	Wellington								
Wales	Fiji	Hamilton								
Ireland	Italy	Dunedin								
Fiji	Samoa	Eden Park	3	\$120	\$95	\$60	\$40	\$20	\$30*	\$15*
South Africa	Samoa	North Harbour								
Wales	Samoa	Hamilton								

TEAM 1	TEAM 2	Venue	No. of matches	A	B	C	D	D child	GA	GA child
Wales	Namibia	New Plymouth	15	\$95	\$75	\$50 *	\$40*	\$20 *	\$30*	\$15*
Italy	USA	Nelson								
Argentina	Europe 1	Palmerston North								
Australia	Europe 2	Christchurch								
England	Europe 1	Christchurch								
France	Canada	Napier								
Australia	USA	Wellington								
Scotland	Play Off winner	Invercargill								
France	Asia 1	North Harbour								
Argentina	Play Off winner	Invercargill								
South Africa	Namibia	North Harbour								
Scotland	Europe 1	Dunedin								
England	Play Off winner	Dunedin								
Ireland	Europe 2	Rotorua								
Ireland	USA	New Plymouth								
Fiji	Namibia	Rotorua	8	\$70	\$60	\$50*	\$40*	\$20*	\$30*	\$15*
Samoa	Namibia	Rotorua								
USA	Europe 2	New Plymouth								
Italy	Europe 2	Nelson								
Europe 1	Play Off winner	Palmerston North								
Tonga	Canada	Whangarei								
Tonga	Asia 1	Whangarei								
Canada	Asia 1	Napier								

\*GA tickets not available in Wellington, Christchurch, Eden Park, North Harbour and Palmerston North

C and D tickets may not be available for matches in Invercargill, Whangarei, Rotorua, Palmerston North, New Plymouth, Napier (see 5c below – ‘Ticket Prices by Venue’ for availability at each venue)

5. RWC 2011 TICKET PRICES

b. TICKET PRICES - BY MATCH SCHEDULE

#	POOL	TEAM 1	TEAM 2	DATE	VENUE	A	B	C	D	D child	GA	GA child
1	Pool A	New Zealand	Tonga	9 September 2011	Eden Park	\$450	\$350	\$220	\$120	\$60		
2	Pool B	Scotland	Play Off Winner	10 September 2011	Invercargill	\$95	\$75				\$30	\$15
3	Pool D	Fiji	Namibia	10 September 2011	Rotorua	\$70	\$60				\$30	\$15
4	Pool A	France	Asia 1	10 September 2011	North Harbour	\$95	\$75	\$50	\$40	\$20		
5	Pool B	Argentina	England	10 September 2011	Christchurch	\$250	\$190	\$140	\$95	\$48		
6	Pool C	Australia	Italy	11 September 2011	Christchurch	\$150	\$120	\$95	\$65	\$33		
7	Pool C	Ireland	USA	11 September 2011	New Plymouth	\$95	\$75		\$40	\$20	\$30	\$15
8	Pool D	South Africa	Wales	11 September 2011	Wellington	\$350	\$290	\$190	\$95	\$48		
9	Pool D	Samoa	Namibia	14 September 2011	Rotorua	\$70	\$60				\$30	\$15
10	Pool A	Tonga	Canada	14 September 2011	Whangarei	\$70	\$60				\$30	\$15
11	Pool B	Scotland	Europe 1	14 September 2011	Dunedin	\$95	\$75	\$50	\$40	\$20	\$30	\$15
12	Pool C	USA	Europe 2	15 September 2011	New Plymouth	\$70	\$60		\$40	\$20	\$30	\$15
13	Pool A	New Zealand	Asia 1	16 September 2011	Hamilton	\$250	\$190	\$140	\$95	\$48	\$60	\$30
14	Pool B	Argentina	Play Off Winner	17 September 2011	Invercargill	\$95	\$75				\$30	\$15
15	Pool D	South Africa	Fiji	17 September 2011	Wellington	\$150	\$120	\$95	\$65	\$33		
16	Pool C	Australia	Ireland	17 September 2011	Eden Park	\$350	\$290	\$190	\$95	\$48		
17	Pool D	Wales	Samoa	18 September 2011	Hamilton	\$120	\$95	\$60	\$40	\$20	\$30	\$15
18	Pool B	England	Europe 1	18 September 2011	Christchurch	\$95	\$75	\$50	\$40	\$20		
19	Pool A	France	Canada	18 September 2011	Napier	\$95	\$75	\$50			\$30	\$15
20	Pool C	Italy	Europe 2	20 September 2011	Nelson	\$70	\$60		\$40	\$20	\$30	\$15
21	Pool A	Tonga	Asia 1	21 September 2011	Whangarei	\$70	\$60				\$30	\$15
22	Pool D	South Africa	Namibia	22 September 2011	North Harbour	\$95	\$75	\$50	\$40	\$20		
23	Pool C	Australia	USA	23 September 2011	Wellington	\$95	\$75	\$50	\$40	\$20		
24	Pool B	England	Play Off Winner	24 September 2011	Dunedin	\$95	\$75	\$50	\$40	\$20	\$30	\$15

#	POOL	TEAM 1	TEAM 2	DATE	VENUE	A	B	C	D	D child	GA	GA child
25	Pool A	New Zealand	France	24 September 2011	Eden Park	\$450	\$350	\$220	\$120	\$60		
26	Pool D	Fiji	Samoa	25 September 2011	Eden Park	\$120	\$95	\$60	\$40	\$20		
27	Pool C	Ireland	Europe 2	25 September 2011	Rotorua	\$95	\$75				\$30	\$15
28	Pool B	Argentina	Scotland	25 September 2011	Christchurch	\$150	\$120	\$95	\$65	\$33		
29	Pool D	Wales	Namibia	26 September 2011	New Plymouth	\$95	\$75		\$40	\$20	\$30	\$15
30	Pool A	Canada	Asia 1	27 September 2011	Napier	\$70	\$60	\$50			\$30	\$15
31	Pool C	Italy	USA	27 September 2011	Nelson	\$95	\$75		\$40	\$20	\$30	\$15
32	Pool B	Europe 1	Play Off Winner	28 September 2011	Palmerston North	\$70	\$60		\$40	\$20		
33	Pool D	South Africa	Samoa	30 September 2011	North Harbour	\$120	\$95	\$60	\$40	\$20		
34	Pool C	Australia	Europe 2	1 October 2011	Christchurch	\$95	\$75	\$50	\$40	\$20		
35	Pool A	France	Tonga	1 October 2011	Wellington	\$150	\$120	\$95	\$65	\$33		
36	Pool B	England	Scotland	1 October 2011	Eden Park	\$350	\$290	\$190	\$95	\$48		
37	Pool B	Argentina	Europe 1	2 October 2011	Palmerston North	\$95	\$75		\$40	\$20		
38	Pool A	New Zealand	Canada	2 October 2011	Wellington	\$250	\$190	\$140	\$95	\$48		
39	Pool D	Wales	Fiji	2 October 2011	Hamilton	\$150	\$120	\$95	\$65	\$33	\$40	\$20
40	Pool C	Ireland	Italy	2 October 2011	Dunedin	\$150	\$120	\$95	\$65	\$33	\$40	\$20
41	QF 1	Winner Pool C	Runner-Up Pool D	8 October 2011	Wellington	\$480	\$390	\$290	\$190			
42	QF 2	Winner Pool B	Runner-Up Pool A	8 October 2011	Christchurch	\$480	\$390	\$290	\$190			
43	QF 3	Winner Pool D	Runner-Up Pool C	9 October 2011	Wellington	\$480	\$390	\$290	\$190			
44	QF 4	Winner Pool A	Runner-Up Pool B	9 October 2011	Christchurch	\$480	\$390	\$290	\$190			
45	SF 1	Winner QF 1	Winner QF 2	15 October 2011	Eden Park	\$780	\$690	\$490	\$290			
46	SF 2	Winner QF 3	Winner QF 4	16 October 2011	Eden Park	\$780	\$690	\$490	\$290			
47	BF	Runner-Up SF 1	Runner-Up SF 2	21 October 2011	Eden Park	\$350	\$290	\$190	\$95	\$48		
48	Final	Winner SF 1	Winner SF 2	23 October 2011	Eden Park	\$1250	\$1100	\$750	\$390			

## 5. RWC 2011 TICKET PRICES

### c. TICKET PRICES - BY VENUE

Eden Park			A	B	C	D	D child
New Zealand	Tonga	9 September 2011	\$450	\$350	\$220	\$120	\$60
Australia	Ireland	17 September 2011	\$350	\$290	\$190	\$95	\$48
New Zealand	France	24 September 2011	\$450	\$350	\$220	\$120	\$60
Fiji	Samoa	25 September 2011	\$120	\$95	\$60	\$40	\$20
England	Scotland	1 October 2011	\$350	\$290	\$190	\$95	\$48
Semi-final 1		15 October 2011	\$780	\$690	\$490	\$290	
Semi-final 2		16 October 2011	\$780	\$690	\$490	\$290	
Bronze Final		21 October 2011	\$350	\$290	\$190	\$95	\$48
Final		23 October 2011	\$1,250	\$1,100	\$750	\$390	

Christchurch			A	B	C	D	D child
Argentina	England	10 September 2011	\$250	\$190	\$140	\$95	\$48
Australia	Italy	11 September 2011	\$150	\$120	\$95	\$65	\$33
England	Europe 1	18 September 2011	\$95	\$75	\$50	\$40	\$20
Argentina	Scotland	25 September 2011	\$150	\$120	\$95	\$65	\$33
Australia	Europe 2	1 October 2011	\$95	\$75	\$50	\$40	\$20
Quarter-final 2		8 October 2011	\$480	\$390	\$290	\$190	
Quarter-final 4		9 October 2011	\$480	\$390	\$290	\$190	

Wellington			A	B	C	D	D child
South Africa	Wales	11 September 2011	\$350	\$290	\$190	\$95	\$48
South Africa	Fiji	17 September 2011	\$150	\$120	\$95	\$65	\$33
Australia	USA	23 September 2011	\$95	\$75	\$50	\$40	\$20
France	Tonga	1 October 2011	\$150	\$120	\$95	\$65	\$33
New Zealand	Canada	2 October 2011	\$250	\$190	\$140	\$95	\$48
Quarter-final 1		8 October 2011	\$480	\$390	\$290	\$190	
Quarter-final 3		9 October 2011	\$480	\$390	\$290	\$190	

Hamilton			A	B	C	D	D child	GA	GA child
New Zealand	Asia 1	16 September 2011	\$250	\$190	\$140	\$95	\$48	\$60	30
Wales	Samoa	18 September 2011	\$120	\$95	\$60	\$40	\$20	\$30	15
Wales	Fiji	2 October 2011	\$150	\$120	\$95	\$65	\$33	\$40	20

Dunedin			A	B	C	D	D child	GA	GA child
Scotland	Europe 1	14 September 2011	\$95	\$75	\$50	\$40	\$20	\$30	\$15
England	Play Off	24 September 2011	\$95	\$75	\$50	\$40	\$20	\$30	\$15
Ireland	Italy	2 October 2011	\$150	\$120	\$95	\$65	\$33	\$40	\$20

Rotorua			A	B	GA	GA child
Fiji	Namibia	10 September 2011	\$70	\$60	\$30	\$15
Samoa	Namibia	14 September 2011	\$70	\$60	\$30	\$15
Ireland	Europe 2	25 September 2011	\$95	\$75	\$30	\$15

North Harbour			A	B	C	D	D child
France	Asia 1	10 September 2011	\$95	\$75	\$50	\$40	\$20
South	Namibia	22 September 2011	\$95	\$75	\$50	\$40	\$20
South	Samoa	30 September 2011	\$120	\$95	\$60	\$40	\$20

New Plymouth			A	B	D	D child	GA	GA child
Ireland	USA	11 September 2011	\$95	\$75	\$40	\$20	\$30	\$15
USA	Europe 2	15 September 2011	\$70	\$60	\$40	\$20	\$30	\$15
Wales	Namibia	26 September 2011	\$95	\$75	\$40	\$20	\$30	\$15

Whangarei			A	B	GA	GA child
Tonga	Canada	14 September 2011	\$70	\$60	\$30	\$15
Tonga	Asia 1	21 September 2011	\$70	\$60	\$30	\$15

Napier			A	B	C	GA	GA child
France	Canada	18 September 2011	\$95	\$75	\$50	\$30	\$15
Canada	Asia 1	27 September 2011	\$70	\$60	\$50	\$30	\$15

Palmerston North			A	B	D	D child
Europe 1	Play Off Winner	28 September 2011	\$70	\$60	\$40	\$20
Argentina	Europe 1	2 October 2011	\$95	\$75	\$40	\$20

Nelson			A	B	D	D child	GA	GA child
Italy	Europe 2	20 September 2011	\$70	\$60	\$40	\$20	\$30	\$15
Italy	USA	27 September 2011	\$95	\$75	\$40	\$20	\$30	\$15

Invercargill			A	B	GA	GA child
Scotland	Play Off Winner	10 September 2011	\$95	\$75	\$30	\$15
Argentina	Play Off Winner	17 September 2011	\$95	\$75	\$30	\$15

## 5. RWC 2011 TICKET PRICES

### d. TICKET PRICES - VENUE POOL PACKS

Venue Pool Pack	No. of matches	A	B	C	D	D child	GA	GA child
Eden Park	5	\$1,720	\$1,375	\$880	\$470	\$236		
Christchurch	5	\$740	\$580	\$430	\$305	\$154		
Wellington	5	\$995	\$795	\$570	\$360	\$182		
Hamilton	3	\$520	\$405	\$295	\$200	\$101	\$130	\$65
Dunedin	3	\$340	\$270	\$195	\$145	\$73	\$100	\$50
Rotorua	3	\$235	\$195				\$90	\$45
North Harbour	3	\$310	\$245	\$160	\$120	\$60		
New Plymouth	3	\$260	\$210		\$120	\$60	\$90	\$45
Whangarei	2	\$140	\$120				\$60	\$30
Napier	2	\$165	\$135	\$100			\$60	\$30
Palmerston North	2	\$165	\$135		\$80	\$40		
Nelson	2	\$165	\$135		\$80	\$40	\$60	\$30
Invercargill	2	\$190	\$150				\$60	\$30

### e. TICKET PRICES - VENUE POOL PACKS (for example monthly payment over 6 months) \*

Venue Pool Pack	No. of matches	A	B	C	D	D child	GA	GA child
Eden Park	5	\$287	\$229	\$147	\$78	\$39		
Christchurch	5	\$123	\$97	\$72	\$51	\$26		
Wellington	5	\$166	\$133	\$95	\$60	\$30		
Hamilton	3	\$87	\$68	\$49	\$33	\$17	\$22	\$11
Dunedin	3	\$57	\$45	\$33	\$24	\$12	\$17	\$8
Rotorua	3	\$39			\$20	\$10	\$15	\$8
North Harbour	3	\$52	\$41	\$27	\$20	\$10		
New Plymouth	3	\$43	\$35		\$20	\$10	\$15	\$8
Whangarei	2	\$23	\$20				\$10	\$5
Napier	2	\$28	\$23	\$17			\$10	\$5
Palmerston North	2	\$28	\$23		\$13	\$7		
Nelson	2	\$28	\$23		\$13	\$7	\$10	\$5
Invercargill	2	\$32	\$25				\$10	\$5

\*A fee applies per order to access payment plan regardless of number of tickets ordered

### f. TICKET PRICES - QUARTER-FINAL WEEKEND PACKS

Quarter-final Weekend Pack	No. of matches	A	B	C	D
Christchurch	2	\$960	\$780	\$580	\$380
Wellington	2	\$960	\$780	\$580	\$380

Payment plan option also applies to Quarter-finals

## 5. RWC 2011 TICKET PRICES

### g. TICKET PRICES – TEAM POOL PACKS

Team Pool Pack	No. of matches	A	B	C	D
ARGENTINA	4	\$590	\$460		
ASIA 1	4	\$485	\$385		
AUSTRALIA	4	\$690	\$560	\$385	\$240
CANADA	4	\$485	\$385		
ENGLAND	4	\$790	\$630	\$430	\$270
EUROPE 1	4	\$355	\$285		\$160
EUROPE 2	4	\$330	\$270		
FIJI	4	\$490	\$395		
FRANCE	4	\$790	\$620	\$415	
IRELAND	4	\$690	\$580		
ITALY	4	\$465	\$375		\$210
NAMIBIA	4	\$330	\$270		
NEW ZEALAND	4	\$1,400	\$1,080	\$720	\$430
PLAY OFF WINNER	4	\$355	\$285		
SAMOA	4	\$430	\$345		
SCOTLAND	4	\$690	\$560		
SOUTH AFRICA	4	\$715	\$580	\$395	\$240
TONGA	4	\$740	\$590		
USA	4	\$355	\$285		\$160
WALES	4	\$715	\$580		\$240