



OFFICIAL SUPPORTERS CLUB HANDBOOK



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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

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 naming convention of the name of a town or city, followed by either Hammers or Irons.
- 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.
 - Anything which is detrimental to the goodwill associated with the Official Supporters Clubs, or the or reputation of West Ham United.
 - 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.
 - 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 Supporters' 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. Reply to enquiries sent via the Official Supporters' Club portal from fans looking 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 continue to be officially recognised and 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. 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.

4.

Nobody who is serving a ban from attending West Ham United football matches will 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 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).
- 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 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).
- The number of members shall be determined by the number of active members who are registered via the online portal.



TICKET ACCESS & 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**.
- 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 want as many people as possible around the world to hear about West Ham United Football Club, our history, successes and supporters. We recognise many Official Supporters' Clubs may choose to have a separate online, digital presence to connect with like-minded fans and discuss all things West Ham United in your region/state or country.
- Please bear in mind that all activities or posts that you make on social media channels under the name of your club will be as an officially connected group to West Ham United Football Club. For this reason, we insist that you act respectfully and responsibly at all times online and in accordance with the Club's **Supporter Conduct Charter** and **Social Media Policy**. Among other things, this includes ensuring that all social media communications that you make as a club are appropriate and do not contain any words or phrases that could be interpreted as abusive, discriminatory, or inflammatory in any way whatsoever. 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.



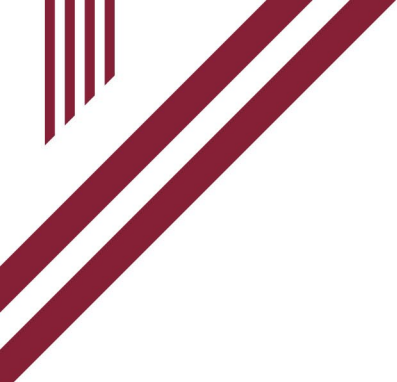


FINANCIAL MATTERS



- Official Supporters' Clubs should be 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 Terms and Conditions contained within this Handbook 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.

If West Ham United makes changes to any of these terms, it will produce and publish an updated copy on the Official Supporters' Club portal and whufc.com. In the event West Ham United makes any material changes to any terms, these will be notified to the Chairperson of the relevant Official Supporters' Club via 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 this 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

