



# Guide to Schools Group Booking

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# Schools Group Booking – what is it?

This is an **exclusive window** for schools to purchase group tickets for UEFA Women's EURO 2022 group stage matches.

The window will be open from Monday 13 September – Friday 8 October.

Group Bookings are available for schools purchasing 11 or more tickets per group stage match

For every nine concession tickets bought, one adult will go for FREE

Tickets can be secured through card or BACS payment

Schools who book within this window will be in with the chance of winning a visit from the UEFA Women's EURO Trophy

# Schools Group Bookings

We need your support during our Schools Group Booking Window!

## Create a web article

Drive awareness of the upcoming Schools Group Booking window on your website.

This guide includes copy and imagery for you to use on your website. Feel free to adapt and make relevant to your audience

## Email your schools

Adapt the copy and imagery to deliver email campaigns to your databases targeting schools/teachers/educational stakeholders. Please prioritise the open now and closing soon emails.

Clubs and venues can hopefully help with relationships through community and foundation programmes

## Post on social

Share social assets and copy on your relevant social platforms or to your educational stakeholders to drive awareness and engagement amongst followers.

# Website Article

To be hosted on your website



Section	Suggested Copy
Headline	BRING YOUR SCHOOL TO UEFA WOMEN'S EURO 2022
Sub-Headline	Enjoy exciting live football next summer with your school!
Copy	<p>To celebrate the start of a new academic year, teachers and schools have the chance to get their hands-on UEFA Women's EURO tickets!</p> <p>This is an incredible chance to be part of a once in a generation event in what is set to be a fun day out for all to enjoy.</p> <p>This exclusive window of opportunity is open to all schools looking to secure their group bookings. The window will open on Monday 13 September at 10am BST and close on Friday 8 October at 5pm BST.</p> <p>Schools who successfully purchase tickets during this Schools Group Booking Window will also be entered into a draw for the chance to win a UEFA Women's EURO Trophy Visit to their School! (<a href="#">View Terms and Conditions.</a>)</p> <p>What's more, the tournament is accessible for all with concession tickets starting from just £5 and for every nine concession tickets sold and adult goes free.</p> <p>For further information on the window and other opportunities for schools <a href="#">click here.</a></p>
CTA Button	Book your group tickets now
Link	<a href="https://app.smartsheet.com/b/form/a43a46da5a0b4cc790d4771f09000628">https://app.smartsheet.com/b/form/a43a46da5a0b4cc790d4771f09000628</a>

# Schools Emails

We need your support in reaching schools, teachers and parents to drive awareness of the Schools Group Booking window.

We will provide assets and copy for four moments across this window for you to send emails within, but encourage you to work within your schedules.

Countdown	Open Today	Now Open	Closing Soon
7 – 12 SEPT	13 SEPT	14 SEPT – 1 OCT	4 OCT
Drive awareness of the upcoming Schools Group Booking window	Communicate on the day the window opens to drive teachers to purchase.	Create urgency that they have a limited time to secure their tickets	Drive last CTA the week the window is closing

# Countdown Email

Send date: Between 7-12 September



## Subject Line

Bring Your School to the UEFA Women's EURO next summer!

## Suggested Email Copy

### Enjoy Exciting Live Football Next Summer With Your School

To celebrate the start of a new academic year, teachers and schools have an exclusive chance to secure tickets for UEFA Women's EURO 2022!

This window of opportunity is open to all schools looking to secure group bookings, and will open at 10am Monday 13 September and close at 5pm Friday 8 October.

Every school who books during this period will be entered into a draw for the chance to win a Trophy visit to their School! ([Terms & Conditions apply](#))

Plus, there's loads of exciting activities planned for schools to get involved in, including access to resources and special events around tournament time.

For further information and resources to start planning your trip click here - <https://www.theafa.com/competitions/uefa-womens-euro-2022/schools>



# Open Today Email

Send date: 13 September



## Subject Line

Book your school's place at the UEFA Women's EURO next summer

## Suggested Email Copy

### Don't Miss The Chance To Be Part Of A Once In A Generation Event

[CITY] will be hosting UEFA Women's EURO 2022 matches next summer, so why not plan an unforgettable trip for your school to catch the action on your doorstep?

The UEFA Women's EURO competition is set to be a fun and exciting day out for all, and schools can take advantage of their exclusive Schools Group Booking Window until 5pm on Friday 8 October.

You can secure tickets to any group stage match, with concession tickets starting from just £5. Plus, for every nine concession tickets bought, one adult goes free!

What's more, you don't have to pay for the tickets straight away! You have up to 30 days from booking to make your final payment.

For further information and to book your tickets click here -

<https://www.thefa.com/competitions/uefa-womens-euro-2022/schools>



# Now Open Email

Send date: Between 14 September - 3 October



## Subject Line

Be part of UEFA Women's EURO Schools Week!

## Suggested Email Copy

### Join In The Celebrations In July 2022

Next summer not only brings UEFA Women's EURO 2022 to [CITY], but also a selection of exciting activities for schools to get involved in.

From 11-17 July 2022, schools across the country are encouraged to get involved with UEFA Women's EURO both inside and outside the classroom – so why not book a trip for your school to watch a match during this exciting week?

Concession tickets start from just £5 and for every nine concession tickets purchased, one adult goes for free.

Schools who book before 8 October will also have the chance to win a Trophy visit – a great way to get your students excited ahead of watching the action live!

For further information and to book your tickets click here -

<https://www.theafa.com/competitions/uefa-womens-euro-2022/schools>

# Closing Soon Email

Send date: w/c 4 October



## Subject Line

Time is running out to book your school's place at UEFA Women's EURO 2022!

## Suggested Email Copy

**The Exclusive Schools Group Booking Window Will Close At 5pm On Friday 8 October.**

Don't miss out on your chance to join other schools next summer at the UEFA Women's EUROs.

The tournament is set to be a fun and incredible day out for all, so why not book your tickets this week for your school?!

It's really simple to book your tickets, just follow our step-by-step guide below:

1. Submit your request [here](#) before 5pm Friday 8 October
2. You'll receive a confirmation email once your account has been set up
3. Login to the portal and select your match tickets
4. Once the request has been approved, you'll receive confirmation of your order
5. You'll then have up to 30 days to make your final payment, so no need to have this ready this week

Don't forget, you'll also have the chance to win an incredible prize for your school – a visit from the UEFA Women's EURO Trophy!

For further information and to book your tickets click here -

<https://www.theafa.com/competitions/uefa-womens-euro-2022/schools>

# Post on Social

We need your support in reaching schools, teachers and parents to drive awareness of the Schools Group Booking window.

We will provide assets and copy for you to schedule across your channels. Please feel free to amend and schedule as you see fit.

Countdown	Open Today	Now Open	Closing Soon
6 – 10 SEPT	13 SEPT	20 SEPT – 1 OCT	24 SEPT - 8 OCT
<ul style="list-style-type: none"><li>• Key dates</li><li>• Generic asset (no incentive)</li></ul>	<ul style="list-style-type: none"><li>• Generic asset (with incentive)</li></ul>	<ul style="list-style-type: none"><li>• City fixtures</li><li>• Schools Week</li></ul>	<ul style="list-style-type: none"><li>• Generic – 2 Weeks Left</li><li>• Generic - Last Week</li></ul>

# Countdown Social Posts – Key Dates

Publication date: Between 7-12 September

Channels: Facebook, Twitter, Instagram



## Suggested copy & link

Important dates for schools 🏫

There are some exciting @UEFAWomensEURO moments coming up to take note of 📅

More information 👉 / 👈

[www.thefa.com/competitions/uefa-womens-euro-2022/schools](http://www.thefa.com/competitions/uefa-womens-euro-2022/schools)



# Countdown Social Posts - Generic

Publication date: Between 7-12 September

Channels: Facebook, Twitter, Instagram



## Suggested copy & link

Calling all schools and teachers 📣

Your exclusive ticketing window for @UEFAWomensEURO opens Monday 13 September! 📺

Find out more 👉 / 👈

<https://www.thefa.com/competitions/uefa-womens-euro-2022/schools>

# Open Today Social Post – Generic with incentive

Publication date: 13 September

Channels: Facebook, Twitter, Instagram



## Suggested copy & link

Want to plan a trip for your school to  
@UEFAWomensEURO? 🏆

Make sure you book your tickets to this once in a  
generation event in this exclusive booking window 📅 / 📅

<https://www.theafa.com/competitions/uefa-womens-euro-2022/schools>

# Now Open Social Post – City Fixture

**Publication date:** Between 14 September – 8 October

**Channels:** Facebook, Twitter, Instagram



## Suggested copy & link

Watch a major tournament live in [CITY] 🌟

Book a trip for your school before 8 October to ensure you're there to watch the action in July!

Book your tickets here 📄 / 📄

<https://www.thefa.com/competitions/uefa-womens-euro-2022/schools>

# Now Open Social Post – Schools Week

Publication date: Between 14 September – 8 October

Channels: Facebook, Twitter, Instagram



## Suggested copy & link

Why not book a trip for your school to join the celebrations and watch a @UEFAWomensEURO match during Schools Week? 🎉

Find out more  / 

<https://www.thefa.com/competitions/uefa-womens-euro-2022/schools>



# Now Open Social Post – Generic with incentive

Publication date: Between 14 September – 8 October

Channels: Facebook, Twitter, Instagram



## Suggested copy & link

Win a @UEFAWomensEURO trophy visit for your school 🏆

Book your group tickets before 8 October for your chance to win! Ts & Cs apply.

<https://www.thefa.com/competitions/uefa-womens-euro-2022/schools>

# Closing Soon Social Post – Generic 2 Weeks Left

Publication date: 24-27 September

Channels: Facebook, Twitter, Instagram



## Suggested copy & link

⚠️ Just two weeks left to book tickets for your school ⚠️

Don't miss out on the chance to join in the fun and take your students to a major tournament in **[CITY]**!

Book your tickets here 🖱️ / 🖱️

<https://www.thefa.com/competitions/uefa-womens-euro-2022/schools>

# Closing Soon Social Post – Generic Last Week

Publication date: w/c 4 October

Channels: Facebook, Twitter, Instagram



## Suggested copy & link


It's your final chance to book your school group tickets for  
@UEFAWomensEURO 📺

Get your exciting school trip organised for next summer 🗓️

Book your tickets 👉 / 👈

<https://www.thefa.com/competitions/uefa-womens-euro-2022/schools>

# Additional Assets for Schools

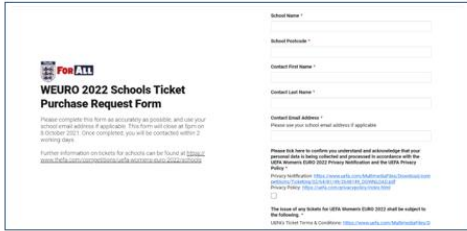


**UEFA Women's EURO 2022  
Schools Group Booking – Step-by-Step Guide**

We're giving schools an exclusive chance to book their group tickets to UEFA Women's EURO 2022 between Monday 13 September and Friday 8 October.

We've provided a simple guide below to help you with the process when booking group tickets for your school.

1. Enter your details on the WEURO 2022 Schools Ticket Purchase Request Form ([this form can be accessed here](#))



**WEURO 2022 Schools Ticket Purchase Request Form**

Please complete this form and submit it to us via email or our online portal. This form will close at 5pm on 8 October 2022. Once completed you will be contacted within 2 working days.

Further information available for schools can be found at [Schools](#)

Please tick how you confirm you understand and acknowledge that your personal data is being collected and processed in accordance with the UEFA Women's EURO 2022 Privacy Policy and the UEFA Privacy Policy.

Please tick how you confirm you understand and acknowledge that your personal data is being collected and processed in accordance with the UEFA Women's EURO 2022 Privacy Policy and the UEFA Privacy Policy.

The name of any tickets for UEFA Women's EURO 2022 shall be subject to the following:  
UEFA Ticket Terms & Conditions [https://www.uefa.com/UEFA-Tickets](#)

- a. You'll need to populate and complete all the fields: School name, School postcode, full name, and email address
- b. Once this form has been submitted a member of the UEFA Women's EURO 2022 team will process the information and set up your account within 48 working hours

Guide to booking tickets



**BRING YOUR SCHOOL  
TO UEFA WOMEN'S EURO 2022**

Watch the pinnacle international women's football competition in Europe, right here in England!

We're offering schools an exclusive window of opportunity to secure their match tickets for all group stage matches.

Your exclusive ticket window is open from Monday  
**13 September - Friday 8 October.**

For more information and to book your tickets visit: [TheFA.com/WEURO2022/Schools](#)




**WIN A TROPHY VISIT FOR YOUR SCHOOL**  
Book your group tickets in your exclusive window for the chance to win an incredible experience!

**GET INVOLVED IN SCHOOLS WEEK**  
We'll be running a series of fun activities for all schools to get involved in both in and outside of the classroom from Monday 11 July - Sunday 17 July.

**Why not plan a school trip to a UEFA Women's EURO match during this week so you can join in the celebrations?**



Poster



**UEFA Women's EURO 2022 Tournament**

Dear Teachers, Parents, Guardians, and pupils,

The UEFA European Women's Championship is coming to England in 2022 and we want you to be part of the show!

The international women's football competition brings 16 of the top countries from across Europe together, including England, Northern Ireland, Netherlands, Germany, Spain, France and many more.

Fans will be able to see some of the world's best players in action with matches being played at 10 venues across the country during the three and a half weeks of the tournament. Host cities include Brighton & Hove, London, Manchester, Milton Keynes, Rotherham, Sheffield, Southampton, and Wigan & Leigh.


**Exclusive Schools Group Booking Window**  
We want to make sure that all teachers, parents, guardians, and pupils have the chance to watch the action on their doorstep and are offering schools an exclusive opportunity to secure their tickets to all group stage matches.

The Schools Group Booking Window will open from 10am Monday 13 September – 5pm Friday 8 October.

Why not take advantage of this offer and plan a trip for your school? Concession (under 16s) tickets are priced between £5 - £7.50, and for every nine concession tickets one adult goes free!

Schools booking their tickets within this window will also have the chance to win a visit from the UEFA Women's EURO trophy – a great way to get your students excited ahead of watching the action live!

For more information or to book your tickets visit [TheFA.com/WEURO/Schools](#)



Letter



**UEFA Women's EURO 2022 Trip**

Dear Parent or Guardian,

*[Please enter your own letter copy here to parents/guardians explaining the trip and the match(es)/date(s) you are looking to organise a trip for.*

*You can include all the relevant information you need.*

*This is a template guide to send out to parents or guardians.*

*Please feel free to include information from our UEFA Women's EURO 2022 document or tournament website.]*

Many thanks,

Click or tap here to enter text.  
**Teacher's name**

Click or tap here to enter text.  
**Teacher's role**

**UEFA Women's EURO 2022 Trip - Consent Form**

I give permission for my child \_\_\_\_\_ in class \_\_\_\_\_ to attend the UEFA Women's EURO 2022 match on Click or tap to enter a date..

Signed (Parent/Guardian) \_\_\_\_\_ Name: \_\_\_\_\_

Emergency contact telephone number: \_\_\_\_\_



Letter with consent form

All will be available to download on [TheFA.com](#) and Playing Surface

# Schools Group Booking - How will we support you?

Initial assets and copy included.

Assets will also be available on Playing Surface.

All remaining assets and copy to be shared by **17 September.**

These will also be available on Playing Surface.

Regular communication throughout the booking window and resource to support with resizing assets (if required)

Please contact Emily Walker ([Emily.walker@TheFA.com](mailto:Emily.walker@TheFA.com)) for any questions or additional support you require throughout the window.