

2026-27 Black Cats Membership Terms and Conditions

Version: 14 July 2026

Definitions

"Ground" means Stadium of Light, Sunderland, SR5 1SU and all other locations owned, occupied or utilised by the Club.

"Club" means Sunderland Association Football Club.

"Match" means any association football match (or any part or aspect of such a match) taking place at the Ground.

"Football Authority" means (as applicable) each of The Premier League, The Football Association, FIFA, UEFA and any other relevant governing body of association football.

"Ground Regulations" means the ground regulations issued by the Club from time to time that set out the terms and conditions upon which spectators are granted entry to the Stadium.

"Home Match Ticket" means a digital ticket or any other form of ticket (and/or any rights arising out of or in connection with any of the foregoing) for admission to the Match.

"Material" means any audio, visual, or audiovisual material, or any information or data.

"Terms and Conditions of Entry" means (as applicable) each of the rules and regulations of any Football Authority, the Ground Regulations, these Season Ticket Terms and Conditions, and any other relevant terms and conditions of the Club (including but not limited to the Club's Season Ticket Terms and Conditions).

"Member" means the individual who signed up to the Club's Membership scheme.

"Membership" means the membership scheme operated by the Club from time to time, comprising Black Cats – Adult, Black Cats – Academy and Season Ticket Plus.

"Membership Card" means the digital membership e-card which may be issued to the Member for access to the Membership benefits as outlined herein.

"Membership Fee" means the seasonal fee payable by the Member as set out on the Club's website or otherwise notified by the Club from time to time.

"Terms and Conditions" means these terms and conditions governing Membership.

"Visiting Club" means the football club playing against the Club at the Ground.

1. Membership purchase

1.1. By purchasing a Membership, you acknowledge your acceptance of these Terms and Conditions.

1.2. If you purchase a Membership on behalf of any other person, you shall be deemed to be acting with the consent of the Member for whom you have purchased Membership, including acting with the authority to agree to these Terms and Conditions on behalf of each Member.

1.3. Membership is sold on the basis of one per person, tied to an individual ticketing account. The Club shall be entitled to refuse an application from, or cancel the Membership of, any Member who:

- a) it believes is not a genuine supporter of the Club; or
- b) does not provide the personal details or information that the Club requires to process or maintain their Membership.

2. Types of membership

2.1. The Club operates three Membership schemes:

- a) Black Cats - Adult, open to supporters of any age.
- b) Black Cats - Academy, for supporters aged 4 to 18 at the date of application.
- c) Season Ticket Plus, an add-on Membership available only to existing Season Ticket holders.

2.2. The Club reserves the right to re-brand or re-name the Membership scheme or introduce additional official membership schemes at any time. Members may, at the discretion of the Club, be transferred onto any such additional or replacement scheme without prior notice, provided always that they shall be entitled to the same or similar benefits.

2.3. All Membership materials will be sent to the Member's email address as provided by the Member. The Club is not responsible for the accuracy of this data, and the Member must ensure that their contact information is kept up to date.

2.4. Season Ticket Plus is available only to Members who hold a valid Season Ticket for the relevant season. Should a Member's Season Ticket lapse or be cancelled for any reason, their Season Ticket Plus Membership shall lapse with it, and all associated benefits shall cease.

2.5. Under-14s cannot be seated without an accompanying adult. Where a successful ballot entrant holding a Black Cats - Academy Membership is under the age of 14, seating with their accompanying adult depends on that adult's membership status: (a) where the adult holds a linked Adult Membership, they will be entered and seated as a group; (b) where the adult is a Season Ticket holder, the child's ballot seat is not automatically allocated near the adult's existing seat, and parents or guardians must

contact the Club via Ask SAFC (<https://help.asksafc.com/hc/en-us>) to arrange a seat move before the Match.

3. Renewal and payment

3.1. Membership runs for the footballing season. The 2026-27 Membership period runs from 14 July 2026 to 31 May 2027. Membership purchased after 1 June 2027 remains valid only for the remainder of the season already underway, and does not extend beyond 31 May 2027.

3.2. Auto-Renewal is not available at the launch of the 2026-27 Membership scheme. The Club intends to introduce Auto-Renewal during the season and will communicate directly with Members ahead of its introduction. Once available, where a Member has opted in to Auto-Renewal at the point of purchase, Membership shall automatically renew for the following season, unless the Member notifies the Club of their intention to cancel at least 21 days before the renewal date.

3.3. Where a Member has not opted in to Auto-Renewal, their Membership will lapse at the end of the season unless the Member actively renews it. Where a Member has opted in to Auto-Renewal, their Membership shall automatically renew in accordance with clause 3.2, and the Member shall be deemed to have accepted the Terms and Conditions applying in that season.

3.4. The Membership Fee may change each season, and any such change shall take effect on renewal. Members will be notified of any price change in advance of renewal.

3.5. Where debit or credit card details are provided for payment of Membership, the Member authorises the Club to use those details for renewal payment each season. It is the Member's responsibility to keep payment details up to date.

3.6. If a Member does not wish to renew, all rights and benefits of Membership shall cease on expiry.

4. Membership benefits

4.1. Membership benefits are always subject to the Club Terms applicable to the services being used by the Member. Membership benefits are advertised on the Club's website.

4.2. Membership does not guarantee that a Member will be entitled to purchase a Match ticket for any game or to attend any of the Club's Matches.

4.3. The opportunity to purchase Match tickets, where applicable to the Member's tier, will be via a ballot system, the terms of which will be notified to Members. Where a Member is successful in the ballot, they may purchase 1 ticket per Match.

4.4. All Membership benefits are subject to change at any time and are subject to availability.

4.5. The Club reserves the right to vary the manner or system by which Match tickets are allocated, or by which Members qualify for such tickets, provided reasonable notice is given.

4.6. When seeking to enjoy the benefits of Membership, a Member may be required at any time to show their Membership Card.

4.7. Neither a Membership Card nor the benefits of Membership may be transferred to any other person.

4.8. The benefits of Membership are as advertised by the Club. The Club reserves the right to substitute replacement products or benefits for any advertised in promotional material.

4.9. Member Rewards, including competitions and prize draws, will be communicated to Members directly by email and, once available, via the Club App. No separate rewards platform or portal forms part of Membership.

4.10. From time to time, the Club may make promotional offers available to Members. Any such offer is subject to its own separate terms and conditions, made available at the time of the offer, in addition to these Terms and Conditions.

4.11. Members based outside the United Kingdom may contact the Club's international supporter team at bcw@safc.com for case-by-case advice on ticket access. This does not guarantee the availability of any ticket or experience.

5. Refunds and cancellations

5.1. The Club may cancel the Membership of a Member and all associated benefits if they breach any of these Terms and Conditions, the Club Terms, or are banned or restricted from attending any football ground, including the Ground.

5.2. The Club reserves the right not to refund Membership Fees due to (i) late delivery of any Membership benefits, (ii) change of personnel at the Club, (iii) delays in processing Membership applications, or (iv) change of venue, fixtures or other event changes including Match fixtures.

5.3. Membership Fees are paid upon application and can be submitted at any time during a season.

5.4. If a Membership is cancelled, whether by the Club or the Member, no refund will be paid for any remaining period of Membership unless you are a consumer and cancel within 14 days of receiving confirmation of your purchase.

5.5. If the method of payment provided for Membership fails or is refused, other than as a direct result of proven fault by the Club, the prospective Member shall pay any charges incurred by the Club as a result, and Membership will be withdrawn until the Membership and any relevant charges have been paid in full.

5.6. The Club shall have no liability for a failure to carry out, or delay in carrying out, its obligations under these Terms and Conditions caused by circumstances outside its reasonable control, including default of suppliers or third parties.

6. Cancellations within 14 days

6.1. If you have purchased your Membership by phone, post or online, you have the right to cancel within 14 days. The cancellation period expires 14 days from the day on which you enter into a contract with the Club to purchase a Membership (the "Cancellation Deadline").

6.2. To exercise your cancellation right, you must inform us of your decision to cancel before the Cancellation Deadline, either by email, phone or in person.

6.3. Subject to clause 6.4, if you submit a valid cancellation request, we will reimburse the Membership Fee within 14 days of being informed of your decision, using the same payment method as your original order.

6.4. Upon a valid cancellation request, the Club reserves the right to:

a) deduct from the refund the costs of any Membership benefits used by you before the Cancellation Deadline; and

b) cancel and refund any tickets, including Match tickets, acquired through use of Membership benefits before the Cancellation Deadline,

and you acknowledge your obligation to pay for any such benefits used, and the Club's right to cancel and refund any tickets acquired, before the Cancellation Deadline.

6.5. The Club shall pay any refund under clause 6.4(b) within 14 days of cancelling the relevant tickets, using the same payment method as your original order.

7. Data protection

7.1. You acknowledge that the Club will hold and process data relating to you, which may include personal data, for administrative, security and legal purposes, in accordance with the Club's current privacy policy.

7.2. On entering the Ground, you acknowledge that photographic images and audio, visual or audio-visual recordings or feeds, or stills taken from them, may be taken of you and used, by way of example and without limitation, in televised coverage of the game and for promotional, training, editorial or marketing purposes by the Club, the Premier

League, FIFA, UEFA, The Football Association or others including commercial partners and accredited media organisations.

7.3. You further acknowledge that such images or recordings may be used by the Club or by a third party, such as a law enforcement body, to identify you where permitted by data protection law, for the purposes of preventing or detecting crime or any breach of these Terms and Conditions, and may also be used in accordance with the Club's CCTV and Imaging Policy, found on the Club's website.

8. Force majeure

8.1. Where the Club is prevented or delayed from performing any obligation under these Terms and Conditions by reason of any act, event, accident or other happening beyond its reasonable control, including strikes, lockouts, epidemic, pandemic, industrial disputes, riots, wars, civil disturbance, fire, explosion, storm, power failure, governmental or local authority or Football Authority regulation, loss of licence, or difficulties relating to venues other than the Club's own property (a "Force Majeure Event"), such failure or delay shall not constitute a breach of these Terms and Conditions. Performance of the affected obligations shall be suspended for the duration of the Force Majeure Event, plus such further period as the Club reasonably considers necessary due to resulting repairs, delays or shortages.

9. Equality and diversity

9.1. In accordance with the Equality Act 2010 and the Club's Equality Policy, the Club is committed to ensuring all supporters are treated with equality and respect at all times. It expects all supporters to share this commitment. The Club reserves the right to eject and remove the Membership of any supporter found to behave in a manner inconsistent with this. It may refer matters to Kick It Out, the Police or other regulatory bodies as appropriate.

9.2. The Club will work with supporters who feel they have not been treated equally or fairly, and commits to a balanced and fair approach to resolving individual issues or complaints.

9.3. The Club will make reasonable adjustments for supporters with particular needs or disabilities, benchmarked against legislative guidance, industry practice, and business and time constraints.

10. Safeguarding and welfare

10.1. The Club is committed to safeguarding vulnerable groups and expects all staff, players, volunteers, contractors, partners and guests to share this commitment.

10.2. All staff, players, volunteers, contractors, partners and guests have a responsibility to report any concerns about the welfare of a child or adult at risk to the Club.

10.3. The Club has a Safeguarding Policy in place to ensure, as far as reasonably practicable, that all staff, players, volunteers, contractors, partners and guests are treated appropriately, respectfully and safely.

10.4. Your physical and verbal conduct is expected to be appropriate at all times, consistent with the Club's safeguarding approach.

10.5. Should your behaviour breach clauses 10.1 or 10.2, the Club reserves the right to take appropriate action, which may include involving the Police or Local Authority Social Care Services where necessary.

10.6. In accordance with the Licensing Act 2003, children or young people under 16 are not, other than as a through pass to a seating area where no alternative route is available, permitted in licensed bar areas of the Ground unless accompanied throughout by a responsible person aged 18 or over.

11. General

11.1. The Club reserves the right to change these Terms and Conditions from time to time. It will notify you of any change that materially affects your rights as a consumer via the Club's website or other appropriate means.

11.2. The invalidity of any provision shall not affect the remainder of these Terms and Conditions, which shall continue in full force and effect.

11.3. The Club's failure to exercise, or delay in exercising, any right, power or remedy shall not constitute a waiver of that right, power or remedy.

11.4. Except as set out for a Football Authority, no person other than you or the Club has rights under the Contracts (Rights of Third Parties) Act 1999 to rely on or enforce any term of these Terms and Conditions.

11.5. These Terms and Conditions, and any dispute arising from them, shall be governed by the laws of England and Wales, with the courts of England and Wales having exclusive jurisdiction.

11.6. For general Membership enquiries or support, contact bcm@safc.com.