



Guidelines for setting up a Supporters Club to be considered for Official Status

The following will provide you with the basic requirements for starting a Liverpool FC Supporters Club. If after reading these requirements, you would like to apply for your Supporters Club to be granted official status, please complete the following form: <http://www.liverpoolfc.com/fans/lfc-official-supporters-clubs-contact>

Official LFC Supporters Clubs are granted official status by the Club in order to:

- Represent Liverpool FC in local regions around the world
- Bring local fans together through their love of Liverpool FC
- Protect and enhance the good name of Liverpool FC
- Organise high quality services and events for branch members
- Promote, maintain and value the history of Liverpool FC
- Communicate the views of branch members to Liverpool FC
- To help support Liverpool FC Foundation and local charitable causes

LFC carefully consider all requests for affiliation and the following will be taken into account when considering a new Branch for affiliation:

- Geographical Location
- Local Population
- Proximity to another Official LFC Supporters Club

Requirements:

- Official LFC Supporters Clubs must not be run for personal financial gain.
- The Supporters Club must have a minimum of 50 members.
- A minimum of 15 Members must also be LFC Official Membership holders.
For more information about LFC Official membership please go to:
www.liverpoolfc.tv/membership/benefits/join-now
- Members should live in the region that their Supporters Club serves
- Supporters Clubs may charge associated members a subscription fee to become affiliated with the Supporters Club.

The following guidelines must be followed:

- Membership fees must be made known to Liverpool FC upon request
- A receipt must be given to each member upon affiliation
- The Supporters Club must document and explain what their membership fees are used for.
- Official LFC Supporters Club Bank account details and account records are to be supplied to LFC upon request.
- Supporters Clubs must not in any way use any of the Club trademarks, logos or club crests. Supporters Clubs that are granted official status will be given full branding guidelines & a Supporters Club Logo upon acceptance of Official Status.
- A committee should exist to ensure the fair running of the Supporters Club, represent LFC in an appropriate manner at all times and be accountable to its membership. The Supporters Club Committee shall consist of a number of members to include

Chairperson, Secretary and Treasurer (minimum) and will be elected by the individual Supporters Club.

- Each Supporters Club must hold an Annual General Meeting AGM. At the first AGM the Supporters Club must agree whatever procedures it deems fit for the regulation and good management of Committee Meetings and Annual General Meetings.

There are two different OLSC packages based upon the associated benefits:

Red Level

To be granted Red Level OLSC status your Supporters Club will be required to have a minimum of 15 Liverpool FC Official Members/Season Ticket Holders.

Gold Level

To be granted Gold Level OLSC status your Branch will be required to have a minimum of 50 Liverpool FC Official Members/Season Ticket holders. Of the 50 Liverpool FC Official Members/Season Tickets holders needed 60% of the 50 must be LFC Official Membership holders.

Liverpool FC Official Membership and Season Ticket names & numbers will be required to be provided as part of your waiting list application form.

Benefits:

Red Level

- Access to the OLSC Group Booking facility for Barclays Premier League home tickets
- Dedicated, year-long, support from Liverpool FC via the Supporters Club Relationship Manager
- Certificate of OLSC status
- The Branch will be listed on the official Liverpool FC website
- Monthly OLSC Newsletter
- Trade Sales Discounts (subject to separate terms and conditions) – See section 2 Operating an OLSC
- Downloadable certificate for Branches to present to Branch members
- Downloadable templates for logos, mastheads etc
- 20% Discount on tours for group bookings
- Quarterly Branch forums - Selected branches will be invited to attend on a rotational basis
- Opportunity to apply to purchase tickets to attend OLSC Black-Tie Dinner

Gold level

- Access to the OLSC Group Booking facility for Barclays Premier League home tickets
- Opportunity to apply to for complementary tickets to attend the OLSC Black-Tie Dinner
- Dedicated, year-long, support from Liverpool FC via the Supporters Club Relationship Manager
- Certificate of OLSC status
- The Branch will be listed on the official Liverpool FC website
- Monthly OLSC Newsletter
- Trade Sales Discounts (subject to separate terms and conditions) – See section 2 Operating an OLSC
- Downloadable certificate for Branches to present to Branch members

- Downloadable templates for logos, mastheads etc
- 20% Discount on tours for group bookings
- Quarterly Branch forums - Selected Supporters Clubs will be invited to attend on a rotational basis

Please Note:

OLSCs are granted official status based on location. As such Liverpool FC wants to ensure consistency across the world in relation to how OLSCs are named.

To ensure consistency OLSC official names will be a representation of the area they cover. This is how the Liverpool FC, the Liverpool FC Foundation and our official Partners will refer OLSCs. We will then be seen as one club with one identity by everyone, across the world.

If your Supporters Club is made Official there may be a requirement to make an amendment to the name your Supporters Club currently uses.

Next Steps:

If you wish to request an application form please enter your details here -

<http://www.liverpoolfc.com/fans/lfc-official-supporters-clubs-contact>

Please note the above information is for guideline purposes only and does not guarantee that your request for official Supporters club status will be granted.