



2025 - 2026 Hershey Bears Season Ticket Membership FAQs

General Membership Questions

How are Memberships different from my current Season Ticket plans?

For the 2025-2026 season, we are elevating your experience with our new Season Ticket Membership plans, designed to offer more flexibility, value, and exciting new perks. It's everything you love about being a Season Ticket Holder, plus even more exclusive benefits! Whether you are a longtime fan or new to the Hershey Bears family, Memberships make it easier than ever to be part of the action all season long.

Choose the Membership That's Right for You!

Club Membership: Enjoy the highest level of service and exclusive perks all season, including:

- All Full Season Member benefits
- Access to the Stella Artois Premium Lounge
- FREE Club Lot parking for every home game
- First right of refusal to your seat to all GIANT Center public events

Full Season Membership: Our most popular Membership loaded with exclusive savings and perks, including:

- All Half Season Member benefits
- FREE general parking
- FREE Hershey Bears bring-a-friend tickets
- FREE *Hersheypark*® ticket
- Discounted Hersheypark Season Pass
- Exclusive events
- And more!

Half Season Membership – Enjoy a flexible options with great perks, including:

- Your same seat for home games

- No processing fees
- NEW! Unlimited fountain beverage refills during home games
- Discounts on Food & Beverage and Retail
- And more!

With brand-new pricing zones, you now have even more ways to customize your Membership to fit your schedule and budget. No matter which Membership you choose, you will be part of an exclusive community of passionate Bears fans ready to cheer all season long!

What is new for 2025-2026?

Hershey Bears fans have more benefits, more flexibility, and more ways to save for the 2025-2026 season.

- More benefits: Season Ticket Holders are now Season Ticket Members, with new benefits in addition to the perks they have known and loved
 - New for 2025-2026: Unlimited Fountain beverages for all Bears preseason and regular season home games
 - Members can also sell their seats as needed in Account Manager
- More flexibility: Memberships include Full and Half Game choices. New mini-plans coming this summer will also give Bears fans new options to see the Bears in action
- More ways to save: New pricing zones lead to some price decreases in select areas within the 100 and 200 level as options for our fans.

How much are Season Tickets?

We offer a variety of Memberships to fit your budget and schedule. Memberships start at less than \$11 per game!

Explore options here hersheybears.com/tickets/season-tickets.php

How long is the price valid for?

The best price on Memberships is now through May 30, 2025.

Mini Plans

What is a Mini-Plan?

Mini-plans are an additional offering for Hershey Bears fans beginning in the 2025-2026 season, providing flexible options and new ways to save. Mini-plan options, including a 12-game mini-plan, will be available for purchase this summer after the promotional schedule is released.

Mini-plan purchasers will receive discounted tickets based on the selected preferred price zone and the games they wish to attend. Pricing will vary, based on the games selected and the preferred price zone.

Please note: Memberships will always provide the best price and maximum benefits for Bears fans and is the only way to guarantee you get to select your exact seat.

What is the difference between a Season Ticket Membership and a Mini-Plan?

Memberships will always provide the best price and maximum benefits for Bears fans and is the only way to guarantee you get to select your exact seat.

- Season Ticket Memberships will receive the best prices on their tickets in addition to the exclusive benefits, including our NEW unlimited fountain drink program as well as being able to select your exact seat.
- Mini-Plans will only offer discounted tickets and do not include any additional benefits.

When does the Mini-Plan go on sale?

Mini-Plans will go on sale after the promotional schedule for the 2025-2026 season is released this summer.

How can I choose my seats with the Mini-Plan?

For the Mini Plan, you can choose the seating zone where your seat is located, but you cannot select the exact seats. If you prefer to select your seats, please purchase a Membership to select the seats that are included in your plan.

Can I get parking with a Mini-Plan?

Discounted parking will be available for purchase with your mini-plan. More details on how to purchase and pricing will be shared when these plans are available for purchase.

Renewal

When is the renewal deadline to secure my seats for the 2025-2026 season?

The Season Ticket Renewal deadline is Saturday, April 19. Members will need to place their deposit and enroll in the monthly payment plan or pay in full by April 19.

How do I renew my seats?

- Club Seat members can renew their seats by reaching out to hacwhite@hersheypa.com.
- Full and Half Season Members can renew their seats online by visiting <https://am.ticketmaster.com/hershey/>

How can I relocate my seat?

Once a Member renews their current seat locations, they can submit for a seat relocation by visiting <https://forms.gle/aX6CY9v2dvzya8PW8>

How can I switch my Membership level?

Members who are interested in changing their Membership for the 2025-2026 season can reach out to seasontickets@hersheypa.com