



OFFICIAL SUPPORTERS CLUB WELCOME GUIDE



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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
2.	100+ Members	Supporters' Club flag at London Stadium
		Membership Pack (OSC Flags x2, OSC
		1 Medium Champions Place stone
		Feature on the digital screen when
		Virtual Q&A experience with a Club
		Merchandise for charitable fundraising
		Retail and Partner discounts

SUPPORTERS CLUB



BECOMING AN OFFICIAL SUPPORTERS CLUB

- The Official Supporters' Club membership season runs from July-May
 - Each Official Supporters' Club must represent a geographical region, town or city in the UK or Internationally.
 - Whilst we recognise some historic Official Supporters' Clubs may have legacy names, any new Official Supporters' Clubs must follow the below naming convention:
- Name of town or city, followed by either Hammers or Irons
- Whilst we recognise some historic Official Supporters' Clubs may have legacy logos, the official affiliated logo provided to the Official Supporters' Club Chairperson or Secretary must be used on any publicly visible communications, including the Official Supporters' Club portal, any social media pages, website or email newsletters sent to Official Supporters' Club members. Official Supporters' Club status will be subject to review should Club logos that contravene this policy.
- While Official Supporters Clubs are permitted to use their affiliate logo, they are not permitted to use any of the Club trademarks, logos, or club crests.
- Official Supporters Clubs must not use their affiliate logo for any of the following:
 - Commercial purposes, commercial gain, or for political purposes.
 - Display the logo in such a way that suggest the Supporters' Club, or any of its members are:
- A licensee of the Club or the Premier League.
- Entitled to make live transmissions of Premier League matches during the term.
- Is detrimental to the goodwill associated with the Official Supporters Clubs, or the or reputation of West Ham United.
- Each Supporters' Club must do everything they can to protect and enhance the good name of West Ham United Football Club and refrain from doing anything that is 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.
- Official Supporters' Clubs must register here, via the portal, to register as an Official West Ham United Supporters' Club. All requests will be reviewed by the Fan Engagement team using the portal within 14 days. Supporters are welcome to contact the Club at supportersclubs@westhamunited.co.uk if they wish to create a new Official Supporters' Club with less than 6 members. West Ham United will support the growth and development of the Official Supporters' Club to reach Official status.

ELIGIBILITY CRITERIA



OFFICIAL SUPPORTERS' CLUB CHAIRPERSON OR SECRETARY

Each Official Supporter's Club must have a Chairperson or Secretary. The Official Supporters' Club Chairperson or Secretary is the supporter 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. Members who have signed-up with a West Ham Account, must register as a member to grow the Supporters' Club number, this number will reflect in the tiered benefit package.
3. Reply to enquiries sent via the Official Supporters' Club portal from fans looking to join an Official Supporters' Club.
4. Share details of members with West Ham United, including Client Reference Numbers.
5. Provide each Official Supporters' Club Member with a copy of the Official Supporters' Club Membership Terms and Conditions.
6. Renew their clubs at the start of each season in order to continue to be officially recognised and receive benefits.
7. 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.
8. Not charge any fees to the members of the Official Supporters' Club (including a fee to become a member of the Official Supporters' Club).
9. Not operate their Official Supporters' Club for any financial gain.
10. Provide the minutes of any Supporters Club meetings with West Ham United on request.

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. It should be noted season ticket holders are unable to obtain additional season tickets, but may purchase 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 a ticket at the rate of 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 is for the club to monitor the size of Official Supporters' Clubs to award associated benefits and to enable 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 will be required to have a minimum of 6 members. Each member of an Official Supporters' Club must first become a member of West Ham United, registering a My West Ham Account (free of charge).
- Chairpersons will be required to provide a list of members' and client reference numbers as part of your terms and conditions of acceptance.

OFFICIAL SUPPORTERS' CLUB - TIER 2

- To be granted Tier 2 Official Supporters' Club status your club will be required to have a minimum of 100 members. Each member of an Official Supporters' Club must first become a member of West Ham United, registering a My West Ham Account (free of charge).
- Chairpersons will be required to provide a list of members' and client reference numbers as part of your terms and conditions of acceptance. Pre-existing Clubs may liaise with the Club directly to confirm members via the supporters' club portal.



TICKET ACCESS AND PRIORITY



As an Official Supporters' Club, you will be provided with priority access to group ticket bookings for matches at London Stadium, subject to seating availability. Being part of an Official Supporters' Club ensures you have the chance to book tickets to sit alongside your friends, family and fellow Supporters Club members, meaning you can enjoy the full experience of supporting West Ham United together from the moment you leave home!

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

- Each Official Supporters' Club will need to complete the Group Ticket Application Form via the Supporters' Club portal. The Chairperson will need to make a request for tickets.
- In order to purchase group tickets, you will need a minimum of 6 members to attend the fixture as a group. This can 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 prior to the fixture date (calendar pre-confirmed) from 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 are only considered if the fixture date is changed. Refund requests must be submitted on the day the announcement is made in order to be eligible for a refund.
- 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' Clubs does not guarantee access to purchase tickets for away matches. To purchase tickets for away matches members must have the correct priority points to purchase. 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 which can be found [here](#).
- 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 out of your trip.

SOCIAL MEDIA



- We recognise many Official Supporters' Clubs may choose to have an online, digital presence to connect with like-minded fans and discuss West Ham United.
- Please bear in mind that when you post on any of your social media channels under the name of your club, you are writing as an officially connected group to West Ham United Football Club. For this reason, we insist that all social media communication is appropriate and does not contain any words or phrases that could be interpreted as abusive, discriminatory, or inflammatory. The Club reserves the right to remove the official status, and associated benefits of any Official Supporters' Club if this policy is contravened.



FINANCIAL MATTERS



- Official Supporters' Clubs should be available for all our fans to join and contribute to. The club does not charge a fee for becoming an Official Supporters' Clubs.
- All Official Supporters' Clubs should be fully transparent on financial matters, providing the relevant documentation to West Ham United and Supporters' Club members where required. Official Supporters' Clubs should be non-profit making organisations.
- Any merchandise carrying West Ham United intellectual property should be notified to West Ham United for review and approval. Please be aware it is a criminal offence to make or sell counterfeit product and we have a zero-tolerance policy to the sale of counterfeit West Ham United product.
 - 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.
- Should you wish to enter into an agreement with a third party, which has financial benefits or otherwise, you must seek written authorisation from West Ham United Football Club first



GENERAL



TERMS AND CONDITIONS

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

West Ham United may make changes to these terms at any time and will produce an updated copy on the Official Supporters' Club portal and whufc.com. In the event of any material changes, these will be notified to the Chairperson via email.

In any event, all these arrangements may be subject to termination at any time without notice at the sole discretion of West Ham United.

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 this season.

Failure to agree to and follow the Terms may result in the termination of the Supporters' Club 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

