



OFFICIAL SUPPORTERS CLUB HANDBOOK

26/27 SEASON



OFFICIAL SUPPORTERS CLUBS' PLAYER OF THE YEAR

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WEST HAM UNITED



OVER LAND AND SEA

Official Supporters' Clubs represent West Ham United, and bring fans together, wherever you are in the world.

THE AIMS OF AN OFFICIAL SUPPORTERS' CLUB ARE TO:

- Create local communities who have a shared love of West Ham United
- Protect and enhance the good name of West Ham United
- Promote, maintain and value the history of West Ham United
- Communicate the views of Supporters Club members to West Ham United

WEST HAM UNITED CONSIDERS ALL REQUESTS TO CREATE AN OFFICIAL SUPPORTERS' CLUB AND WILL CONSIDER THE FOLLOWING WHEN CONSIDERING REQUESTS FOR AFFILIATION:

- Number of founding members (must be 6+ members)
- Geographical location
- Proximity to another Official West Ham United Supporters Club



MEMBERSHIP



PACK AND BENEFITS

Becoming an Official Supporters’ Club brings provides you to a range of benefits for you and your members.

TIER	CRITERIA	BENEFITS
1.	6 - 99 Members	Pre-match pitchside photo opportunities
		Access to group bookings
		Access to OSC Events
		Dedicated access to Club liaison
		Stock OSC logo on the website
		Social Media Digital Assets
		Downloadable Certificate
		Registration, access and page on Portal
		Quarterly OSC newsletter
		Access to OSC competitions
		Vote for the OSC Player of the Year Trophy
		Opportunity for Chairperson to join OSC Focus Groups
2.	100+ Members	Supporters’ Club flag at London Stadium
		Membership Pack (OSC Flags x2, OSC Pennant and OSC Certificate)
		Feature on the digital screen when attending London Stadium
		Access to exclusive digital and in-person events
		The right to enter an OSC Charity Ballot to receive signed items
		Retail and Partner discounts

BECOMING AN OFFICIAL SUPPORTERS' CLUB



- The Official Supporters' Club membership season runs from July to May.
- Each Official Supporters' Club must represent a geographical region, town or city in the UK or internationally.
- While we recognise that some long-standing Official Supporters' Clubs may have legacy names, all new Official Supporters' Clubs must follow the naming convention of a town or city name followed by either Hammers or Irons.
- Whilst acknowledging that some long-standing Official Supporters' Clubs may have legacy logos, the official affiliated logo provided to the Official Supporters' Club Chairperson or Secretary must be used on all publicly visible communications. This includes the Official Supporters' Club portal, social media pages, websites and email newsletters sent to Official Supporters' Club members. Official Supporters' Club status may be reviewed if any Club logos are used in a way that contravenes this policy.
- Official Supporters' Clubs may use their affiliated logo, but must not use any Club trademarks, logos or Club crests.
- Official Supporters' Clubs must not use their affiliated logo for any of the following:
 - × Commercial purposes, commercial gain, or for political purposes.
 - × Anything that could be detrimental to the goodwill associated with Official Supporters' Clubs or the reputation of West Ham United.
 - × Displaying the logo in a way that suggests the Supporters' Club, or any of its members, are:
- A licensee of the Club or the English Football League (EFL).
- Entitled to make live transmissions of EFL Championship matches during the term.
- Each Supporters' Club must do everything it can to protect and enhance the good name of West Ham United Football Club and must not do anything that could be damaging to the Club and/or other professional football clubs.
- West Ham United welcomes fans of every age, ethnicity, gender, faith, sexuality and disability. We expect our Official Supporters' Clubs to operate in the same manner.
- New Official Supporters' Clubs must register here, via the portal, to be recognised as an Official West Ham United Supporters' Club. All requests will be reviewed by the Fan Engagement team through the portal within 14 days. Supporters who wish to create a new Official Supporters' Club with fewer than 6 members are welcome to contact the Club at supportersclubs@westhamunited.co.uk. West Ham United will support the growth and development of the Official Supporters' Club towards reaching official status.

ELIGIBILITY CRITERIA



OFFICIAL SUPPORTERS' CLUB CHAIRPERSON OR SECRETARY

Each Official Supporters' Club must have a Chairperson or Secretary. This person is responsible for creating or renewing the Official Supporters' Club and must:

1. Have a My West Ham Account with West Ham United to access the Official Supporters' Club portal.
2. Reply to enquiries sent via the Official Supporters' Club portal from fans looking to who wish to join an Official Supporters' Club.
3. Provide each Official Supporters' Club Member with a copy of the Official Supporters' Club Membership Terms and Conditions.
4. Renew their clubs at the start of each season in order to remain officially recognised and continue receive benefits.
5. Protect the personal data of all Official Supporters' Club Members, only using it in connection with their Official Supporters' Club, and in accordance with all applicable data protection laws.
6. Not charge any fees to the members of the Official Supporters' Club (including a fee to become a member of the Official Supporters' Club).
7. Not operate their Official Supporters' Club for any financial gain.
8. not be serving a ban from attending West Ham United football matches.

We ask that all Official Supporters' Club Chairpersons/Secretaries read the privacy policy which can be found on the Club website [here](#).

Your Official Supporters' Club must be GDPR compliant. Full information can be found at [here](#).

OFFICIAL SUPPORTERS' CLUB MEMBERS

1.

Home and Away Season Ticket Holders may join or form an Official Supporters' Club. Please note that Season Ticket Holders cannot obtain additional Season Tickets but may purchase tickets through the group booking process detailed below.

2.

Each Supporters' Club Member must also be registered with a My West Ham Account in order to gain access to home ticket allocations. Members can apply for one ticket per member, subject to availability.

3.

Member information will be provided to West Ham United via the Chairperson or Secretary of the Official Supporters' Club. This enables the club to monitor the size of Official Supporters' Clubs, award associated benefits and allow Official Supporters' Club Chairpersons or Secretaries to make group bookings on behalf of the Official Supporters' Club.

4.

Anybody serving a ban from attending West Ham United football matches will not be permitted to be a member of an Official Supporters' Club.

5.

Member information will be provided to West Ham United when the individual member signs up for their Official Supporters' Club via the portal. This enables the club to monitor the size of Official Supporters' Clubs, award associated benefits and allow Official Supporters' Club Chairpersons or Secretaries to make group bookings on behalf of the Official Supporters' Club.

GROUP BENEFIT CRITERIA



OFFICIAL SUPPORTERS' CLUB - TIER 1

- To be granted Tier 1 Official Supporters' Club status, your club must have a minimum of 6 members. Each member of an Official Supporters' Club must first become a member of West Ham United by registering for a My West Ham Account, free of charge.
- The number of members shall be determined by the number of active members who are registered via the online portal.

OFFICIAL SUPPORTERS' CLUB - TIER 2

- To be granted Tier 2 Official Supporters' Club status, your club must have a minimum of 100 members. Each member of an Official Supporters' Club must first become a member of West Ham United by registering for a My West Ham Account, free of charge.
- The number of members shall be determined by the number of active members who are registered via the online portal.



TICKET ACCESS AND PRIORITY



As an Official Supporters' Club, you will receive priority access to group ticket bookings for matches at London Stadium, subject to seating availability. Being part of an Official Supporters' Club gives you the opportunity to book tickets alongside fellow Supporters' Club members, so you can enjoy the full West Ham United matchday experience together from the moment you set off.

The terms below are subject to change and amendment at any time:

- Each Official Supporters' Club must complete the Group Ticket Application Form via the Supporters' club portal, the Chairperson will need to submit the ticket request.
- To purchase group tickets, a minimum of 6 members must attend the fixture as a group. This may be amended per fixture on advice from the Ticket Office Management Team.
- Group booking forms must be submitted on the Supporters' Club portal no later than 6 weeks before the fixture date (calendar pre-confirmed) by the Supporters' Club Chairperson.
- Payment for group bookings will be taken ahead of the fixture by the Ticketing Team once your booking has been confirmed. All ticket requests are subject to approval by the Group Booking team.
- Group refund requests will only be considered if the fixture date changes. Refund requests must be submitted on the day the announcement is made in order to be eligible.
- All Chairpersons applying for tickets must follow the group booking process listed on the Supporters' Club portal and adhere to the group booking terms and conditions.
- There is no set allocation of group tickets; however, the Club will endeavour to facilitate all group booking requests.
- Being part of an Official Supporters' Club does not guarantee access to purchase tickets for away matches. To purchase tickets for away matches, members must have the correct priority points. Away ticket information can be found **here**, with all tickets purchased subject to Ground Regulations and Terms and Conditions.
- All tickets are subject to Ground Regulations and Ticketing Terms and Conditions.
- Once your group booking is confirmed, the Supporter Services and Fan Engagement team will be in touch with other ways you can make the most of your visit.

SOCIAL MEDIA



- We want supporters around the world to hear about West Ham United Football Club, our history, our successes and our fans. We recognise that many Official Supporters' Clubs may choose to have their own online presence, helping like-minded supporters connect and discuss all things West Ham United in their region, state or country.
- Please remember that any activity or posts made on social media channels in the name of your club will be seen as coming from a group officially connected to West Ham United Football Club. For this reason, we ask that you always act respectfully and responsibly online, and in line with the **Club's Supporter Conduct Charter** and **Social Media Policy**. This includes ensuring that all social media communications made by your club are appropriate and do not include any words or phrases that could be interpreted as abusive, discriminatory or inflammatory in any way. The Club reserves the right to remove the official status and associated benefits of any Official Supporters' Club if this policy, the Supporter Conduct Charter or the Social Media Policy are contravened.

FINANCIAL MATTERS



- Official Supporters' Clubs should be open and accessible for all fans to join and contribute to. The Club does not charge a fee to become or join an Official Supporters' Club.
- All Official Supporters' Clubs should be fully transparent on financial matters, providing relevant documentation to West Ham United and Supporters' Club members where required. Official Supporters' Clubs should operate as non-profit organisations.
- Any merchandise carrying West Ham United intellectual property must be shared with West Ham United for review and approval. Please be aware that it is a criminal offence to make or sell counterfeit products, and the Club has a zero-tolerance approach to the sale of counterfeit West Ham United products.
 - If you have any information regarding counterfeit West Ham United product being sold, please contact the West Ham United licencing team at licencing@westhamunited.co.uk. All information and communication will be treated in the strictest confidence.
- If you wish to enter into an agreement with a third party that has financial benefits or otherwise, you must first seek written authorisation from West Ham United Football Club.

GENERAL



TERMS AND CONDITIONS

West Ham United reserves the right to amend and update the Terms and Conditions contained within this Handbook, the Official Supporters' Clubs Terms and Conditions, and any accompanying mandatory rules and regulations of your Official Supporters' Club at any time at its sole discretion.

If West Ham United makes changes to any of these terms, an updated copy will be produced and published on the Official Supporters' Club portal and whufc.com. If any material changes are made, the Chairperson of the relevant Official Supporters' Club will be notified by email.

These Official Supporters' Club Terms and Conditions apply to the Chairperson and Official Supporters' Club members. Please read the full document, Terms and Conditions and booking form carefully before creating or renewing your Supporters' Club for the season.

Failure to agree to and follow the Terms and Conditions may result in the termination of the Supporters' Club's relationship with West Ham United, including official status and associated benefits. The Club has the right to revoke membership status from any member who contravenes the Terms and Conditions.



CONTACT US



Supporters' club Chairpersons and members can find a list of FAQs here for both Chairpersons and members, if you are unable to find the answer you are looking for, please contact one of the below departments:

General enquiries about Official Supporters' Clubs and Group Bookings:

- Official Supporters' Clubs – supportersclubs@westhamunited.co.uk
General West Ham United, matchday, West Ham Account enquiries, feedback and complaints:
- Supporter Services – supporterservices@westhamunited.co.uk

All retail and product enquiries:

- West Ham Store – onlinestore@westhamunited.co.uk

Individual ticketing enquiries:

- Ticket Office – ticketoffice@westhamunited.co.uk

Hospitality enquiries:

- Club London – clublondon@westhamunited.co.uk

