



OFFICIAL LFC SUPPORTERS CLUB POLICY 2021/22

Liverpool FC fans are famous the world over. You set us apart from every other football club in the world with your loyalty, passion, and knowledge. Our fans have been instrumental in every great and famous victory that we have had and have been the core strength in moments of great sorrow and huge loss.

Our Official LFC Supporters Clubs (OLSCs) operate to provide hubs across the world which allows supporters to come together and celebrate the club they love. There are now over 310 officially recognised OLSCs in 100 different countries around the world and the OLSC network is still growing.

Local OLSCs provide a valuable service to Liverpool FC supporters living in the area they operate. They also provide an excellent way of meeting fellow supporters and like-minded people all of whom are devoted to following Liverpool FC, wherever they live in the world.

OLSCs are closely affiliated to Liverpool FC and enjoy many benefits in return for their close allegiance.

This policy provides all the details required to manage your OLSC, including how to contact Liverpool FC, the requirements of being officially recognised and information on the benefits of being an OLSC.

By accepting the terms & conditions of this policy, your OLSC will become subject to review of official OLSC status for the 2021/22 season, and the team will be in touch if your submission has been approved. OLSC status is subject to the discretion of Liverpool FC and can be revoked at the club's discretion.

We look forward to working with you in the coming season.

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The OLSC Team

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1. ABOUT OFFICIAL LFC SUPPORTERS CLUBS

1.1 – OBJECTIVES:

OLSCs are granted official status by Liverpool FC in order to:

- Represent Liverpool FC 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 OLSC members
- Promote, maintain and value the history of Liverpool FC
- Communicate the views of OLSC members to Liverpool FC
- Support Liverpool FC Foundation and local charitable causes
- Support the local community through social action in the name of LFC

All Liaison, communication, requests and interaction between OLSCs and the Club must come through the OLSC team using the OLSC extranet facility www.olsc.liverpoolfc.com to ensure:

- All OLSCs receive a good level of service
- There is consistency in service as all requests are logged
- There is a fair and transparent management of the Club resources to all OLSCs
- There is visibility of all OLSC activities across the OLSC network
- To receive a quick and effective response from a member of the team who is present in the office
- All OLSC Extranet users can view communication with the OLSC Team

1.2 - OLSC MEMBERSHIP REQUIREMENTS AND SCHEMES:

In order to be considered to be an OLSC, the OLSC must have at least 50 OLSC members and qualify for either Red or Gold Level Membership as outlined below:

Red Level

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

Liverpool FC Official Membership and Season Ticket numbers will be required to be provided as part of your terms and conditions of acceptance.

Gold Level

To be granted Gold Level OLSC status your OLSC 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% must be LFC Official Memberships.

Liverpool FC will track your total number of LFC Official Memberships registered to your OLSC, but you will be required to provide Season Ticket numbers registered to your OLSC, as part of your terms and conditions of acceptance.

Please note that any OLSC member who purchases a match ticket and wishes to enter the stadium will require Full, Light, Teen Red, Red Squad or Mighty Red Membership.

International and Little Liver Membership does not give stadium access.

It is an OLSC's responsibility to ensure members have the correct type of membership and have purchased their membership in advance of any OLSC ticket sale, to benefit from OLSC ticketing. There will be no exceptions made if a supporter does not have the correct type of Membership/not purchased a Membership before it is taken off sale for the season.

For full details of Liverpool FC Official Membership options for 2021/22 please refer to Section 2.9 of this document.

1.3 - OLSC BENEFITS:

Red Level

- Dedicated, year-long, support from Liverpool FC via the OLSC Team
- Access to the OLSC allocation of Premier League home tickets
- Certificate of OLSC status
- The OLSC information will be listed on the official Liverpool FC website
- Monthly OLSC Newsletter
- Exclusive OLSC Competitions
- Opportunity to apply to purchase tickets to attend OLSC Black-Tie Dinner
- Downloadable templates for logos
- Downloadable certificate for OLSCs to present to OLSC members
- Opportunity to apply for signed items
- Trade Sales Discounts (subject to separate terms and conditions) – See section 2 Operating an OLSC
- 20% discount on Anfield stadium tours for group bookings
- Regular OLSC Hangouts

Gold level

- Dedicated, year-long, support from Liverpool FC via the OLSC Team
- Access to the OLSC allocation of Premier League home tickets
- Certificate of OLSC status
- The OLSC will be listed on the official Liverpool FC website
- Monthly OLSC Newsletter
- Exclusive OLSC Competitions
- Opportunity to apply to for complimentary tickets to attend the OLSC Black-Tie Dinner
- Downloadable templates for logos
- Downloadable certificate for OLSCs to present to OLSC members
- Opportunity to apply for signed items
- Trade Sales Discounts (subject to separate terms and conditions) – See section 2 Operating an OLSC
- 20% discount on Anfield stadium tours for group bookings
- Regular OLSC Hangouts

1.4 - OLSC HANGOUTS:

OLSC Hangouts have been taking place since March 2020, as a response to the Covid-19 pandemic.

We want to continue long term with the OLSC Hangouts as a benefit for OLSCs and want to ensure that each OLSC representative has a pleasant, informative, and enjoyable experience.

To ensure this, please see below the following requirements and expected etiquette:

- Please aim to join the hangouts on time.
- When joining the hangout, please ensure your name and OLSC name are displayed e.g. Sophie – OLSC Merseyside, Sophie Coan – Merseyside. For instructions on how to do this, please visit the Microsoft website [here](#)
- We recommend that you test the link in advance of the call to ensure that this works as you may need to set this up first.
- Having your video on is preferred but not required – this allows us and other OLSCs to put faces to names and make the hangouts more personable. If you are not comfortable with video or do not have the facility to do, then audio option is available.
- In order to view all participants in hangouts with more than 10 active video participants, please click on 'More Actions' and then click 'Large Gallery View'.
- For the duration of the call, please remain on mute unless it is your turn to speak or ask a question. This helps to manage background noise and not interrupt any other attendees.
- If you have submitted a question in the chat, please be ready to unmute yourself when the OLSC team cue you in to ask your question.
- For most Q+A sessions, you will be required to type and send your question in the chat function first. This allows the team to review the question in advance and helps to form a queue.
- When asking a question, please limit this to one question so that all attendees have a chance to ask a question during the hangouts. The OLSC team will indicate if it is possible to ask more questions as sometimes there is enough time to do this.
- Some sessions may be recorded for Club purposes. A message will pop up to confirm this. If you have any questions about this, then please raise this in advance of the call.
- Attendees are expected to act respectfully and appropriately to the OLSC team and other OLSC representatives. If joining by video, please ensure your appearance/attire is appropriate and respectful to other attendees.

2. OPEARTING AN OFFICIAL LFC SUPPORTERS CLUB (OLSC)

2.1 - COMMUNICATION

The OLSC Extranet should always be the first point of contact for OLSCs when communicating with the OLSC Team. This system has been designed to allow OLSCs to find information, manage membership details, apply for tickets, communicate with other OLSCs and much more. The OLSC Extranet is checked daily by the OLSC Team and therefore this will ensure a response to your OLSC within 24-48 hours. We recommend that each OLSC assigns at least two Extranet users to avoid any missed communication.

Should you not be able to resolve your enquiry using the OLSC Extranet the OLSC Team can be contacted via:

Email - OLSC@Liverpoolfc.com

Phone - +44 (0)151 907 9343

Individual LFC staff (including individual members of the OLSC Team) should not be emailed separately, copied into emails, or sent text messages/WhatsApp's in the first instance. All members of the OLSC Team have access to the OLSC Extranet & the OLSC Email folder and can view all enquiries received. By following the correct communication process, this will ensure that the OLSC Team can deliver a better service to all OLSCs and will reduce the duplication of work.

Please note: The OLSC Extranet and any OLSC contacts are for **OLSC COMMITTEE MEMBERS ONLY**. Please do not give these contacts to your members as they will not be responded to.

We will endeavour to respond to your enquiry as soon as possible. Please do not to send multiple copies of your emails/letters. In addition, OLSCs should not be sending communications to other Liverpool FC staff such as the Club Secretary, Directors and Owners of the Club as well as the Club's Official Partners.

Should an OLSC wish to work with/communicate with a Club Partner, another department or another member of LFC staff, please submit your enquiry to the OLSC team via the Extranet. You must not contact a Club Partner or other Club department/staff member via other channels other than via the OLSC team. If it comes to Liverpool FC's attention that an OLSC has interacted with Club Partners without following the correct process, then the OLSC status will be placed under review.

The OLSC Team will hold regular calls by Microsoft Teams to catch up and announce certain news pieces, called OLSC hangouts. Details will be advertised via the OLSC Extranet.

2.2 - COMMERCIAL GAIN:

Official LFC Supporters Clubs must not be run for any personal financial gain. Any OLSCs found to be benefiting from financial gain of an OLSC, making a profit from OLSC sales of tickets/merchandise or any other financial profit will have their OLSC status terminated with immediate effect and the Club may take further action.

2.3 – OLSC MEMBERS:

A list of OLSC Members must be made available to LFC upon request.

All groups should be open to all fans local to them wanting to join and be a part of the OLSC.

Only OLSC Members that live in the region that your OLSC serves can receive access to ticket booking facilities through the OLSC. You must check where a member has registered their address to when allocating them tickets.

Please note: Fans from other countries, or who have previously lived in your OLSC region, are permitted to join/be members of your OLSC. However, these 'honorary' members **will not** be eligible to use your OLSC benefits outlined in Section 1.3 of the Policy. This includes students and any other temporary living arrangements. If in doubt about this, please contact the OLSC team in the first instance to discuss.

If a Member of your OLSC is moving out of the area but still want to access the OLSC benefits, they must join the local OLSC in the area where they reside. If a Member is unsure where their local OLSC is, please contact the OLSC team via the Extranet.

The OLSC Team should be sent copies of any communication to OLSC members (newsletters, meeting minutes etc).

You are required to add OLSC@liverpoolfc.com to your OLSC mailing list.

If you have a website that requires a log in & password, you must provide the OLSC Team with access to this with a unique Account ID/Username and password.

2.4 - GEOGRAPHIC COVERAGE

Liverpool FC will consider all requests for affiliation and the following will be taken into account when considering a new OLSC for affiliation:

- Geographical location
- Local population
- Proximity to another OLSC

2.5 - NAMING AN OLSC

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 to individual OLSCs.

Liverpool FC will allocate the name by which your OLSC is known. OLSCs must not make any amendments to their official name as provided by the Liverpool FC with their Official Logo.

OLSCs must refer to themselves in the following formats:

- OLSC *location*
- Official LFC Supporters Club *location*

OLSCs must not refer to themselves as LFC *location*, Liverpool FC *location*, or any other variation using the words Liverpool FC (LFC).

OLSCs must endeavour to change existing social accounts to read OLSC *location*. Please contact the OLSC Team if you are not able to do this to discuss next steps.

OLSCs are permitted to have a nickname but this should not be used in official reference to your group.

2.6 - FEES TO MEMBERS

OLSCs may charge associated members a subscription fee to join. The following guidelines must be followed

- Membership fees must be approved by Liverpool FC and otherwise made known to Liverpool FC upon request
- A receipt must be given to each member upon affiliation
- The OLSC must document and explain what their membership fees are used for

For the avoidance of doubt, no profit should be made from OLSC membership charges when finances are finalised.

2.7 - FINANCES

OLSC Bank account details are to be supplied to Liverpool FC upon request.

The OLSC Team can request for account statements to demonstrate incomings and outgoings during any point of the season, and up to five past seasons.

The year-end figures of OLSCs must be made available to Liverpool FC upon request by the Club.

2.8 – CHARITY LFC Foundation

The LFC Foundation is the official charity of Liverpool Football Club.

Being part of LFC means being part of the greatest football family in the world. We look out for each other, and particularly those who are in need.

Building on the Club's work in the community over the past 30 years, the charity was formed in 2010 as a financially independent organisation to harness the power and passion our fans and supporters have in order to improve the lives of others.

The LFC Foundation's mission is to create life changing opportunities for children and young people in Liverpool City Region and beyond. To ensure our work addresses the root causes of the issues they face and delivers long term and sustainable change, we focus our resources across three key impact areas:

- Wellbeing – living healthy and happy

- Skills – achieving success in life
- Communities – inspiring lives together

We achieve this by delivering a wide range of programmes and partnerships and currently work with over 3,000 children and young people every week and with the support of the LFC family, we can help even more.

You can find out more about the impact the LFC Foundation makes by visiting www.liverpoolfc.com/foundation and by following us @LFCFoundation

The Liverpool FC Foundation is an independent charity registered in England & Wales with The Charity Commission, Charity Number: 1096572. Registered Office: Anfield Road, Liverpool, England L4 0TH.

2.9 - LFC OFFICIAL MEMBERSHIP

Subject to the minimum requirements set out in paragraph 1.2, members of an OLSC are not required to hold a Liverpool FC Official Membership.

However, any Supporter wishing to attend a match at Anfield will require LFC Official Membership that includes a ticketing benefit. International Membership and Little Liver Membership do not include a ticketing benefit and any OLSC member that purchases these types of membership will not be eligible to purchase match tickets through your OLSC's ticket allocation.

To access tickets through the OLSC allocation and booking facility, OLSC members must have a **Full, Light, Mighty Red, Red Squad or Teen Red** membership for the current season.

The LFC Official Membership number, account and any subsequent ticket(s) must be used only in the personal capacity of the relevant member. Each membership is assigned and registered to an individual and must be used by that individual only. One membership may be held by each OLSC member. If Liverpool FC suspects that an OLSC is operating multiple memberships in the name of any one OLSC member, the OLSC itself or any one member then Liverpool FC (in its absolute discretion) may decide to terminate official OLSC status.

The OLSC Committee cannot act on behalf of any of their associated members when dealing with LFC Official Membership accounts

LFC Official Membership 2021/22 options can be viewed on our website:

<https://www.liverpoolfc.com/membership>

LFC Membership can be withdrawn from sale to fans at any point during the season. The Club recommends that those fans who are looking to attend a game during the 2021/22 season make their purchase as early as possible in the season to avoid disappointment. If a fan does not have the correct Membership at the time of a sale for tickets from the OLSC allocation, strictly no exceptions will be made.

2.10 - OLSC WEBSITES AND SOCIAL MEDIA

OLSCs must use the OLSC logo provided by Liverpool FC on any website, Twitter, Facebook or other Social Media site and ongoing stationery strictly in accordance with Liverpool FC's Logo Guidelines – Please see section 3- Logo Guidelines.

Liverpool FC reserves the right to have an OLSC assign the intellectual property rights in a domain name/URL address to Liverpool FC at its request.

We would like to keep OLSC URLs consistent where possible. If you are setting up a new website for your OLSC, please use the following format for your URL:

www.olsclocation.com

Examples:

www.olscdubai.com

www.olscnewyork.org

www.olscmerseyside.co.uk

www.olsclondon.org.uk

www.olscbarcelona.net

www.olscdublin.gov

Content of Liverpool FC Website

All content, including news stories on the Official Liverpool FC website, www.liverpoolfc.com is copyright of Liverpool FC. This means that to reproduce content from www.liverpoolfc.com requires Liverpool FC's permission.

Any requests for permission must be sent using the OLSC Extranet indicating your site URL, the content you wish to reproduce/link to. You must then await express, written permission from Liverpool FC and include any requirements, conditions and/or modifications suggested by Liverpool FC before you proceed, this includes:

- Linking to any pages and/or news stories on the Liverpool FC website
- Translating content from www.liverpoolfc.com

We request for OLSCs to share content onto their own social platforms i.e., Retweet, repost, share to story. OLSCs are not permitted to repurpose LFC content for own use.

Please Note:

- Content on other sites is the copyright of that site and you may require permission to reproduce this
- Fixture Lists are the copyright of the competition governing bodies and not Liverpool FC, therefore Liverpool FC cannot give permission for these to be featured on OLSC sites

Online Pictures

All pictures on websites are subject to copyright (held either by the photographer or the agency that owns the pictures). This means that you cannot copy pictures from a site, including www.liverpoolfc.com to your Official LFC Supporters Club site without permission from the copyright owner. This includes player/stadium imagery, other footballing association IP (e.g. UEFA) and other supporters' photographs.

In the case of www.liverpoolfc.com, images are either copyright of Liverpool FC or third parties (agencies and photographers). If you wish to use an image from www.liverpoolfc.com please follow the procedure laid out above for requesting permission to use content from the website.

Any LFC intellectual property use must be authorised by LFC in writing. If intellectual property is used without LFC authorisation, you as an OLSC accept any liability for any claims made against you by a third party.

2.11 – MEDIA

As OLSCs representing Liverpool Football Club, any dealing with the media that refers to LFC or LFC activities MUST be pre-approved in writing by Liverpool FC.

To submit requests for approval please do this using the OLSC Extranet.

If it comes to Liverpool FC's attention that an OLSC has interacted with the media without approval, then this may give rise to the termination of OLSC status.

2.12 – SOCIAL MEDIA CONDUCT

It is important for OLSCs to have an effective two-way communication process with supporters and other interested parties, and this can be achieved using social media sites, including Facebook, Twitter and Instagram, and any other platforms that are popular in your country/region.

Social Media should be used to engage with all LFC fans and raise the profile of your OLSC. OLSCs are expected to promote Liverpool FC in good faith and reflect the values held by the club. We recommend using #OLSC or #OfficialLiverpoolSupportersClub when making posts on your social platforms, to engage more LFC fans and raise awareness of your OLSC.

OLSCs have the option to have their social handles displayed on the club website, with a direct link to the profile. This will be automatically uploaded to the website. If an OLSC does not wish to have their social handles published on the website, then please contact the OLSC Team to request to have this removed.

All OLSC social media profiles must be public i.e., not private. Verified OLSC accounts must not bear the name Liverpool FC or LFC in their name/handle.

OLSC Twitter accounts will be followed by the various club accounts (main LFC and localised, LFC Women, Mighty Red, LFC Foundation), upon confirmation that the OLSC

Twitter account is adherent to the OLSC Logo Guidelines. The club reserves the right to follow/unfollow OLSC accounts on social media platforms from official club channels. Please Note: OLSCs are expected to act appropriately and not make inappropriate reference, criticism or derogatory remarks about any player at the club, the Management or Coaching Staff, CEO, members of the Executive Team or Board of Directors, the club's owners, any member of staff, other OLSCs or any other Football Clubs or players of other Football Clubs when using social media sites. Further, OLSCs may not post content which brings themselves or Liverpool FC into disrepute.

Social media must not be used for any commercial, business, political or otherwise inappropriate and/or unlawful purposes.

If it comes to Liverpool FC's attention that an OLSC has made any posts that the club deem inappropriate or derogatory, or which in any way breach the terms of conduct as set out above, then LFC, at its sole discretion, may take action, including a requirement that the post (or posts) be immediately removed and/or the immediate termination of OLSC status.

2.13 – FORMER PLAYERS APPEARANCES AND SIGNED ITEM REQUESTS PROCESSES

First Team Appearance/Interview Requests and Melwood requests

Due to the demand on our First Team players Liverpool FC is unable to accept requests for appearances and/or interviews from the First Team including the Manager and First Team staff or requests for visits to Melwood.

Former Player Appearance Requests:

The Club has over 300 former players and works regularly with around 50 of them, who take part in various arrangements throughout each season. This includes Former Players from both the men's and women's teams.

Arranging Former Players to visit your members is one of the OLSC benefits offered to you by LFC. You may see all the information you will need to plan and submit your request for a Former Player visit.

It is also now possible to arrange virtual appearances or video calls with Former Players, and this will follow the same process as with physical appearances.

Process for booking Former Players

To request an appearance by a Former Player(s), please use the form in the file store. Please ensure all details are filled out accordingly.

This has now replaced all other methods of requesting a former player.

Requests should be submitted at least two months in advance. The process of booking a former player can take a while so it is important to allow as much time as possible. The Former Player Team will endeavour to finalise a booking within two weeks of the request, wherever possible.

There needs to be a nominated chaperone from the OLSC for all appearances, details of whom should be given to LFC in the event of an emergency.

Details of appearance and chaperone will be given directly to the former player, so must be in as much detail as possible.

If you need to make any changes or amendments to the appearance, you must submit another form to the OLSC Team via the OLSC Extranet.

For full information, please refer to the OLSC Former Player procedure document in the Extranet file store.

Signed Items

When making a request, please submit a full proposal via the OLSC Extranet stating the reason for your request and the outcome you expect from it for the team to make an informed decision. In order to consider requests for signed items, the OLSC Team requires full details of what the signed item will be used for. 6 - 8 weeks' advance notice is required for all requests. Due to the limited access to signed items during the season, requests cannot be guaranteed.

OLSCs will be required to cover the cost of any signed item allocated and the postage to send the item. The cost will be provided upon confirmation, the item will not be sent until payment has been successfully received.

To submit your request to the OLSC team using the OLSC Extranet

- Select LFC Contact
- Select New Enquiry
- Select the Signed Shirt Request option

2.14 - TRADE SALES & OLSC MERCHANDISE RANGE

As an OLSC you have access as a group to the Liverpool FC Trade Sales Department.

The Trade Sales Team have the benefit of making bulk orders (greater than £1000 at retail prices) for official Liverpool FC merchandise from a nominated member of your group.

20% discount off LFC merchandise including fashion, accessories and souvenirs

Please note:

Shipping costs and import duties may apply

You are not permitted to retail any Liverpool FC merchandise other than to your members.

The Trade Sales Team can also offer a range of bespoke OLSC merchandise designed for the OLSC network.

Liverpool FC have official retail partners in selected markets who can also support OLSCs.

All Trade Sale orders exclude import duty, local taxes, and shipping costs – please ensure you make allowances for these when placing an order as the Club will not be liable for these costs.

Please contact tradesales@liverpoolfc.com for more information on how to open a Trade Sales account or to make an order for the new OLSC merchandise range

The above terms take effect for the 21/22 season and supersede any previous trade sales offering.

2.15 – MILESTONES AND ANNIVERSARY DATES

We would like to commemorate the anniversary date of each of OLSCs or any milestones relating to your committee members.

Please let us know the anniversary date of your OLSC and how you will be celebrating.

To ensure that we have the correct anniversary date for your OLSC, please check/update your 'OLSC Established' date on the OLSC Extranet under Branch Details.

We would also like to know any important milestones for your individual OLSC committee members.

3. OFFICIAL LFC SUPPORTERS CLUB (OLSC) LOGO GUIDELINES

3.1 – OLSC LOGO

Each OLSC has access to the OLSC Logo Guidelines and FAQs.

The OLSC Logo guidelines are provided for use by OLSC committee members ONLY and the OLSC must not utilise any logo for commercial gain.

A copy of the OLSC Logo Guidelines and FAQs can be found on the OLSC Extranet under the File Store.

3.2 - USE OF OLSC LOGO

Each OLSC will be entitled to use a personalised Club crest “OLSC Logo” on its headed paper, membership cards etc. This will be provided to the OLSC by Liverpool FC.

The OLSC Logo is a Trademark of Liverpool FC

The OLSC Logo must not be altered from their original form, for example by editing the image to add details, change colours or rotating the image.

Please refer to the OLSC Logo Guidelines for further instructions. A copy of the OLSC Logo Guidelines & FAQ’s can be found on the OLSC Extranet under the File Store.

3.3 - USE OF TRADEMARKS, LOGOS AND OTHER INTELLECTUAL PROPERTY RIGHTS (IP RIGHTS)

The Club Crest, LFC Liver Bird with LFC logo and LFC Liver Bird are the intellectual property of Liverpool FC (“Club IP”).

Liverpool FC protects the Club IP throughout the world and enforces any infringement of these rights diligently. Consequently, no person, body, legal entity, or any other organisation, including our OLSCs have the right to use the Club IP without prior written consent from Liverpool FC.

Unauthorised use of Club IP (including the Liver Bird & Crest) may give rise to the termination of OLSC status.

For the avoidance of doubt, you are only permitted to use the personalised Club Crest “OLSC Logo”. No other Club IP is authorised to be used by the OLSC, in any format.

No OLSC shall seek to register any Club IP or any logo incorporating elements of Club IP with local, national, or international Intellectual Property Offices.

Should an OLSC use Club IP without consent or seek to register Club IP or its elements, Liverpool FC will be entitled to terminate that OLSC’s official status and, where needed, take the appropriate legal action.

3.4 – OLSC MERCHANDISE

As a benefit of being an OLSC, you are permitted to use your OLSC Logo to create items bearing the logo.

For the avoidance of doubt, OLSCs are not permitted to use any other element of Club IP on merchandise other than the OLSC logos in their various formats. Under no circumstances must the logos be modified in any way.

All items (physical or virtual) that you wish to produce must be submitted for approval via the OLSC extranet. Any items that are produced, that incorporate Club IP, which have not been approved by Liverpool FC, will be classed as counterfeit products and Liverpool FC may take appropriate legal action.

In regions where Liverpool FC has appointed a licensee from which OLSC can purchase official OLSC merchandise (as notified to the OLSC by the OLSC Team) then wherever possible OLSCs in such regions must use such licensee for all official OLSC merchandise.

In regions where a licensee has yet to be appointed, OLSCs can use local producers (subject to the prior approval of the OLSC Team of any such local producer) to have items designed and printed for their OLSC use. Approval for the designs MUST be sought from the OLSC Team in advance of any printing/production.

OLSCs must follow the merchandise approval process (available to download from the file store on the extranet). This will help to achieve first time approval and the OLSC Team will write to you via the extranet to confirm once an item has been approved for production/use.

Please Note: If Liverpool FC suspects that any OLSC is producing merchandise without permission or for commercial gain then Liverpool FC (in its absolute discretion) may decide to terminate official OLSC status.

3.5 – BREACH OF LOGO GUIDELINES

If it comes to Liverpool FC's attention that an OLSC has breached any part of the Logo Guidelines set out in this section 3, Liverpool FC will be entitled to terminate that OLSC's official status.

3.6 – APPROACHES BY THIRD PARTIES

Liverpool FC have a number of official partners who have an agreed deal with Liverpool FC to be officially associated with the Club. There are also a significant number of third parties who wish to be associated with Liverpool FC but do not have the rights to use Club IP.

If an OLSC is approached by a third party to participate in, attend, endorse, sponsor or partner in any event or any other third-party activity, the OLSC is required to obtain prior written approval from the OLSC team via the OLSC Extranet before agreeing to any such commitment. This includes, but is not limited to, where the OLSC receives any invitations from or to unofficial fan sites/blogs, podcasts, production companies, player appearance events or any other potential events associated with Liverpool FC.

In the event that an OLSC has been involved in third-party activity without Liverpool FC's prior written approval, Liverpool FC will be entitled to terminate that OLSC's official status.

3.7 – REPORTING INFRINGEMENTS OF CLUB IP

Should an OLSC become aware of any infringement of Club IP, it should be reported immediately to the Liverpool FC Brand Protection Team via the following link:

<https://www.liverpoolfc.com/corporate/brand-protection>.

All information will be treated in the strictest confidence.

4. GOVERNANCE

The governance rules must be adhered to throughout the season. To be recognised as an OLSC, the following criteria must be met.

4.1 - COMMITTEE STRUCTURE

The Committee should exist to ensure the fair running of the OLSC, always represent Liverpool FC in an appropriate manner and be accountable to its membership. The OLSC Committee shall consist of a defined number of members determined and elected by the individual OLSC.

The Committee should be structured as follows:

- The OLSC Committee should consist of Chairperson, Secretary and Treasurer (minimum)
- The proposed Chairperson/Secretary/Treasurer must be over 18 years of age
- The Chairperson/Secretary/Treasurer must live in the region that the OLSC serves
- Liverpool FC reserves the right to request references for the Chairperson/Secretary/Treasurer. If requested references need to be from an employer or a professional person, references must include the address and telephone number of the person giving the reference
- The Chairperson/Secretary/Treasurer must have a valid email and contact telephone number that must be submitted to Liverpool FC
- Committee members must not hold more than one position within an OLSC's committee
- **The Chairperson/Secretary/Treasurer must be a current member of the Official Liverpool FC Membership scheme or a current season ticket holder for the season(s) they serve on the Committee**
- You must ensure that the nominated key contact name is a listed Extranet user with an active, responsive account
- You are permitted to make additional committee roles. Example of these include, but are not limited to, social media manager, events manager, membership coordinator
- It is strictly prohibited for OLSC committee members to list their role in their personal social media accounts

Please note:

Any person that has previously been or is currently 'blacklisted' by Liverpool FC cannot be in a position of authority within an OLSC. Checks may be made on each person to ensure that the person representing Liverpool FC is of good standing and has a clean disciplinary record with Liverpool FC.

Each OLSC should appoint a key point of contact between the OLSC and Liverpool FC. The Key contact's details should be listed on your 'Branch Information – Overview' page on the OLSC Extranet and this is the person that the OLSC Team will contact should we need to contact your OLSC.

Nominations for election onto the committee shall only include supporters who are current OLSC members and have been an OLSC member for a full season. Valid nominations must be proposed and seconded by existing members.

Elections of Committee members must take place on a minimum of every three years. Committee members shall be eligible for re-election at the AGM.

From time to time, the Committee may wish to set up sub-committees at its discretion to deal with specific matters.

All Committee members of the OLSC must be able to provide proof of residency within the area which the OLSC is represented

OLSC Committee **CANNOT** have family members in the key positions. This also includes persons at the same address with a different name.

4.2 - MEETINGS

AGM

- Each OLSC must have an Annual General Meeting (AGM). This can be conducted in a physical or virtual manner.
- All Members of the OLSC must be invited to attend the AGM
- The Chairman shall be authorised to determine the date of the OLSC AGM
- Liverpool FC must be advised of the date of the Official LFC Supporters Club AGM meeting
- A full copy of the AGM minutes must be sent into Liverpool FC's Supporters Club Relationship Executive

For all new OLSCs, at the first AGM the OLSC must agree whatever procedures it deems fit for the regulation and good management of Committee Meetings and Annual General Meetings.

If further help is required in the setting up of a governance structure, please contact the OLSC Team using the OLSC Extranet

4.3 - LFC CODE OF CONDUCT

Each Official LFC Supporters Club must adhere to the code of conduct and are expected to uphold the good name of Liverpool FC.

The committee member appointed to liaise directly with Liverpool FC must interact with staff in a polite and respectful manner. Written or verbal abuse towards staff will not be tolerated under any circumstances. This includes tone of voice, tone of email and choice of words. Liverpool FC reserves the right to refuse to deal with any OLSC representative that does not treat our staff with respect and appreciation.

Individuals **MUST** be removed from a committee on instruction from Liverpool FC. Liverpool FC reserves the right to object to whom represents Liverpool FC on a local level, via your OLSC.

In certain circumstances, it may be necessary to withdraw official status from an OLSC if the OLSC is in breach of the code of conduct or any other provision of this policy.

Committee members are expected to promote Liverpool FC in good faith and reflect the values held by this club. OLSCs are expected to act appropriately and not make inappropriate reference, criticism or derogatory remarks about any player at the club, the management or coaching staff, CEO, members of the executive team or board of directors, the club's owners, any member of staff, other OLSCs or any other football clubs or players of other football clubs.

OLSC Officials are expected to act as representatives of Liverpool FC.

Publications such as magazines, reports and newsletter must be written in a way that is not detrimental to Liverpool FC's brand or reputation. A copy of any such publications should be sent to the OLSC Team.

All members shall abide by the rules and regulations as laid down by the Committee upon joining the OLSC, which covers expected behaviour.

A copy of your Official LFC Supporters Club rules and regulations (by-laws) must be submitted to LFC and LFC reserves the right to request an amendment, if deemed appropriate. If you require help in writing a Code of Conduct for your OLSC, we have added a By-Law Template to the OLSC Extranet – This can be found under the File Store

Any breach of this conduct shall render members liable to action by the Committee and, if necessary, by LFC.

For the avoidance of doubt, any communications shared by LFC with OLSC's must be held by the OLSC in the strictest of confidence unless stated otherwise, and shall not be published, promoted, distributed and/or shared with any third parties (including but not limited to the public) without LFC's prior written consent. Where an OLSC is found to be in breach of this provision, LFC may take any and all action available to it (including but not limited to the termination of the applicable OLSC's status).

4.4 - DISCIPLINARY PROCEDURE

Should an OLSC breach any part of the Official LFC Supporters Club Policy 2021/22 then the following action will be taken

Written Warning – This will be issued if the offence(s)/conduct of an OLSC does not meet the acceptable standard(s) expected of an OLSC.

Final Warning – Issued if there is no satisfactory improvement in conduct or if the misconduct is serious enough to warrant only one warning – this will be both first and final.

Removal of OLSC status – This will occur if there is persistent breach of the provisions of this policy **or** for an Act of misconduct or negligence which include without limitation:

- Engaging in any conduct which is racist, homophobic or abusive or any other discriminatory behaviour, including but not limited to discriminatory behaviour in relation to the following characteristics; age; disability; gender reassignment;

marriage and civil partnership; pregnancy and maternity; race; religion or belief; sex; sexual orientation or offensive chanting

- Disorder - Fighting, aggressive behaviour or physical assault
- Abuse/aggression towards LFC staff/Players & Legends (including Verbal or physical abuse)
- Ticketing – any use of tickets other than for your sole use, touting, misuse of tickets or misuse of concessions. Breach of ticketing terms and conditions.
- Membership – Breach or suspected breach of LFC Official Membership terms and conditions

4.5 - EQUALITY

Liverpool FC aims to promote a welcoming, inclusive, and open environment through all of its activities and interactions. Red Together is the Club's approach to Equality, Diversity and Inclusion and those operating our OLSCs, are expected to share these principles and promote equality and inclusivity within the way the each OLSC is managed and operated. Therefore, Liverpool FC expects that all OLSCs will be open to Liverpool FC supporters irrespective of race, religion, sexual orientation, gender, disability, age, gender reassignment, pregnancy / maternity, and marriage / civil partnership.

4.6 - SAFEGUARDING MATTERS

Liverpool FC wants all children and vulnerable adults to have a first-class and enjoyable experience when they access our services.

The club will always work in the best interests of the vulnerable person.

Liverpool FC is committed to excellent safeguarding. The club will provide a safe environment for children and vulnerable adults.

We will always take appropriate action with the aim of making sure they continue to be kept safe.

Safeguarding is about the welfare and safety of anyone under 18 and vulnerable adults who we work with and who come into contact with us. We all have a statutory and regulatory responsibility to ensure that we follow Safeguarding expectations, regardless of whether we work directly with these groups or not. It is our job to ensure that the welfare and safeguarding of children and vulnerable adults is prioritised.

Those operating an OLSC are expected to share the commitment to safeguarding and operate the OLSC in accordance with the principles of safeguarding children, young people, and vulnerable adults.

When organising events in a physical or virtual capacity, OLSCs are responsible for the welfare and safeguarding of children and vulnerable adults.

Those operating Official LFC Supporters Clubs are required to:

- be responsible for their own conduct and ensuring that their actions would not call a 'reasonable person' to question their behaviour or intentions when working with or arranging activities which involve, children, young people and/or with vulnerable adult/s.

- seek further information via www.liverpoolfc.com/fans/safeguarding
- raise any concerns they have related to the safety or welfare of a child/ children, young people, or vulnerable adult/s without delay to safeguarding@liverpoolfc.com

When allocating Anfield match tickets please be aware that all those under 16 years old must be accompanied by an adult.

4.7 - COMPLAINTS TO LFC

For any OLSC related complaints, the complaints and escalation procedure are as follows:

Complaints should be raised through contacting Liverpool FC via the OLSC Extranet in the first instance.

Should you be dissatisfied with the response you have received or feel your complaint has not been resolved and refers to a club specific issue, you can escalate your complaint for final resolution to the Club's International Fan Activation Manager (Jane Phillipson) or, if your complaint refers to a particular competition, with the governing body (the FA, Football League, Premier League or UEFA)

For any **non**-OLSC related complaints, you may contact Fan Services by email following the complaints and escalation procedure: contactus@liverpoolfc.com. Please ensure to give your email an appropriate subject.

Should you be dissatisfied with the response you have received or feel your complaint has not been resolved and refers to a club specific issue, you can escalate your complaint for final resolution to the Club's Fan Services Manager or, if your complaint refers to a particular competition, with the governing body (the FA, Football League, Premier League or UEFA)

Should any OLSC members wish to raise a complaint about their OLSC, the complaint must in the first instance be raised with the OLSC committee for resolution.

Should the member be dissatisfied with the response from the OLSC committee or feel their complaint has not been resolved they can then escalate their complaint for final resolution to Liverpool FC's OLSC team by emailing the Fan Services department on contactus@liverpoolfc.com, giving your email an appropriate subject.

5. TICKETING

Further information regarding OLSC Ticketing will be uploaded to the OLSC extranet file store as a sub-section to this Policy.

6. CONTACT DETAILS

OLSC Extranet

Link: www.olsc.liverpoolfc.com

OLSC Team

E: OLSC@liverpoolfc.com

T: **+44 (0)151 907 9343**

Fan Services (including ticket office, museum and tours and Membership)

E: contactus@liverpoolfc.com

T: **0151 264 2500**

International T: **+44 (0)151 264 2500**

Trade Sales

E: tradesales@liverpoolfc.com

Licensing

E: licensing@liverpoolfc.com

Safeguarding Vulnerable Groups

E: safeguarding@liverpoolfc.com