



Jamie Jones-Buchanan MBE

Chief Executive Officer

Chapter 136: Brad "Arthurian" Legend

Since the age of ten, AMT Headingley Stadium has been my cultural home, a stage of inspiration and steep education. The melting pot where experiences unfold, stories are told, and we are woven into the fabric of Leeds.

I have seen many transformations at the club, but perhaps none as momentous as the way the Rhinos pivoted under the leadership of Brad Arthur in 2025. His influence was felt by everyone, not only in what we saw on the field, but in what we heard and felt from the eclectic groups of fans who call AMT Headingley their home.

It feels, to me at least, as though we are entering a Brad "Arthurian" legend: a time of hope, where story meets reality, and where our formidable youth academy feeds a new generation of players ready to write their own history.

Listening to stories from Gary Hetherington, in the multitude of theatrical spaces he created, it struck me that the true power of Rhinos culture is in how we gather together. He reminds us that by telling and retelling the past, we find strength in the present and direction for the future.

Like the tactile touch of this brochure, the joy of being a Rhinos fan is in the tangible, connected experience inside the coliseum that is AMT Headingley: the roar of the South Stand, the thrill of match day, the sense of belonging that binds us all.

In 2026 we continue to build across all our teams – professional, community, and inclusion. Each represents a pathway of opportunity: a place where people of all ages and abilities can thrive, inspire the narrative, and galvanise relationships.

Gary Hetherington's vision and legacy - "One Team, Team Rhinos" - remains at the heart of who we are: a united team our city can be proud of. One that connects, cross-pollinates, and collaborates to enrich our lives and those who choose to walk with us.

Our heritage binds us. Our future excites us. And our stories will carry us forward.

Thank you for your loyalty, your passion, and your belief. ALAW 💛 🔏

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Brad Arthur

Leeds Rhinos Head Coach

Firstly on behalf of my family and I, I would like to thank all our Rhinos supporters, and especially our members, for how you have made us all feel so welcome over the last eighteen months.

I've enjoyed my time here so much and your support was a big factor in my decision to stay at AMT Headingley.

Working alongside Ian Blease, my vision was to make sure that the club is set up and in a position where we know what our identity is. When you pull on that Rhinos' jersey, whether you're in our Scholarship, Academy or Reserves right through to the top squad, you know what the club wants to look like. You know the standards that are set for you and your challenge is to meet those standards.

I always wanted to make sure that I could make a difference and I feel like I can. I love winning but what I really enjoy the most is sustained success. I like seeing guys being mentioned for the England squad and the fact that all three grades have performed well this season, that shows we are improving at all levels. But the biggest thing that I enjoy is the look in the boys' eyes when they come off the field and I give them a hug or a handshake and we have that connection knowing they've had a real crack for the club and the team.

I've learned a lot about leadership and it is not always just about telling people what to do. It's giving other guys control of those opportunities and that's how you build bigger, stronger leadership.

AMT Headingley is a huge boost to us as a team, playing at home is an opportunity for us but we all have to take that opportunity. The boys have their job to get you excited with their play, both in attack and defence, and you too have a vital role in taking that excitement and lifting the atmosphere so our opponents know they are in for a tough night and our boys know they have your support.

By becoming a member, we know you are with us every step of the way in 2026.

Thank you for your support and I can't wait to see you again next season.

B/BUL



A match day experience that is so much MORE than 80 minutes

A Leeds Rhinos match day is more than just 80 minutes of rugby league. From gates opening to the full time hooter we'll make sure you're engaged, entertained and making memories!

Beyond the Men's team, here are just a few of the things that fans can look forward to in 2026.

Celebrating our heritage and causes that matter

From legendary players to MND awareness and Armed Forces appreciation fixtures. Match days will continue to be a platform to celebrate and support worthy causes and standout achievements.

Innovate and evolve

Dazzling light shows to Al Selfie Aggregators, the Rhinos partnership with CUE and their cutting-edge software ensures the tech savvy are engaged and match days are at the forefront of innovation and fan experience.

Double the action

From our Women's, Reserves and Academy to bruising University Varsities, fans will get the chance to cheer on more than just the Men's first team. It's a chance to watch the next generation of talent coming through the ranks and future stars making their mark on their way to Super League.

Unique experiences

Want to Party on the Pitch with a legendary DJ? No problem. Want to grab a selfie with a Disney Princess in a Royal Carriage? We've got you. Our themed fixtures always deliver fun for the whole family, and they'll be bigger and better in 2026.

Opportunities for the community game and wider

4,256 juniors took to the pitch with their Leeds Rhinos heroes during the 2025 season! Throw in dance and sing spectaculars alongside PDRL and LDSL showcases, match days will continue to be as inclusive as ever.

2026 Season Membership Packages & Benefits

There's no better way to enjoy the 2026 Betfed Super League season than with a Leeds Rhinos Season Membership, offering fans the very best value for money on a game-by-game basis along with a host of exclusive benefits.

Silver Membership

Access to all Men's home league

Free access to all Women's home league matches.

Discounted access to Super League+ annual subscription.

Digital copy of the Official Rhinos 2026 club handbook.

Digital Rhinos match day programme subscription.

'Bring a friend for free' to one selected home league game*.

Exclusive discount and early access to purchase for non-league, play-off and cup matches.

Exclusive 50% off Member's Magic Weekend ticket.**

Leeds Rhinos Member's Retail Offer.

'Buybacks' available to redeem for fixtures you can't attend.

Gold Membership



Enhance your Membership experience by going for Gold. You'll receive all the same benefits in the Silver package as well as...

Gold Member branded gift pack.

Exclusive post match access to the Long Room and an opportunity to meet Rhinos players.

Free copy of the Official Rhinos 2026 club handbook

Invitation to a first of its kind

pre-season update. Hear directly from the performance department ahead of the 2026 season.

An invitation to 'An Evening With'

featuring the full first team squad, Brad Arthur and CEO Jamie Jones-Buchanan MBE.

invited to a speed dating style event

Junior Membership

If you're 16 or under, a Junior Season Membership represents unbeatable value, costing only £70 in the standing areas and £120 in seats.

All of the Silver benefits listed under Silver Membership are included.

Entry to all away league matches for only £51.

Free junior ticket for early Challenge Cup Rounds[†] (excluding Semi-Final and Final).

Free entry into Ronnie's Club (under 12's) or Captain's Club (12-16).

RONNIE'S CLUB

Gift pack with exclusive Leeds Rhinos goodies.

Birthday Card from Ronnie the Rhino.

Invitation to a Ronnie's Club training session at AMT Headingley Stadium.

Invitation to a 'Meet the Players' event.

Exclusive invite to Ronnie's Christmas Party (if you join before 1st November

CAPTAIN'S CLUB

Gift pack with exclusive Leeds Rhinos goodies!.

Birthday Card from Leeds Rhinos.

Invitation to at least one 'Meet the Player's' event.

Did you know Gold Members get where you can ask the player's anything?

Junior Members get 8 games free when compared to match ticket prices!

† - Pre purchase only. Subject to availability

^{*&#}x27;Bring a friend for free' games will be outlined once fixtures confirmed.

^{**}Magic Weekend 2026 plans to be confirmed

2026 Season Membership Prices

	AMT EAST STAND			NORT	H STAND	TETLEY'S SOUTH STAND						Western		
SEASON MEMBERSHIP	Standing		Seat		Seat		Standing		Wing Seat		Centre Seat		Terrace	
	Early Bird	General Sale	Early Bird	General Sale	Early Bird	General Sale	Early Bird	General Sale	Early Bird	General Sale	Early Bird	General Sale	Early Bird	General Sale
Adult	£240	£290	£300	£370	£300	£370	£240	£290	£300	£370	£400	£480	£240	£290
Concession [^]	£190	£230	£240	£300	£240	£300	£190	£230	£240	£300	£330	£400	£190	£230
Junior 5-16*	£70	£90	£120	£140	£120	£140	£70	£90	£120	£140	£180	£200	£70	£90

Rhinos Payment Plan

Did you know you can spread the cost of your Season Membership? If you don't want to pay the full cost of your Season Membership upfront, you can spread the cost into manageable monthly payments with the Rhinos Payment Plan. Your first payment will be taken at checkout when you set up your order. You will then select either the 1st or the 15th of the following month to start the remainder of your plan. Terms and conditions apply, more information can be found online at tickets.therhinos.co.uk.

	APPLICATION DATES	PAYMENT DATES
12 Monthly Instalments	11th-30th September 2025	1st October 2025 - 1st August 2026 15th September 2025 - 15th August 2026
11 Monthly Instalments	1st-31st October 2025	1st November 2025 - 1st August 2026 15th November 2025 - 15th August 2026
10 Monthly Instalments	1st-30th November 2025	1st December 2025 - 1st August 2026 15th December 2025 - 15th August 2026
9 Monthly Instalments	1st-31st December 2025	1st January 2026 - 1st August 2026 15th January 2026 - 15th August 2026
8 Monthly Instalments	1st-31st January 2026	1st February 2026 - 1st August 2026 15th February 2026 - 15th August 2026
7 Monthly Instalments	1st-28th February 2026	1st March 2026 - 1st August 2026 15th March 2026 - 15th August 2026

[^] Concessions = Senior Citizens, 17-23 year olds and Disabled. Senior Citizens means those aged 65 and over on 1 February 2026. 17-23 year old age applies on 1 February 2026. Disabled supporters must provide proof of disabled ID (e.g. proof of Disabled allowance.) If you require the help of a companion, there is an option to get a free companion ticket with a disabled ticket and proof of companion allowance is required to obtain this. Junior ages apply on 1 February 2026.

2026 Match Ticket Prices

Ac	lult	Conc	ession^	Junior 5-16*		
Advance	Match Day	Advance	Match Day	Advance	Match Day	
£26	£29	£21	£24	£14	£17	
£26	£29	£21	£24	£14	£17	
£26	£29	£21	£24	£14	£17	
£35	£38	£30	£33	£23	£26	
£35	£38	£30	£33	£23	£26	
£35	£38	£30	£33	£23	£26	
£43	£46	£38	£41	£31	£34	
	£26 £26 £26 £35 £35 £35	£26 £29 £26 £29 £26 £29 £35 £38 £35 £38 £35 £38	Advance Match Day Advance £26 £29 £21 £26 £29 £21 £26 £29 £21 £35 £38 £30 £35 £38 £30 £35 £38 £30	Advance Match Day Advance Match Day £26 £29 £21 £24 £26 £29 £21 £24 £26 £29 £21 £24 £35 £38 £30 £33 £35 £38 £30 £33 £35 £38 £30 £33	Advance Match Day Advance Match Day Advance £26 £29 £21 £24 £14 £26 £29 £21 £24 £14 £26 £29 £21 £24 £14 £35 £38 £30 £33 £23 £35 £38 £30 £33 £23 £35 £38 £30 £33 £23 £35 £38 £30 £33 £23	

Advance = Midnight the day before match day

2026 Season Members will always receive the **best value** on a game by game basis.

^{*}Juniors under 5 years old do not require a Season Membership for the terrace. If they require a seat, they must purchase a seated Season Membership unless they are seated on an adult or concession's knee.

Which stand will YOU call home?

AMT Headingley Stadium can accommodate over 19,500 fans across four areas. These are the North Stand, AMT East Stand, Tetley's South Stand and the Western Terrace. Each stand has its own unique identity and atmosphere as well as access to different amenities. Which stand will you call home?

North Stand

Situated above the tunnel and on the same side as the team benches, the North Stand can accommodate nearly 3,700 fans. It provides a more relaxed game day experience whilst fans can still enjoy the famous AMT Headingley Stadium atmosphere.

With great views of the pitch as well as unrestricted views of the big screen and scoreboard, the North Stand has a concourse with two bars offering snack and drink options and multiple TV screens. Additional food options are also easily accessible from either the Courtyard or the Amber Avenue (route from Kirkstall Lane gates).

"OUR SEATS HAVE A LOVELY VIEW OF THE WHOLE PITCH, WE'RE ALSO CLOSER TO THE AWAY FANS IN OUR SECTION AND THAT REALLY ADDS TO THE ATMOSPHERE AROUND US. WE LOVE HOW EASY IT IS TO ACCESS THE BARS ON THE NORTH STAND CONCOURSE TOO" - MATTHEW & BECKY

AMT East Stand

Located behind the sticks and close to the tryline, the AMT East Stand can house over 4,000 fans which are split across seated and standing areas.

Often populated on a game day with those attending as part of community groups, the stand has a fun, youthful and energetic atmosphere.

The stand gives great access to the main Club Shop, the Café Bar as well as the Courtyard where fans can get a drink or pick up some food from a wide range of options. The Courtyard area is usually a hive of activity, where magicians, face painters, balloon modellers and Ronnie the Rhino are easily found.

"WE LIKE THE FLEXIBILITY THE TERRACE GIVES YOU, YOU'RE NOT FIXED TO ONE DEDICATED SPOT IN THE STAND. THE VIEW FROM BEHIND THE STICKS IS GREAT! WE FEEL LIKE WE'RE CLOSER TO THE ACTION HERE AND HAVE SEEN MANY GREAT TRIES BEING SCORED" - KEITH & JIMMY

Tetley's South Stand

If you want to be at the heart of the action and the atmosphere then the Tetley's South Stand is for you. The South Stand is home to nearly 8,000 fans, spread across standing and seating and offers fantastic views of the pitch from all areas.

Famous for the cauldron of noise generated by the South Standers who call this area home, the fans play a huge part in generating the game day atmosphere at AMT Headingley.

The concourse is often the main area for the wider family focussed entertainment which changes on a game-by-game basis and can range from Armed Forces activations to Star Wars characters; however, Ronnie the Rhino, face painters and balloon modellers are always in attendance.

The seated section in the South Stand enables fans to be part of the atmosphere, but don't want to be on their feet for the duration of the game day.

"THE VIEW FROM THE SOUTH STAND IS GREAT! YOU'VE GOT TO BE IN HERE FOR THE ATMOSPHERE AND THE INVOLVEMENT - THE NOISE, THE SINGING, IT'S GREAT" - CAROL, KIRSTY & PAUL

Western Terrace

The Western Terrace offers an old school Rugby League experience that puts you right in the thick of the action and competition.

The stand is the traditional home to the away supporters, however you will still find Rhinos fans in there who mention the atmosphere and friendly banter between opposing fans amongst their reasons for choosing this area.

The stand can accommodate 3,500 fans and is open to the elements which can make for glorious summer evenings and a potentially chillier spring. Food and drink can be purchased on the North Stand concourse and the Amber Avenue (route from Kirkstall Lane gates) which also serves as the primary access point to the stand.

The Terrace is all standing and positioned behind the sticks with a great view of the pitch.

"I LIKE BEING WITH THE AWAY FANS. TO ME IT MAKES THE GAME BETTER, I ENJOY THE BANTER - THEY GIVE IT TO ME, I GIVE IT BACK AND THAT'S JUST THE WAY IT IS!" - PAUL

2026 Flexi Membership

Your games, your way

Leeds Rhinos popular 3 and 5 game Flexi Memberships are back for 2026,

allowing fans to book the games that matter the most to them without the commitment of a Season Membership, whilst still enjoying some great benefits.

With both the 3 and 5 game Flexi Membership, you're in control. Use all your tickets for one match, or spread them across different games - it's completely up to you!

	Adult		Cond	cession^	Junior 5-16*	
	3 Game	5 Game	3 Game	5 Game	3 Game	5 Game
Western Terrace	£70	£110	£55	£90	£25	£35
South Stand Terrace (Inc Accessible area)	£70	£110	£55	£90	£25	£35
AMT East Terrace (Inc Accessible area)	£70	£110	£55	£90	£25	£35
North Stand Seats (Inc Accessible area)	£95	£148	£80	£120	£55	£75
AMT East Stand Seats (Inc Accessible area)	£95	£148	£80	£120	£55	£75
South Stand Wing Seats	£95	£148	£80	£120	£55	£75

South Stand Centre Seats are not available as a Flexi Membership

Flexi Membership Benefits

Enjoy priority access to redeem your match credits before 2026 Betfred Super League match tickets go on general sale in January 2026.

Exclusive 50% off Member's Magic Weekend ticket**.

Exclusive discount and early access to purchase for non-league, play-off and cup matches.

Digital copy of the Official Leeds Rhinos 2026 Club Handbook.

Leeds Rhinos Member's Retail Offer.

Flexi Members who are 16 and under will get automatic access to Ronnie's Club (Under 12's) or Captain's Club (12-16 years old). See Season Membership packages and benefits page for further information.

Renewing Members

2025 Season Members can renew in their current position or choose from other available standing and seating positions.

If you wish to transfer to a position not currently available, you must purchase a position and request to be included on the seat transfer list. Once unsold seats are released in January 2026, we will contact you to let you know what is available.

Those on the 2025 Rhinos Payment Plan will need to manually renew. There is no roll over function available.

Joining us in 2026?

Join Brad Arthur and the team in 2026 with a Season Membership.

You can choose from any available standing or seating position. However, you will need to purchase from what is available and request to be included on the seat transfer list if you want a position that isn't currently available. Once unsold seats are released in January 2026, we will make contact with you to let you know what is available.

Seat Transfers

From Monday 12th January 2026 seat transfers to non-renewed positions from the waiting list will take place.

Once all 2026 seat transfers are completed, we will release any remaining seats back for general sale.

2025 Season Members have until midnight on Sunday 11th January 2026 to renew their positions!









How to buy

Scan the QR code, buy online at tickets.therhinos.co.uk or call the Ticket Office on 0371 423 1315

AMT Headingley Stadium Map Your Home





