

26-27 SEASON

GENERAL TERMS & CONDITIONS OF SALE



PREMIUM
EXPERIENCES

1. PREMIUM EXPERIENCE PACKAGES

The following Terms and Conditions apply to your use of the Premium Experiences Package for the 2026/27 Season:

- 1.1 Premium Experiences Season Tickets are sold on non-transferable basis and cannot be relocated to a General Admission area. Any supporters that wish to relocate to a General Admission area must join the General Admission Waiting List.
- 1.2 The Premium Experience packages ("the Premium Experience") that Sunderland Association Football Club Limited ("the Club") provide are set out on www.safc.com relating to the Stadium of Light or any other venue in which Premium Experience are offered by the Club ("the Stadium"), as amended from time to time.
- 1.3 The Club reserves the right to make any changes to the Terms and Conditions of the Premium Experience Packages which are required to conform with any applicable safety or other statutory requirements where any change does not materially affect the nature or quality of the package or the performance of associated services. The Club will notify you of any such change.
- 1.4 Force Majeure Event: any event or occurrence which prevents any match(es) taking place for which a Premium Experience Package is valid, including but not limited to, fire, explosion, subsidence, structural damage, in and/or around the Ground, strike, epidemic, pandemic, war, military operation and/or any legislation, regulation, ruling or omission of any relevant government, court, competent national authority or governing body.
- 1.5 Guests must advise the Club of any accessibility needs at the time of booking.
- 1.6 Premium Experiences Season Ticket are sold on transferable basis and any difference in price must be paid in full.

2. ACCEPTANCE OF THESE CONDITIONS

- 2.1 When you make a booking with the Club, you agree to be bound by these general terms and conditions of sale ("General Conditions") which, once your booking has been accepted by the Club, will constitute a binding contract between you and the Club or any agent of the Club insofar as this contract provides ("Contract").
- 2.2 The Club may update or amend these General Conditions at any time. The Club will notify you of any changes. Any such changes will not affect any bookings you have already placed with the Club but any future bookings you make will be subject to the updated General Conditions.
- 2.3 When making the booking you confirm that you are at least 18 years of age and are capable of entering into the Contract. If the booking is made for or on behalf of a minor, the Contract remains between the Club and the responsible adult making the booking.
- 2.4 The date and kick-off time of each match is subject to change. The Club shall have no liability to you if a match is re-arranged, other than that you shall be entitled to use your Premium Experience package to attend the re-arranged match.

3. PRICE AND PAYMENT

- 3.1 The relevant prices for Premium Experience Packages are set out on the Club website www.safc.com. Please note that the Club may alter or amend these prices from time to time. Any amendments to the prices will not affect any existing bookings you have made.
- 3.2 For the avoidance of doubt, all prices quoted are exclusive of VAT, at 20% (unless stated) which is payable by you in addition. The price including vat can also be discussed with you.

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- 3.3 Should you book a match-to-match Premium Experience Package you will be required to pay the full balance upon booking (unless prior arrangement has been made with the express written authority of the Club)
- 3.4 Please note the only payment options are invoice in full or credit/debit card payment in full on booking. We do not offer any instalment or payment plans.
- 3.5 For any sponsorship packages that are booked, this will be invoiced in full and payment will be required 30 days prior to the date of the match day.
- 3.6 In the event of non-payment within the required timescale the Club reserves the right to withhold the Premium Experience Package without further notice and without being liable for loss of any match day fixtures you have been unable to attend. Should the Club withhold the Premium Experience Package because of non-payment, this will not negate nor reduce your liability in respect of the Premium Experience Package; you will remain liable for all charges as per the Contract.
- 3.7 In the event of any agreed instalment/payment not having been received by the due date, the Club reserves the right to refuse admission to you and your guests.
- 3.8 Prompt payment and adhering to any payment plan is mandatory.
- 3.9 It is the responsibility of guests to ensure that they have sufficient battery on their mobile phone device to be able to access their digital ticket throughout their visit.

4. GROUND REGULATIONS

- 4.1 It is important that particularly on Match days an appropriate standard of behaviour is observed and adhered to. By purchasing the Premium Experience Package, you thereby agree that you will comply with the Stadium of Light Ground Regulations ("Ground Regulations") (a copy of which is displayed in the Stadium and available on the Clubs website) and all other rules, regulations and conduct policies in force by the Club from time to time.
- 4.2 You are also responsible for the behaviour of your guests, and you must ensure that your guests also comply with the Ground Regulations and any other such rules, regulations and conduct policies in force by the Club from time to time. The Club will inform the Police in all cases of suspected drug taking, violent behaviour or other illegal activity. The Club operates a zero-tolerance approach to physical or verbal abuse and any discriminatory behaviour towards staff or customers.
- 4.3 You accept that if you or any of your guests are deemed to be acting in an unreasonable or inappropriate manner you may be asked to leave the Stadium by the Club, and your right to return on future occasions may be denied or restricted subject to the decision of the Club. This information may also be passed to the Police if appropriate.
- 4.4 The Club reserves the right to refuse access to you or any of your guests not complying with the Club's dress code. For the avoidance of doubt, the dress code is different in each suite and it is your responsibility to ensure your guests are made aware of it before arriving at the Stadium. Dress codes are stipulated in guests' itineraries prior to attending. Further information can be sought from the Premium Experiences Team upon booking. If clients have invited away fans into the Clubs' Premium Experience, please let guests know that away fans are not permitted to wear any away colours or kit in any premium experience suite or Executive Box.
- 4.5 The Club reserves the right to refuse access to anyone who in the Club's reasonable belief is behaving in an inappropriate manner or anyone who may bring the Club's good name into disrepute.

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- 4.6 All clients must advise the Club in advance of the fixture if their party includes any wheelchair users or if their party requires any special measures, to enable the Club to take appropriate steps to ensure the comfort and access of each guest. Wheelchair spaces are subject to availability.
- 4.7 Smoking and vaping is prohibited within the whole of the Stadium.
- 4.8 The Club is a licensed premise for the sale and distribution of alcohol, therefore the four licensing objectives apply as according to the Licensing Act 2003 (protection of children from harm, prevention of public disorder, prevention of crime and disorder, and ensuring public safety). The Club reserves the right to refuse access or ask to leave any clients who act in contravention of these objectives.
- 4.9 Guests agree to abide by the Guest Wi-Fi Terms and Conditions.
- 4.10 Children aged below 2 years are not permitted in the Stadium bowl. Guests who do bring under 2-year-olds are requested to remain with them in their suite or box throughout their visit.

5. FOOD AND DRINK

- 5.1 Neither you nor any of your party shall be permitted to bring any food or drink into the Stadium and the Club reserves the right to confiscate any food or drink as necessary.
- 5.2 For packages that include food, the Club agree to provide such at its own cost as per the specific Premium Experience Package booked. However, if you and/or your party wish to purchase any drinks whilst using the Executive Box you must pay for all drinks at the time of ordering, by credit/debit card.
- 5.3 On some of the packages you can pre-order drinks, should you and/or your party wish to purchase any additional food and/or drinks whilst using your Premium Experience package you must pay for all food and/or drinks at the time of ordering by credit/debit card or using the Clubs ordering portal.
- 5.4 You undertake that you and your guests will only consume alcohol in a responsible and safe manner and that no persons under the age of 18 will consume alcohol in the Stadium. The Club operates a Challenge 25 policy and failure to provide suitable age verification I.D. (limited to driving licence, passport and PASS accredited Proof of Age card) may result in refusal of service and/or being asked to leave. It is a criminal offence under the Licensing Act 2003 to supply or purchase alcohol for someone under the legal age limit and the Club reserves the right to hold guests accountable for any breach of this. The Club will contact the Police where there is a reasonable belief that this has occurred.
- 5.5 Food service times are detailed in guests' itineraries. It is the responsibility of guests to ensure arrival at an appropriate time to ensure that the Club can deliver the best possible service to all guests.
- 5.6 Children's meals must be ordered at least 72-hours prior to a match to ensure availability using the Clubs pre order links which will be sent out to 7-10 days before the match day.
- 5.7 The Club aims to accommodate all dietary requirements and requests where possible. These must be communicated at least 72-hours prior to a match to ensure availability via the Clubs pre order links which will be sent out 7-10 days before the match day.
- 5.8 In the event of there being insufficient or excessive numbers of guests in any part of the Clubs Premium Experience (for example, during Cup matches or European matches), the Club reserves the right to relocate guests into another suite to ensure it can offer the best possible service. Guests will be notified in advance.

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- 5.9 The Club operates a varied menu that consists of recipes and meals on a one-off basis and therefore the majority of food items are exempt from the Calorie Labelling (out of Home Sector) Regulations 2021, specifically because the menu consists of 'temporary menu items on sale for less than 30 consecutive days and a total of 30 days in any year'. Calorie information is available for all pre-packaged items and guests should ask a member of staff for more information if required.
- 5.10 Food is not to be taken off the premises.

6. FOOD ALLERGENS

- 6.1 All food products provided at the Stadium are subject to the Food Information Regulation 1169/2011 (as amended from time to time) ("the Regulation"). The Club acknowledges and understands the Regulation has identified 14 key allergens that consumers need to be aware of with food produce including pre-packed and non-pre-packed food.
- 6.2 The Club agrees to always adhere to the Regulation. However, the Club requires you and your guests to identify any allergy to the Club prior to the point of sale, and no later than 72-hours in advance of a match to ensure availability.
- 6.3 The Club shall accept no liability for any accident, injury, death or claim that should arise in relation to the Regulation should you fail to notify the Club of any allergy at the point of sale.

7. MATCH & TEAM SPONSORSHIP

- 7.1 Upon purchasing a Match Sponsorship Package, the terms agreed between both parties will be confirmed to you on email where possible however they are also displayed at www.safc.com.
- 7.2 The package will detail your food and beverage allowances, however the following shall apply:
a £500 bar allowance shall be granted to the Main Match Sponsorship and the Co Match Sponsorship package whereupon there are 20 guests (increase of £25pp if more than 20);

8. LIABILITY

- 8.1 You are responsible for your property and the property of your guests whilst in the Stadium (to include the Stadium car park and any other venue in which the Club offers Premium Experience Packages from time to time). The Club shall not be held responsible in any way for the loss or damage to and such property.
- 8.2 The Club will accept liability for death or personal injury, which is proven to be caused by the sole negligence of the Club.
- 8.3 The Club will not accept liability for any losses, which you suffer as a result of your negligence or the negligence of any of your party;
- 8.4 special, indirect or consequential loss including but not limited to, loss of profits, loss of business, loss of revenue, loss of goodwill or loss of anticipated savings;
- 8.5 loss arising from any claim made against you by a third party;
- 8.6 loss or damage arising from your failure to fulfil your responsibilities or any matter under your control to a third party.
- 8.7 You will be responsible for the cost of making good any damage, which you or your guests cause to the Stadium (to include the Stadium car park and any other venue in which the Club offers Premium Experience Packages from time to time) or the contents within the Stadium.



9. CANCELLATION/NON-PAYMENT

Match to Match Premium Experience Packages

- 10.1 Cancellation after booking is not possible and no refunds will be made.
- 10.2 In certain circumstances the Club may have to rearrange match fixtures or cancel your booking, for example because of adverse weather conditions or the order of any public or local authority or governing body. In the event of any such fixture changes or cancellation for any reason, including but not limited to the examples above, the Club will honour your booking for the revised fixture or, at your option and subject to availability, transfer your package to another fixture of the same category. The Club will endeavour to notify all Premium Experience Package clients of cancelled matches; however, you accept in making your booking, that it is your responsibility to ascertain the date and kick of time of all matches. The Club will have no further liability to you in the event of any such fixture changes or cancellations.

11. TERMINATION

- 11.1 This Contract may be terminated immediately if any of the following occur: you fail to pay any invoice as issued by the Club by the payment date; if you commit any material breach of these General Conditions which, if capable of remedy, is not remedied within 21 days of the Club's written notice to you specifying the breach; if there is a regulatory or statutory charge limiting the Club's ability to provide the Premium Experience Packages and associated service; if any event occurs which is beyond the Club's reasonable control, and which prevents it from continuing to meet its obligations under this Contract;
- 11.2 The Contract shall also be terminated in the event that the Club's goodwill and reputation is or could be harmed in anyway whatsoever by the provision of Premium Experience Packages.
- 11.3 In the event that this agreement is endorsed by a Company, it may also be terminated if any of the following occurs:
- 11.4 The voluntary arrangement with creditors or if the Company becomes subject to an administrative order or goes into liquidation (other than for the purpose of reconstruction or amalgamation) or if papers are filed at court seeking a moratorium as per Schedule 1A of the Insolvency Act 2000;
- 11.5 An administrator, administrative receiver or receiver is appointed in respect of all or part of the Company's assets;
- 11.6 The Company ceases or threaten to cease to carry on business.
- 11.7 Termination of this Contract because of non-payment by you in accordance with 11.1 above will not negate nor reduce your liability in respect of the Contract.

12. GENERAL

- 12.1 The Parties warrant that they will not assign any of their rights and obligations under this Contract save with express permission of the Club.
- 12.2 Except as expressly provided to the contrary, no term of this Contract is intended to confer a benefit on, or to be enforceable by, any person who is not a party to this Contract save that the rights, duties and obligations shall insure for the benefit of and be binding upon any and all successors, liquidators, receivers, administrators or assigns of the parties.

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- 12.3 Any notice or communication to be given under this Contract must be in writing.
- 12.4 Nothing in this Contract shall create a partnership between you and the Club.
- 12.5 Nothing in this Contract shall adversely affect consumer's statutory rights.
- 12.6 The Club will not tolerate abuse or threatening behaviour by you or any of your party towards staff. The Club expects its staff to enjoy working in a hostile free environment and, not to be subjected to any inappropriate comments because of race, gender, sexual orientation, or any other protected characteristic under the Equality Act 2010. Any person found to be carrying out such abuse will be refused entry or, if already in the Stadium will be asked to leave and will forfeit their ticket to the match.
- 12.7 Should you or any of your guests who are party to the Premium Experience Package be asked to leave (or be removed from) the Stadium as a result of noncompliance with these General Conditions or the Ground Regulations referred to, the Club will not be liable for loss of amenity and enjoyment of the Match and the Club reserves the right to withhold any refund for Premium Experience guests in this circumstance.
- 12.8 If any of these conditions are held to be illegal, invalid, or unenforceable this shall not affect the remainder of the General Conditions, which shall continue in full force and effect.
- 12.9 This Contract is made under English law and shall be subject to the exclusive jurisdiction of the Courts of England and Wales.
- 12.10 Any Premium Experience Package cannot be sold or made available for hire to third parties where the occupant/premium package holder can profit.

13. USE OF PREMIUM PACKAGES

- 13.1 You can not offer or sell any of your premium experience packages. This includes via any website, social media channels, raffle or online auction sites, connections.
- 13.2 Your premium experience package cannot be used for any commercial gain or offered as a prize within any promotion.
- 13.3 Your premium experience package cannot be used to grow any social media channels, ie like/share/follow
- 13.4 Breach of any of the terms in Section 13.1, 13.2, 13.3 will result in the cancellation of the premium experience package.