



# WEST HAM UNITED FOOTBALL CLUB

## CLUB CASH TERMS AND CONDITIONS 2025/26

The following terms and conditions ("Club Cash Terms and Conditions") shall apply to all Qualifying Season Ticket Holders who wish to exercise their entitlement to sell tickets through the Club's Ticketing Website and should be read in conjunction with the Club's Ticket Exchange Terms and Conditions.

**March 2025**

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

**Club** means West Ham United Football Club Limited with registered company number 66516 whose registered office is West Ham United Football Club, London Stadium, Queen Elizabeth Olympic Park, London E20 2ST

**Club Cash** means the amount of Club cash earned on qualifying sales as set out in clause 3) of these terms and conditions;

**Club's Ticket Office** means the ticket office located at London Stadium, Queen Elizabeth Olympic Park, London E20 2ST

**Official Sales Points** means the Ticketing Website, the Club's Ticket Office and Club London

**Qualifying Home Match** means any and all home Premier League matches played by the Club's first team during the Season at the Stadium. For the avoidance of doubt, the Club's first team matches played in any cup competitions (including, but not limited to the English League Cup and the FA Cup) ("**Cup Matches**") are not included in the definition of "**Qualifying Home Match**" and are not included in the Scheme. Club Cash cannot be earned and will not be capable of being redeemed in relation to tickets for Cup Matches unless outlined at the point of sale and agreed with the Away Club or for games played outside of London Stadium.

**Qualifying Season Ticket Holder** means Club Season Ticket holders in general admission areas of the Stadium and Club London members. Those Season Ticket holders who have a complimentary carer ticket linked to their own seat should be advised that the carer shall not be entitled to Club Cash or any other form of compensation in respect of the sale of their complimentary seat on the Ticketing Website. Persons holding complimentary/carers Season Tickets will not be included in the Scheme

**Scheme** means the Club Cash Scheme which will run during the Season

**Season** means a 12-month period from 1 June to 31 May. (**Subject to change**)

**Season Ticket** means the digital pass (and any replacement thereof) issued to each of the Qualifying Season Ticket Holders for any particular season as further described in the [Season Ticket T&Cs]

**Stadium** means London Stadium, London E20 2ST

**Ticketing Website** means the official Club's online ticketing website at [eticketing.co.uk/whufc](https://eticketing.co.uk/whufc) or the Club's other official ticketing exchange from time to time

These terms and conditions apply to membership of the Scheme.

### How to earn Club Cash

1. Qualifying Season Ticket Holders and Qualifying Members can earn Club Cash by selling their tickets for Qualifying Home Matches to which they are entitled either in accordance with their membership or their Season Ticket via the Club's Ticketing Website.
2. Qualifying Season Ticket Holders and Qualifying Members will need to activate their account on the E Ticketing Website to be eligible to earn and redeem Club Cash.
3. To register, Qualifying Season Ticket Holders and Qualifying Members should:-
  - i. Select the Login/Register option on the home screen of the Ticketing Website
  - ii. Select "activate my season ticket or Client Reference/Customer Number Account"
  - iii. Insert their client reference number (which is between 1 and 8 digits) which can be found on the right-hand side of their 2025/26 digital season pass or membership card.
  - iv. Insert your personal details such as name and address and create a password to complete the online

registration process.

- v. Insert single sign on information

4. Payment will only be made to Qualifying Season Ticket Holders and Qualifying Members whose tickets are successfully resold via the Ticketing Website in accordance with the Ticket Exchange Terms & Conditions. Payment will be provided to the Qualifying Season Ticket Holders and/or Qualifying Members as Club Cash to be redeemed in accordance with condition 9) below.
5. Club Cash will not be issued (or will be cancelled) in circumstances where a purchase of any kind has been refunded after purchase for whatever reason or (in the case of ticket purchases) the holder of that ticket has been ejected from the Stadium for behavioural reasons and/or in accordance with the General Terms and Conditions and/or Club's Ground Regulations.

#### How to redeem Club Cash

6. Club Cash can only be redeemed as follows:
  - i. Tickets for Qualifying Home Matches purchased via an Official Sales Point
  - ii. Towards selected Club London hospitality products and services when pre-booked via an Official Sales Point
  - iii. Towards Season Ticket sales when paying by debit or credit card.
  - iv. Towards retail purchases via the official club store
7. Club Cash can be earned and redeemed by 31 August 2025. Any club cash earned after 7 March 2025 would remain on account until 31st August 2026. Any Club Cash which is not redeemed will be lost and balances will return to £0 (zero).
8. Save as set out above, Club Cash cannot be exchanged for any Club vouchers or drawn down by Qualifying Season Ticket Holders and Qualifying Members as a cash alternative. Further exclusions to redemption may apply from time to time and will be displayed on the Club's website at whufc.com where applicable. Club Cash may not be redeemed in conjunction with any other offer (including but not limited to, any sale, promotion, discount, credit note, voucher or other membership discounts). The Club may, from time to time, as part of any promotional activity or otherwise, relax this restriction for such period and on such terms as it may specify.
9. When redeeming Club Cash in person, Qualifying Season Ticket Holders and Qualifying Members must produce their Season Ticket or Club membership card at the point of sale and when redeeming Club Cash over the telephone, Qualifying Season Ticket Holders and Qualifying Members must be able to quote their client reference number from their Season Ticket or membership card respectively. The Club reserves the right (but shall not be required to) to ask for satisfactory proof of identification (including photo ID) upon redemption of Club Cash.
10. Once a Qualifying Season Ticket Holder or Qualifying Member has redeemed a certain amount of Club Cash, their Club Cash balance will be reduced by that amount. If a Qualifying Season Ticket Holder or Qualifying Member redeems all of their Club Cash accrued to date will reduce to zero.

The Qualifying Season Ticket Holder or Qualifying Members' purchasing history recorded on the Club's ticketing software will be the definitive position for the purposes of the Scheme.

#### Liability

11. The Club reserves the right without liability whatsoever to any Qualifying Season Ticket Holder or Qualifying Member or any other third party:-
  - v. to vary the Scheme and these Club Cash T&Cs, from time to time; and/or
  - vi. to discontinue the Scheme at any point with a minimum of three months' notice given in writing. Communications will be sent to the email address and postal address held on the Season Ticket Holders account, on the date of notification. A deadline will be given, after which point, any Club Cash that is unused may not be capable of redemption.
  - vii. to exclude any individual or class of Qualifying Season Ticket Holder or Qualifying Member from membership of the Scheme from time to time (at which point, all Club Cash not redeemed will be cancelled and will not be capable of redemption); and/or
  - viii. to suspend or terminate any Qualifying Season Ticket Holders or Qualifying Members Club Cash account and/or cancel any Club Cash collected by a Qualifying Season Ticket Holder or Qualifying Member at any time where there has been a breach or suspected breach of any of these terms and conditions or any of the Club's other terms and conditions or guidelines issued from time to time

## General

12. If a Qualifying Season Ticket Holder or Qualifying Member's Season Ticket or membership card is replaced for any reason (e.g. lost or stolen) then any outstanding balance of their Club Cash will be transferred to their new Season Ticket within 24 hours of issue. Each Qualifying Season Ticket Holder or Qualifying Member must notify the Club immediately upon becoming aware of the card being lost or stolen in accordance with the Club's Season Ticket terms and conditions. The Club will not be liable for any Club Cash redeemed on lost or stolen cards before the loss or theft is reported to the Club and balances will not be reinstated.
13. If any product purchased with Club Cash is exchanged or refunded, any money owing as a result of such exchange or refund will be added to the balance of Club Cash on the Qualifying Season Ticket Holder's Season Ticket or Qualifying Member's membership card. Cash refunds are not available in these circumstances.
14. Club Cash is non-transferable as between Qualifying Season Ticket Holders, Qualifying Members or any other individual.
15. If a Season Ticket is cancelled and/or deactivated for any reason, then the Club Cash balance related to that Qualifying Season Ticket Holder will be cancelled and will not be capable of being redeemed. The Club accepts no liability in these circumstances.