

ARE YOU A FRIEND OF THE DEN YET?



Friends of The Den Benefits*

- **Unlimited entry for 12 months from date of purchase.**
Our current opening hours are always displayed on our website.
- **10% off any purchases in The Kitchen Table and The Shop.**
This cannot be used in conjunction with any other special offers or promotions, or against shop sale items. Proof of membership is required.
- **Bring a friend or family member and they will get 50% off our peak admission price.**
The 50% discount is against peak admission prices and does not include special events or other offers.
- **A personalised photo ID membership card**
- **Our younger Friend of The Den pass holders (under 12) get their own birthday place free when booking a Party at The Den package.**
A minimum of 10 children per party.
- **Occasional discounts for extra chargeable events held at William's Den.**
- **Refer a friend to join our Friend of the Den membership and you will receive a £5 William's Den voucher for each family* that signs up.**

***check next page for FAQ's*



Friends of The Den FAQ's*

Why do I need my card with me when I come to William's Den?

Your card gives you entry to William's Den and discount to your spend in The Shop and The Kitchen Table. If you have not had chance to collect your card, please ask at The Shop on your next visit.

How do I claim my 10% off in The Shop and The Kitchen Table?

Please present your William's Den Friend of the Den card to a member of staff whenever you make a purchase. The 10% will **only** be activated when the cardholder is present.

Can I use my temporary pass when dining and shopping at The Den?

You can show your temporary pass to claim your discount. Discount cannot be applied to purchases without proof of membership. Please to collect your new pass as soon as possible after becoming a Friend of the Den from The Shop.

How does the second adult discount work?

If you are buying or renewing your Friend of The Den pass and have 2 or more adults buying passes, one adult will be charged at the full price with each remaining adult being offered a discounted rate.

How do I add another adult in the family to my Friend of The Den pass?

You can add an additional family member to your pass at the full discounted rate at any time during your year's membership when you visit The Den together. **HOWEVER**, all the passes will expire at the end of the 12month's of the original pass holder.

How do I get 50% off the Peak Price if I bring my friend along with me?

Show your Friend of The Den membership card at the Welcome Desk and your friend will be charged half of the peak price. This offer applies to one guest per one Friend of The Den pass holder only. The 50% discount will only be applied to **peak prices**. Each cardholder can only bring one guest per visit to avail of the discounted rate.

What if there is another offer available at the same time of the 50% off Peak Price?

If an offer is in place you will be able to choose which is the most appropriate for your visit. The "Bring a Friend 50% discount" cannot be applied to any other offers. It is only a discount from the Peak Price rate only.

How do I refer a friend, to become a Friend of the Den?

You can refer a guest family when you visit William's Den or introduce them via an email with their full contact details and quoting your membership number. You will then be eligible to receive a £5.00 voucher for use in The Kitchen Table once the family has joined. *Proof of referral will be required. Not valid for each individual member of the family that joins.

How do I receive my £5.00 voucher?

Once your friend's family has joined and have their own membership number, it will be credited that your family made the referral, our team will note this information in your Friend of The Den account, and you can collect the £5.00 voucher on your next visit. *Voucher only valid at The Kitchen Table or The Snack Box.

Can I refer a family member to become a Friend of the Den, and receive the £5.00 voucher?

This benefit is for additional memberships and does not apply to immediate family members. For example, if your cousin was taking an additional Friends of The Den membership for their family this would be classed as a referral. If you were adding an adult to your membership you would not be entitled to the voucher.

** any misuse of benefits may result in benefits being revoked.*

** current rates shown, as at May 2018, and subject to change*

