

THE
1875
CLUB



“
This is more
than football.
”





UNPRECEDENTED ACCESS AND EXCEPTIONAL COMMUNITY SUPPORT

INVITATION

This is an exciting time to be part of the Blues family. The journey we have embarked upon is going to be one to remember. Birmingham City Football Club is now a global story.

The spotlight is well and truly on us. Our ambition is big and bold - it is to be a Beacon of Excellence for Birmingham. Birmingham is on the rise.

There is more to Blues than what happens on the pitch. Our ambitions extend beyond football. Travel 15 minutes in any direction from the big business and bright lights of the city centre, and you will find a city juxtaposed; one that is not changing, where the headlines do not talk of renewed optimism. People who are among the most deprived and in need. Birmingham City Football Club cannot be rebuilt if the city whose name it bears is not rebuilt.

The 1875 Club is a private members Club that will play an important role in helping make our community ambitions a reality. It will bring

together and reward those people who contribute to driving change in our neighbourhoods and do it in the name of our football Club.

This 1875 Club has two core objectives that are built on the phrase from our anthem "joys and sorrows". We will set out to wipe away some of the sorrows for the most deprived in our community through funding some of the work of the Birmingham City Foundation. We will do that through Exceptional Community Support.

We will enable our members to share the joys of following the Blues more deeply than ever before, as a reward for their generosity. The 1875 Club members get unique access to the Club, they will be on the 'inside,' aligned with the ownership group and benefit from Unprecedented Access.

The 1875 Club membership is an exclusive Club limited to 1875 members. The annual membership fee is also £1875, of which £1000 is a tax-deductible donation to our Foundation and £875 funds the exclusive benefits we will deliver.

We invite you to join our new membership Club. It's your opportunity to be part of something that is unique to Blues. It's a combination of civic responsibility, combined with getting closer to the Club that you love.

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Join us on this exciting journey.

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Success does not come overnight, and we are here for the long haul. This is a Club that is never beaten, and any difficulties will be overcome by supporting each other when faced with adversity. Birmingham is on the rise again, and it is now time for the football Club that carries its name to step forward.

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TOM WAGNER
CHAIRMAN OF THE BOARD



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We have exciting plans for the Foundation. I have seen the power of our badge to positively impact our city's people, be a force for good and drive change in ways previously unimaginable. This isn't just about football – this is more than football.

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JEREMY DALE
CEO

WELCOME TO THE CLUB
**UNPRECEDENTED
ACCESS**

We have new ambitious owners; a talented management team and bold ambitions for our Club.

This is an exciting time to be part of the Blues family. The journey we have embarked upon is going to be one to remember.

In the period since the takeover Birmingham City Football Club has become a global story. A protracted takeover and world-renowned sporting icons have brought us huge attention. The spotlight is well and truly on us. People are now interested to see what we can achieve.

The Club's aspirations are huge. Our vision is to be a Beacon of Excellence for Birmingham. To be world class in everything we do. We have big and bold ambitions focused

on football, commercial operations, infrastructure and our work in the community.

We know our destination. We know where we are going. This journey will be filled with joys and sorrows to, but as our anthem goes, we will keep right on to the end. This is going to be one amazing journey and having been starved of success for so long, it is going to be a journey you wouldn't want to miss.

The 1875 Club offers you the opportunity to have the best seat in the house to witness it from start to finish. To see every aspect from close quarters that are not normally available to ordinary fans. That is

because as an 1875 Club member you will not be an ordinary fan, but rather a special member of an extraordinary Club.

We invite you to join our new membership Club.

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**This is Our
Club, Our City,
Our Time, Our
Responsibility.**

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My recent projects have been a love letter to Birmingham. This *Town* and *Peaky Blinders* are projects very close to my heart. They are about the city where I was born and it involves characters I feel I grew up with. So I am deeply invested in Birmingham, I want my football Club to thrive, my home to transform, and its people to prosper.

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STEVEN KNIGHT



“

It is an incredibly exciting time for everyone associated with Birmingham City. This is a huge Football Club with even bigger ambitions and having endured some difficult years, our supporters believe again. It is our job to deliver results on the pitch, but with our owners, staff, players, and fans all aligned, anything is possible.

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CHRIS DAVIES
FIRST TEAM MANAGER



WELCOME TO THE CLUB

EXCEPTIONAL COMMUNITY SUPPORT

When you 'choose' to become a Bluenose, whether you like it or not, you inherit a responsibility to your fellow Blues fan.

We have an unbreakable bond because of our team. It's a bond unlike other teams because we have been through so much together, on and off the pitch.

During our history we have helped heal those who returned broken from world wars, supported each other when industries and factories ground to a halt and rallied round when a fellow Brummie has needed a hand.

We have cried together with the sorrow of relegations. We've protested together when we demanded change. And we have

hugged each other, complete strangers, when we've tasted victory, promotions and the joy of winning a trophy or two.

Being a Blue is a badge of honour, passed down through many generations. It comes with a responsibility, to uphold and pass on what makes our Club unique.

We never lose sight that Birmingham City is more than football, it is about the neighbourhoods of Birmingham, it is about life in this half of our city. We are all family. So, when life has been kind to you and you have a sure footing, it's

your responsibility to reach down and lend a helping hand to others of our number. The 1875 Club makes this possible.

What could be more rewarding than uniting behind the power of the Blues badge to help change the landscape of this great city, improving the lives of 100,000's of our young people?



Being a Blue is a badge of honour.



UNPRECEDENTED ACCESS

THE
1875
CLUB

MEMBER BENEFITS

New Members

All new The 1875 Club members will receive the following items below as part of their membership:



Welcome Pack and Members Items

The 1875 Club members welcome pack contains a branded notepad, luxury pen, embossed mug and a metal contact card. These items will be used daily keeping your Club front of mind.



Shares in the Club

Every 1875 Club member will become a minority owner of the Club. Upon satisfactory KYC approval, we will transfer to you one share in Birmingham City Football Club Limited. You will become a small part of the ownership group.

Annual Recurring

Each season all annual recurring members of The 1875 Club will receive:



Exclusive 1875 Club call with the key stakeholders

Once every 6-8 weeks our Tom Wagner, Jeremy Dale, Craig Gardner and Chris Davies - will host a 30-minute call to update The 1875 Club members on key developments at the Club.



Two Tickets to Annual Gala Dinner

The players and management will join The 1875 Club members and their guest at a fabulous charity gala dinner. This annual event will be the highlight of the Club's fundraising year and 'the event' to be at in the city's social calendar.



An Invite to a Drinks Reception with the Owners

Join Tom Wagner, Jeremy Dale, Board members and the management team for a drinks reception each year. Events will be held in Birmingham and London throughout the season and afford you the opportunity to meet the ownership and management.



“
Though the way be
long, Let your heart
beat strong, Keep right
on to the end...
”



Annual Recurring

Each season all annual recurring members of The 1875 Club will receive:



Concierge Service for all Things Birmingham.

Members will have access to the Club's concierge service. Members will receive personal service for everything to do with the Blues. This will make it far easier to buy tickets, book hospitality or just get a new shirt printed.



Attend an Open Training Session Three Times Per Season

Three times per season we will hold open training sessions at St. Andrew's @ Knighthead Park. The 1875 Club members plus one guest will be invited to attend and view each session.



Breaking News Revealed First to Our Members

Breaking news will be revealed to The 1875 Club members first. The football Club currently sends advance notice of important announcements to its staff. The 1875 Club members will receive the same in advance communication.



A Place in Annual Six-a-Side Tournament

Play on the hallowed turf at St. Andrews or select a friend or family member to take your place. Alternatively, donate it to one of the deserving under-privileged children in our programmes.

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The 1875 Club benefits provide unprecedented access to the Club, so you will see the rejuvenation of Birmingham city from “up close and personal.”

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BIRMINGHAM CITY FOUNDATION

MORE THAN FOOTBALL



THE FOUNDATION

When the Birmingham City Football Club was founded in 1875, it was an Alliance, bringing local people together who shared a passion for football.

They had common values, grounded in hard work and the importance of community. The goal was to entertain and provide support for each other, in good times and when faced by adversity.

As such Birmingham City Football Club have a long history of being active in the community. Based at St. Andrew's @ Knighthead Park Stadium, the Birmingham City FC Foundation is the Club's registered Charity that has been working in our city since 2000.

Originally set up to deliver football activities, the Foundation has grown significantly over the years and we are proud to now offer a range of programmes and activities. We encourage participation, build community cohesion and help local people to achieve and be successful. We recognise that sport can play a key role in addressing local and national issues including obesity, mental health and wellbeing, employment and educational attainment and antisocial behaviour/crime reduction.

We are committed to helping those most in need, especially the young.

We will provide training in the areas of education and skills, fitness and nutrition, all using the power of football to engage. We will also strive to make football accessible for all and use the beautiful game to teach many valuable life lessons.

With the cost of living crisis and Birmingham City Council facing severe financial difficulties never has the need been more pressing for our Club to step forward and shoulder some of the responsibility.

Birmingham City are uniquely positioned to impact thousands of people within our community in a way that others can't. That isn't a boast – it's a fact.

The Power of the Badge

The power of the badge enables the Club to transform lives unlike almost anyone else. As our coaches wear the Club crest, they immediately gain a social currency that other people cannot gain. Our coaches are seen as a friend; people want to interact with them, people will open up to them and listen to them. This gives our coaches the permission

to have the vital conversations with youngsters that their parents, their teachers, their social workers cannot have.

Our coaches use the currency of football and the power of our badge to create engagement; but the most important conversations they have are the vital mentoring sessions that happen once trust is built and guides our students through critical moments in their lives. We teach life lessons through the medium of football. We reach young people unlike anyone else. We change the course of impressionable lives.

The power of the badge is a tremendous blessing, but with it comes a huge responsibility to use it for good and to the fullest extent.

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We change
the course of
impressionable
lives.

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“
We plan to be
a cornerstone;
a positive force in the
local community
where we operate.
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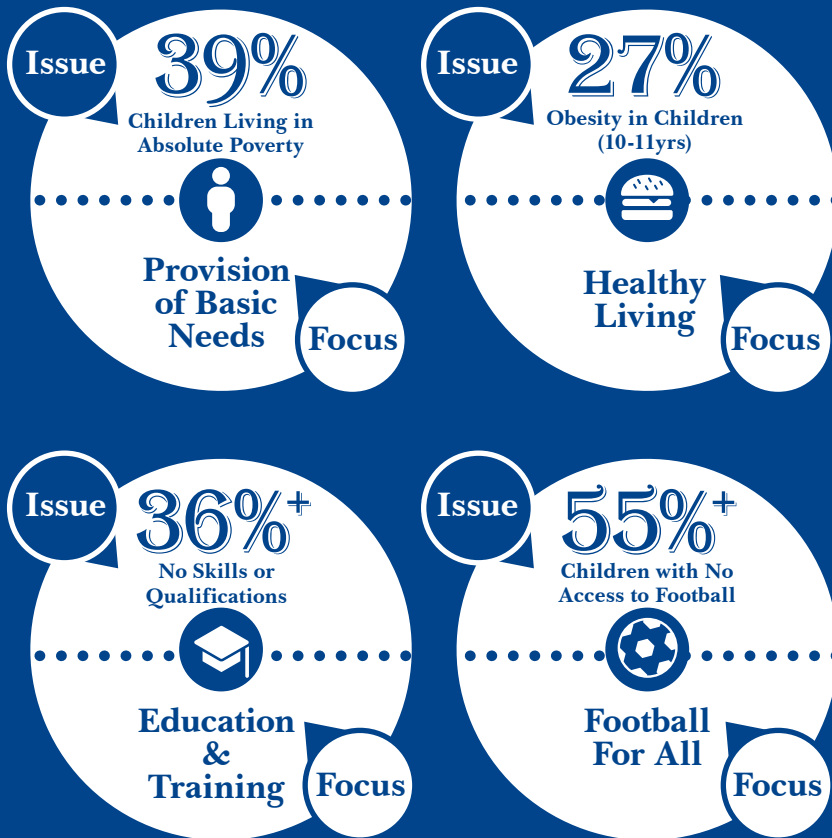




BIRMINGHAM CITY
FOOTBALL CLUB
MORE THAN FOOTBALL
FOUNDATION

OUR COMMUNITY PLAN

ISSUES & FOCUS



SOURCE: STATISTICS RELATE TO EAST BIRMINGHAM AND COME FROM XXXXX

PURPOSE & AMBITIONS

We will change the lives of those most in need within our city, especially the young. We will be known in Birmingham for caring, helping & supporting the community.

GOALS





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The 1875 Club is the fuel
that will turbo charge the
impact of our Foundation in
our communities across
Birmingham.
”



OUR PROGRAMMES



Education

Our Education Programme is run in partnership with League Football Education. The programme is unique in that it provides a full-time academic study programme alongside three football training sessions a week, all delivered by qualified coaches. The combination of academic and football studies means that students benefit from high standard tuition and access to additional support for future career opportunities within the sports industry.



Junior Blues

The Junior Blues programme has been running for over 10 years. It is available for boy and girls aged 8-15 years old, who represent the Club at grassroots levels in the Junior Premier League (JPL). This provides talented youngsters with a fun and safe environment to play football and make friends where qualified coaches develop their ability as both a footballer and as a person.



Football For All

We believe in the power of football to inspire, to develop teamwork and to build friendships. We believe that football should be for all. We offer programmes for boys, girls and pan-disability. These programmes have a strong focus on developing the player on the pitch while providing the individual with a pathway into our Junior Blues teams. We are committed to expanding the opportunities to play football for all.



Primary Stars

Premier League Primary Stars helps inspire young people to learn through the lens of football. Our coaches provide a positive impact on children aged 5-11 in both their classrooms and sports fields. We deliver a programme underpinned by core values which encourage learners to be ambitious, inspiring, connected and fair. Our lessons cover, Maths, English, P.E alongside other areas using the appeal of professional football to engage young people within our community.



Academy Schools

We provide full-time academy coaches to our school partners to deliver a curriculum that includes mentoring, numeracy and literacy support, P.E., football coaching, targeted intervention and pastoral welfare. We have demonstrable case studies where the power of learning through football related activities has transformed the performance of students. Mentoring is a key part of the programme and we show the young people that they can dream big, aim high and overcome obstacles if they put their mind to it.



Community Hub

Our first community hub is based within a stone's throw of St. Andrew's @ Knighthead Park. We offer a range of services that extend from food distribution to a youth Club; from Aerobics to Zumba and from job applications to making nutritious meals on a budget.



JOINING THE CLUB

MEMBERSHIP

MEMBERSHIP DETAILS

1875

IS THE MAGIC NUMBER

Membership to The 1875 Club is limited to 1875 members. This is an exclusive Club for people who are committed to supporting the transformation of our football Club and the regeneration of our city.

The annual membership fee is, yes, you've guessed it £1875.

Of the annual fee, £1000 is a donation made directly to the Birmingham City Foundation. The Foundation is a registered charity and this part of the membership fee is tax deductible.

The remaining £875 funds all of the member benefits that you will receive. The Club takes no profit from this element of the fee. This money is solely spent on the cost of delivering the benefits.

The Foundation can claim Gift Aid on the donation from UK taxpayers which would add a further £250 to the annual donation. Higher rate UK taxpayers can also receive a tax refund on the donation which reduces the net cost to every member.

▶ **£1875**

The total annual membership

£1000

The amount donated to the Birmingham City Foundation each year.

£875

The amount spent on exclusive membership benefits each year.

Gifts / involvement / services / experiences

	UK Highest Rate Taxpayer		Overseas Taxpayer	
	Cost To Member	Income to Fund	Cost To Member	Income to Fund
Benefits	875		875	
Donation	1000	1000	1000	1000
Tax Benefit	-568	250		
Net Cost/Income	£1307	£1250	£1875	£1000

APPLICATION

JOINING THE 1875 CLUB

To apply, please scan the QR code opposite or
alternatively if you require further information please
email 1875club@bcfc.com



WELCOME TO THE CLUB

TERMS & CONDITIONS

These terms and conditions form part of the contract between the Club and Members but may be amended on 30 days written notice, unilaterally by the Club.

OUR MEMBERSHIP VALUES

To ensure 'The 1875 Club' ('the Club') is committed to creating a warm, inclusive, and respectful environment for all members, their guests, and our staff, as we expect everyone to uphold our shared standards of behaviour, which include:

- Kindness and respect
- Positive interaction
- Decent and considerate behaviour

Fun and enjoyment are central to our Club culture, but inappropriate conduct is not tolerated. If you or your guests behave in a way that disrupts others or breaches our values, we may take appropriate action, including suspension or termination of membership.

Should you experience any negative experience at a Club event, please inform us immediately so we can address the issue.

HOUSE RULES & MEMBERSHIP

Our membership rules require adherence to accepted standards of conduct to safeguard the enjoyment of our members and their guests.

1 MEMBERSHIP

1.1 All memberships are contractual agreements with Birmingham City Football Club Limited ('BCFC'). BCFC reserves the right to charge an introduction fee upon joining, an annual subscription fee, and admission fees for certain events.

1.2 The Club retains the discretion to amend or waive any such fees or subscriptions.

1.3 Annual membership will only be offered to individuals who have already made a £1,000 donation to the Foundation in the previous 12 months.

2 ELIGIBILITY

2.1 Membership is open to individuals who support the Club's mission and objectives. Applicants must be at least 18 years of age.

2.2 Prospective members must complete an application form, which is available on our website or upon request. All applications are subject to review and approval by the Club.

3 MEMBERSHIP BENEFITS

3.1 Members will be offered a variety of benefits, which may be offered and amended at the discretion of the Club.

4 TRADEMARK RIGHTS

4.1 Members and their guests are prohibited from using the names, logos, colours, trademarks, service marks, photographs, trade dress, or other identifying features of the Club and its affiliates, without prior written approval. The Club's trademarks are the exclusive property of the Club and its affiliates. Unauthorised use in any form, including marketing or promotional materials, is strictly prohibited.

5 MEMBERSHIP APPLICATION

5.1 Submitting an application via our website constitutes acceptance of these terms.

5.2 You may withdraw your application at any time by contacting our membership team: 1875club@bcfc.com.

5.3 BCFC reserves the right to offer or deny membership of the 1875 Club at its absolute discretion.

5.4 Successful applicants will receive a 'Welcome to the Club' email confirming their membership start date.

6 MEMBERSHIP RENEWAL

6.1 Membership is for a minimum period of one year and is renewable annually.

6.2 BCFC reserves the right to renew or cancel memberships at its absolute discretion.

6.3 The renewal process will mirror the application process.

7 MEMBERSHIP DATABASE & PERSONAL INFORMATION

7.1 We will use the personal information you provide us in connection, with your membership in accordance with our Privacy Policy.

7.2 We require your current details and photograph for our membership database. By becoming a member, you consent to us holding your personal detail and photograph for membership purposes.

7.3 Notify us of any changes to your contact or payment details via email: 1875club@bcfc.com

8 MEMBERSHIP FEES

8.1 Membership fees are payable immediately, upon approval or renewal. By providing us with your payment details, you agree to be charged the membership fees as requested by the Club. We may amend our membership fees at any time, with prior notification of the changes.

8.2 Failure to pay the annual subscription (or any instalment) within one month of the due date may result in the membership being terminated.

8.3 You may resign your membership any time, but no refunds will be issued for the remaining membership period.

9 MEMBERSHIP CARDS

9.1 Your physical or digital membership card must be presented to gain entry to any 'The 1875 Club' event.

9.2 Where any member allows their card to be used by a non-member, such non-member shall be denied access to or removed from the event, and the member whose card was used may face suspension or termination of their own membership.

9.3 Please notify us immediately if your membership card is lost or stolen.

10 CAMERAS AND RECORDING DEVICES

10.1 Mobile telephones and other mobile devices are permitted within the Ground PROVIDED THAT the copyright in any still or moving footage shall be assigned to the Club, which shall give you a non-exclusive, royalty free licence in perpetuity to use such footage AND ON THE BASIS THAT: (i) they are used for personal and private use only (which, for the avoidance of doubt and by way of example only, shall not include the capturing, logging, recording, transmitting, playing, issuing, showing, or any other communication of any material for any commercial purposes); and (ii) no material that is captured, logged, recorded, transmitted, played, issued, shown or otherwise communicated by a mobile telephone or other mobile device may be published or otherwise made available to any third parties including, without limitation, via social networking sites.

10.2 Members must ensure their guests comply with this rule.

10.3 The Club reserves the right to confiscate any devices used in violation of this policy.

10.4 We may request your views on club events and may record events for promotional purposes. Participation implies consent to use name, image and limited information, without further consent or payment. We will endeavour to display signs when recording events.

BEHAVIOUR

11 MEMBERSHIP CONDUCT & RESPONSIBILITIES

11.1 The Club operates a strict non-disclosure policy regarding member and guest identities and events. Breaches of this policy, including sharing on social media, will result in accountability measures.

11.2 Members should not undertake any unauthorised disclosure of Club affairs, harassment, or disruptive behaviour.

11.3 Members are also responsible for ensuring that their guests follow these same rules, and if these are violated the same repercussions will apply to the member.

11.4 Any breaches of these terms and conditions or any behaviour that brings the club into disrepute and/or any conduct inconsistent with our values may result in disciplinary action. Disciplinary outcomes may include temporary suspension or permanent revocation of membership.

12 JURISDICTION

12.1 This agreement is governed by English law and subject to the jurisdiction of the courts of England and Wales.

CONTACTING US

FOR QUESTIONS REGARDING YOUR MEMBERSHIP, PLEASE CONTACT US AT:

1875CLUB@BCFC.COM



'WE'LL BE THERE'

The motto of The 1875 Club comes from our Club anthem.
It has a double meaning just like The 1875 Club has a double purpose.

We'll be there to enjoy our rise up the footballing hierarchy.

We'll be there to help those in our city to prosper.

We'll be there.