

BURNLEY FC ‘100% CLARET’ CAMPAIGN – TERMS AND CONDITIONS

1. The Promoter

- 1.1. The Promoter of the Campaign is Burnley Football & Athletic Company Limited, a company registered in England and Wales with company number 00054222, whose registered office is situated at Turf Moor, Harry Potts Way, Burnley, Lancashire, BB10 4BX (“the Club”).

2. The Campaign

- 2.1. The title of the Campaign is ‘100% Claret’.
- 2.2. The Club invites eligible supporters to participate in the Campaign, subject to these terms and conditions.
- 2.3. The purpose of the Campaign is to reward eligible Season Ticket Holders who attend qualifying home league fixtures during the 2026/27 Championship season.

3. How to Enter

- 3.1. The Campaign will commence on 16th August 2026 and will conclude following the Club’s final home Championship fixture of the 2026/27 season (the “Campaign Period”).
- 3.2. The Campaign is open only to eligible holders of a valid 2026/27 Burnley FC Season Ticket.
- 3.3. Attendance will automatically be recorded by the Club each time a Participant’s Season Ticket is successfully scanned at the turnstiles for a qualifying Championship home fixture.
- 3.4. If a Participant lists their Season Ticket for sale through the Club’s official Ticket Exchange, attendance for that fixture will only be recorded where the ticket is successfully sold through the Ticket Exchange.
- 3.5. Where a ticket listed on the Ticket Exchange is not sold, that fixture will be recorded as a non-attendance.

- 3.6. Attendance is only recorded for the twenty-three (23) scheduled Championship home league fixtures during the 2026/27 season. Cup fixtures, play-off fixtures, friendly matches and any other fixtures are excluded unless otherwise confirmed by the Club.
- 3.7. Participants achieving attendance at all twenty-three (23) qualifying home Championship fixtures will qualify for the 100% Attendance Reward.
- 3.8. Participants achieving attendance at twenty-one (21) or twenty-two (22) qualifying home Championship fixtures will qualify for the 90% Attendance Reward.
- 3.9. By participating in the Campaign, Participants agree to be bound by these terms and conditions. The Club reserves the right to refuse to award any of the prizes to anyone in breach of these terms and conditions.
- 3.10. The Club reserves the right to verify attendance records and determine eligibility for rewards.
- 3.11. The Club reserves the right to suspend, amend or withdraw the Campaign where it becomes necessary to do so.
- 3.12. The Club will not accept responsibility for:
 - 3.12.1. any attendance that is not successfully recorded, regardless of cause, including but not limited to, for example, as a result of any equipment failure, technical malfunction or software failure of any kind; or
 - 3.12.2. any failure or inability to make contact with a Participant due to any errors or inaccuracies in the contact details provided by the Participant.

4. Eligibility

- 4.1. The Campaign is only open to individuals who hold a valid 2026/27 Burnley FC Season Ticket.
- 4.2. Attendance must be recorded in accordance with clause 3.
- 4.3. Participants are responsible for ensuring they use their own valid Season Ticket when attending matches.

- 4.4. The Club reserves the right to disqualify any Participant who has fraudulently attempted to manipulate attendance records or otherwise acts contrary to the spirit or intention of the Campaign.
- 4.5. Attendance records maintained by the Club shall be final.

5. Reasonable Adjustments

- 5.1. The Club is committed to ensuring that this Campaign is operated fairly and in accordance with its obligations under the Equality Act 2010. Where appropriate, the Club may make reasonable adjustments to the operation of the Campaign for eligible disabled supporters.
- 5.2. Where a Participant holds an accessible seating Season Ticket and is unable to utilise the Club's Ticket Exchange due to accessibility requirements, the Club may, at its absolute discretion, treat that fixture as satisfying the attendance requirement where the Participant has notified the Club of their non-attendance using any alternative method approved by the Club, including telephone, email or in-person at the Ticket Office.
- 5.3. Where a Participant is unable to attend a qualifying fixture due to disability-related circumstances, including the unavailability of a registered Personal Assistant or carer upon whom the Participant relies on to attend matches, the Club may, at its absolute discretion, determine that such non-attendance shall not adversely affect the Participant's eligibility under the Campaign, provided the Participant notifies the Club as soon as reasonably practicable.
- 5.4. The Club may request reasonable evidence to support any request made under this clause 5 where it considers it appropriate to do so. The Club will consider each request on a case-by-case basis and all decisions relating to reasonable adjustments shall be made at the Club's discretion, having regard to its legal obligations.

6. Rewards

- 6.1. Eligible rewards will be issued after the Club's final home Championship fixture of the 2026/27 season.
- 6.2. Participants qualifying for the 100% Attendance Reward shall receive a 7.5% discount against the purchase price of an eligible 2027/28 Burnley FC Season Ticket.

- 6.3. Participants qualifying for the 90% Attendance Reward shall receive a 5% discount against the purchase price of an eligible 2027/28 Burnley FC Season Ticket.
- 6.4. Where a Participant purchases a 2027/28 Season Ticket before the Club's final home Championship fixture of the 2026/27 season, any qualifying discount will be credited after the final home fixture, provided the Participant has achieved the relevant attendance threshold following that fixture.
- 6.5. Rewards are personal to the eligible Participant and are not transferable unless expressly stated otherwise by the Club.
- 6.6. Rewards have no cash alternatives and may not be exchanged.
- 6.7. The Club reserves the right to substitute any non-monetary reward with an alternative of equal or greater value where reasonably necessary.
- 6.8. If any element of the Reward becomes unavailable for reasons beyond the Club's reasonable control, the Club reserves the right to substitute the Reward or any part of it with an alternative of equal or greater value.

7. Limitation of Liability

- 7.1. Insofar as is permitted by law, the Club, its agents or distributors will not in any circumstances be responsible or liable to compensate any Participant or accept any liability for any loss, damage, personal injury or death arising from participation in the Campaign except where it is caused by the negligence of the Club, its agents or distributors or that of their employees.

8. Data Protection

- 8.1. The Club will process any personal information supplied during the course of this Campaign in accordance with its Privacy Policy, which can be accessed at <https://www.burnleyfootballclub.com/legal-information/legal-information-club-policies>.
- 8.2. Attendance data collected through Season Ticket scanning and Ticket Exchange transactions will be used solely for the purposes of administering this Campaign.

9. General

- 9.1. If there is any reason to believe that there has been a breach of these terms and conditions, the Club may, at its sole discretion, reserve the right to exclude you from participating in the Campaign.
- 9.2. The Club reserves the right to hold void, suspend, cancel, or amend the Campaign where it becomes necessary to do so.
- 9.3. The Club reserves the right to amend these terms and conditions from time to time.
- 9.4. These terms and conditions are governed by English law. If any Participants to this promotion wish to take court proceedings, then they must do this within the courts in the United Kingdom.

10. Definitions

In these terms and conditions, the following words and phrases shall have the following meanings:

“Campaign” means the 2026/27 Season Ticket holders rewards campaign operated by the Club.

“Campaign Period” has the meaning given in clause 3.1.

“Championship” means the English Football League Championship competition.

“Club” means The Burnley Football & Athletic Company Limited.

“Club App” means the Club’s official mobile app.

“Participant” means an eligible holder of a valid 2026/27 Burnley FC Season Ticket participating in the Campaign.

“Personal Assistant” means an individual registered by the Club to accompany and assist an eligible supporter at matches.

“Promoter” means the entity responsible for running and regulating the Campaign.

“Season Ticket” means a valid Burnley FC 2026/27 Season Ticket.

“Ticket Exchange” means the Club’s official ticket resale platform.

“100% Attendance Reward” means the rewards described in clause 6.2.

“90% Attendance Reward” means the reward described in clause 6.3.

