

2026-27 Season Tickets Terms and Conditions

Version: 31st July 2026

Section 1: Introduction

A holder of Sunderland Association Football Club Season Ticket ("Season Ticket Holder") is subject to the following terms and conditions (collectively referred to as the "Season Ticket Terms and Conditions"):

- (i) (i) The Season Ticket Terms and Conditions relating to Season Tickets as set out in Section 2; and
- (ii) (ii) Where a Season Ticket Holder has a disability, the SAFC Supporters with a Disability - Additional Season Ticket Terms and Conditions set out in Section 4; and
- (iii) (iii) The Ground Regulations applicable for the 2026/2027 Season referred to in Section 5.
- (iv) All other Terms and Conditions apply; namely the Direct Debit, Ground Regulations, etc.

Section 2: Season Tickets

These terms and conditions shall govern how the Club issues you with, and your use of, season tickets. If these conditions are not accepted, your season ticket should be returned to the Club immediately. The use of this season ticket will be deemed to constitute acceptance by the holder and any nominee of these conditions in full.

1. All season ticket sales are non-transferable.

Concessionary rate season tickets can only be purchased on sight of supporting ID proving eligibility for a discounted rate, i.e. passport, driving license. An ID must be produced at least once.

- To qualify for 'Under 14' season tickets, the ticket holder must be under the age of 14 on August 1, 2026.
- To qualify for 'Under 18' season tickets, the ticket holder must be under the age of 18 on August 1, 2026.
- To qualify for 'Under 21' season tickets, the ticket holder must be under the age of 21 on August 1, 2026.

- New 'Senior 65+ & Over' season ticket applicants should be aged 65 or over on August 1, 2026. The club will be moving to linking this age band to State Pension Age in time for the 2027/28 Season.

2. General Admission Season Tickets are sold on non-transferable basis and cannot be relocated to a Premium Experiences area. Any supporters that wish to relocate to a Premium Experiences area must join the Premium Experiences Waiting List.

3. The Club strictly prohibits the sharing of Season Tickets either in their entirety or match to match basis unless it is shared via the club's official channel. For the avoidance of doubt, this is via the Club's Ticket Forwarding or the Club's Ticker Resale option.

4. Any supporter entering the ground on an ineligible concessionary season ticket will have the season ticket withdrawn and no refund will be given on games remaining. The Club reserves the right in such cases to pursue a criminal prosecution.

5. Season ticket pricing is based on SAFC playing in the Premier League for the 2026/27 season. If SAFC are not playing in the Premier League for the 2026/27 season then the club will review pricing and issue refunds for the amount of any reduction in price. In this scenario, season ticket holders will have the right to cancel their season ticket and receive a full refund.

6. Whilst the Club tries to ensure that pricing and ticketing information on the Club website is correct at all times, errors may occasionally occur. If the Club discovers an error in the price or nature of the Ticket you have ordered, the Club will inform you as soon as possible, and give you the option of reconfirming your order at the correct price/specification or cancelling it. If the Club is unable to contact you, the Club will unfortunately have to treat the order as cancelled. If the order is cancelled, the Club will provide a full refund.

7. In order to maintain the safety and security of young supporters, any person under 14 years of age must be accompanied by an adult at all times.

8. Following the death of a Season Ticket Holder, the Season Ticket cannot be transferred to or automatically purchased by family members or relatives. The seat will be returned to the Club and offered to supporters on the Season Ticket waiting list.

9. In order to maintain the safety and security of young supporters, any person under 2 years of age is not allowed to occupy a seating deck seat, but is allowed to sit in all Premium Experience areas.

10. No person may sell, dispose of, or distribute a Season Ticket without the prior authorisation of the Club. This includes, but is not limited to, running ticket raffles on social media. Any supporter who breaches this regulation will be reported to the police for ticket touting offences under the *Criminal Justice and Public Order Act 1994* (as amended).

11. The Club reserves the right to run special offers on match tickets throughout the course of the season. However, these offers will not be to the overall detriment of season ticket holders.

12. Your season ticket is subject to the rules and regulations of the Football Association in respect of the relevant competition and Sunderland's ground regulations, a copy of which is available upon request from the Club during business hours.

13. In respect of home matches, a number of games may be required to be rescheduled to accommodate live television broadcasts or due to other circumstances. No guarantees can be given by the Club that a match will take place at a particular time or a particular date. Your season ticket will enable you to attend any rearranged home League fixtures. The Club will have no further liability whatsoever, including (but not limited to) any indirect or consequential loss or damage, loss of enjoyment or travel costs.

14. No person may bring into the ground any equipment which is capable of recording or transmitting any audio or visual material or any information or data relating to any match, or the ground.

15. Mobile telephones and other mobile devices are permitted within the ground provided that (i) they are used for personal and private use only (which, for the avoidance of doubt and by way of example only, shall not include the capturing, logging, recording, transmitting, playing, issuing, showing, or any other communication of any material for any commercial purposes); and (ii) no material that is captured by a mobile telephone or other mobile device may be published or otherwise made available to any third parties including, without limitation, via social networking sites.

16. Stadium of Light is a smoke-free stadium and smoking, vaping, or the use of electronic cigarettes is not permitted.

17. Sunderland AFC accepts no responsibility whatsoever if the seat or stand to which the ticket refers is affected by adverse weather conditions.

18. The Club reserves the right to relocate the Season Ticket to any other seat in the Ground at any time.

19. Entering the ground constitutes acceptance of such rules and regulations and Sunderland AFC reserves the right to eject from the ground any person who fails to comply with them.
20. Sunderland AFC cannot accept responsibility for any lost or damaged items.
21. Sunderland AFC excludes to the maximum extent permitted by law any liability for loss, injury or damage to persons/property in or around the ground.
22. Sunderland AFC may vary any terms and conditions for legal, security or regulatory reasons.
23. Season Tickets can only be upgraded up to a maximum of four times a season.
24. Season Ticket cards are only available to supporters who held a plastic Season Ticket card during the 2025/26 season.
25. Any supporter that has misplaced and/or lost their Season Ticket will be charged £20 to receive a new Season Ticket card and will be charged £30 for any additional reprints.
26. All season tickets are subject to a £1.50 Season Ticket admin charge per Season Ticket
27. Please read the Data Protection Notice accessible via [Privacy policy - Sunderland AFC](#) relating to this use of your personal information.
28. You acknowledge that the Club will hold and process data relating to you, which may include personal data, for administrative, security and legal purposes. The personal data that you provide to the Club shall be processed, stored and transferred in accordance with the terms of the Club's then current privacy policy available via [Privacy policy - Sunderland AFC](#). In particular, we may share your personal data, including your name, date of birth, contact details and information about ticket purchases (including payment details and the names of ticket holders) with other football clubs. This data will be used for the purpose of identifying and preventing violent and antisocial behaviour at matches, including racial, homophobic or discriminatory abuse, chanting or harassment. We may also share your data in order to support with the handling of fan enquiries and to allow for rapid identification of fans in the event of incidents including health emergencies and general crowd control emergencies. For more information on how we process your data and who we share it with, please consult our privacy policy at the above link.

To receive a copy of this document in larger print please contact the Sunderland AFC on 0371 911 1200.

Section 3: Season Ticket Benefits

- Guaranteed cheapest way to watch our home league campaign
- Priority ticket purchase periods for home cup matches
- Access to away tickets
- Complimentary access to all Under 21 fixtures (subject to availability)
- Transferring tickets to Friends & Family
- Ticket resale
- Upgrading Premium Experience at discounted rates
- Access to Major Event tickets (subject to approval)
- Priority access and discounts to selected Club events

Section 4: Sunderland AFC Supporters with a Disability – Additional Season Ticket Terms and Conditions

1. The following additional terms and conditions shall apply to any Supporter with a Disability that has been registered with the Club. A Supporter with a Disability shall mean any supporter of the Club who has a physical or mental disability that has a “substantial” and “long term” negative effect on their ability to do normal daily activities.

2. Supporters with a Disability who can provide the Club with any of the following as proof of their disability shall be entitled to purchase a Season Ticket under the applicable criteria at a prevailing disability price as set by the Club for its qualifying Supporters with a Disability. This Season Ticket shall include a free personal assistant ticket as a reasonable adjustment for each Match attended by the Supporter with a Disability. The qualifying criteria is as follows (or as otherwise determined at the discretion of the Club):

- Enhanced rate of Personal Independent Payment (PIP) for mobility;
- Receipt of the Disability Living Allowance at Higher Rate;
- Receipt of Enhanced Attendance Allowance

Proof of disability must be provided to the Club at least four

(4) weeks after the Season Ticket purchase. Where such proof is not provided, the Club reserves the rights to cancel the Season Ticket and the personal assistant ticket and/or charge the full price for the Season Ticket and to cancel the personal assistant ticket. Where the

relevant proof of disability documentation expires during the Season, updated documentation must be provided to the Club within one (1) month of its expiry. If such updated documentation is not provided to the Club within the required one (1) month period, the Club reserves the right to freeze the Season Ticket(s) until such time as updated documentation is provided to the Club. In the event that updated documentation is not provided to the Club within three (3) months of its expiry, the Club reserves the right to cancel the Season Ticket(s) immediately without reimbursement and/or require the Season Ticket Holder to pay an upgrade price.

3. Any ticket (of whatever nature) provided for a personal assistant for a Supporter with a Disability is provided in order for the personal assistant to care for Supporter with a Disability and is only valid when the personal assistant is accompanying the Supporter with a Disability.

4. Personal Assistant Season Tickets are not considered General Admission Season Tickets and do not confer any entitlement to any ticket offers, Black Cat Points, renewal, relocation, convert to a General Admission or Premium Season Ticket or purchase additional tickets.

5. Season Ticket Holders who do not qualify for a Personal Assistant ticket are not permitted to purchase the Personal Assistant seat as a General Admission Season Ticket.

6. The Personal Assistant must be 18 years of age or older

7. The personal assistant is not deemed to be a Season Ticket Holder in their own right and as such are not entitled to any other benefits to which a Season Ticket Holder is entitled. Should the personal assistant wish to attend the Match without the Supporter with a Disability, the personal assistant must purchase a full price ticket. Failure to do so and any abuse of these Terms and Conditions by any personal assistant may result in ejection from the Stadium and cancellation of the Season Ticket without refund. For the avoidance of doubt, all personal assistants are required to comply with these Terms and Conditions, including the Ground Regulations.

8. The personal assistant must sit with the Supporter with a Disability to assist them and whilst the Club accepts that the personal assistant may be another Supporter with a Disability or a young person, the Club requests that the personal assistant is fully capable of meeting the needs of the Supporter with a Disability. It should also be noted that when entering the Stadium, the personal assistant must enter at the same time as the Supporter with a Disability. Although a Supporter with a Disability can enter the Stadium on their own, the personal assistant will not be admitted without being in the presence of the Supporter with a Disability.

9. Should any Supporter with a Disability or personal assistant be found to be abusing these Terms and Conditions or any other policy relevant to Supporters with a Disability, the Club reserves the right to deny entry or to take further action (which may include the suspension and/or cancellation of the assistant tickets/Season Tickets).

10. The Season Ticket for the Supporter with a Disability can only be used by the named individual and is not transferable, and details of the personal assistant must be provided to the Club. Should the Supporter with a Disability wish to change their personal assistant, they must contact the Club's Access Team by email to dao@safc.com or by phoning 0371 911 1200.

11. Stewards and members of staff may carry spot out checks on all Season Ticket Holders. Any abuse of the concessionary scheme for Supporters with a Disability will be dealt with severely and will result in the loss of the applicable Season Ticket and the right to eject the individuals from the Stadium.

Section 5: Ground Rules

Entry to the Ground is expressly subject to acceptance by the visitor of these Ground Regulations and the rules and regulations of The Premier League, FIFA, UEFA, The Football Association in respect of the relevant competition. The Ground Regulations incorporate the Club's Terms and Conditions and entry to the Ground shall constitute acceptance of these Ground Regulations.

"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 audio-visual 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).

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

1. Notwithstanding possession of any ticket the Club, any police officer or authorised steward may refuse entry to (or eject from) the Ground of any person:

- that fails (or in the Club's reasonable opinion is likely to fail) to comply with these Ground Regulations or any reasonable instruction issued by a police officer or authorised steward; and/or
- their presence within the Ground is, or could (in the Club's reasonable opinion), constitute a source of danger, nuisance or annoyance to any other person.

2. On no account will admission be granted to a person who is the subject of a current Banning Order under the Football Spectators Act 1989 (as amended) or has been convicted of ticket touting offences under the Criminal Justice and Public Order 1994 (as amended).

3. The Club excludes to the maximum extent permitted by law any liability for loss, injury or damage to persons/property in or around the Ground.

4. No guarantees can be given by the Club that a Match will take place at a particular time or on a particular date and the Club reserves the right to reschedule the Match without notice and without any liability whatsoever.

5. In the event of the postponement or abandonment of the Match, refunds (if any) will be made in accordance with the Club's Terms and Conditions. The Club will have no further liability whatsoever, including (but not limited to) any indirect or consequential loss or damage, such as (but not limited to) loss of enjoyment or travel costs.

6. All persons seeking entrance to the Ground acknowledge the Club's right to search any person entering the Ground and to refuse entry to or eject from the Ground any person refusing to submit to such a search.

7. The following articles must not be brought within the Ground - knives, fireworks, smoke canisters, air-horns, flares, weapons, dangerous or hazardous items, laser devices, bottles, glass vessels, cans, poles and any article that might be used as a weapon and/or compromise public safety. Any person in possession of such items will be refused entry to the Ground.

8. Further, you may not bring into the Ground any sponsorship, promotional or marketing materials save in respect of official club merchandise and/or other football related clothing worn in good faith nor may you offer (either free or for sale by any person) any goods (including literature) of any nature without the express written approval of the Management.

9. The use of threatening behaviour, foul or abusive language is strictly forbidden and will result in arrest and/or ejection from the Ground. The Club may impose a ban, up to and including an "Indefinite Club Ban" in line with the Club's Sanctioning Policy.

10. Racial, homophobic or discriminatory abuse, chanting or harassment (including sexual harassment) is strictly forbidden and will result in arrest and/or ejection from the Ground. The Club may impose a ban, up to and including an “Indefinite Club Ban” in line with the Club’s Sanctioning Policy.

11. The following acts are offences under the Football (Offences) Act 1991 (as amended):

- The throwing of any object within the Ground without lawful authority or excuse.
- The chanting of anything of an indecent or racist nature.
- The entry onto the playing area or any adjacent area to which spectators are not generally admitted without lawful authority or excuse. Conviction may result in a Banning Order being made.

12. All persons entering seated areas of the Ground may only occupy the seat allocated to them by their ticket. No person entering the Ground should move from any one part of the Ground to another part without the express permission or instruction of any steward, officer of the Club and/or any police officer.

13. Nobody may stand in any seating area whilst play is in progress unless in designated safe standing areas. Persistent standing in seated areas whilst play is in progress is strictly forbidden and may result in ejection from the Ground. The obstruction of gangways, access ways, exits and entrances, stairways and like places is strictly forbidden. Nobody entering the Ground shall be permitted to climb any structures within the Ground.

14. Premier League stadia are subject to Laws governing smoking. These Laws must be observed and smoking will not be permitted within particular marked areas of the Ground where it is prohibited.

15. Mobile telephones and other mobile devices are permitted within the Ground PROVIDED THAT (i) they are used for personal and private use only (which, for the avoidance of doubt and by way of example only, shall not include the capturing, logging, recording, transmitting, playing, issuing, showing, or any other communication of any Material for any commercial purposes); and (ii) no Material that is captured by a mobile telephone or other mobile device may be published or otherwise made available to any third parties including, without limitation, via social networking sites.

16. Under the Sporting Events (Control of Alcohol etc) Act 1985 (as amended)*, the following are offences for which a person can be arrested by a police officer and conviction could result in a Banning Order being made:

- a. Attempting to enter the Ground or being inside the Ground whilst drunk;
- b. Being in possession of any intoxicating liquor, or bottle, can or other portable container and which could cause damage or personal injury, when entering the Ground or in a public area of the Ground from which the event can be directly viewed.

*The Sporting Events (Control of Alcohol Act etc) 1985 does apply to the Premier League.

17. Any individual who has entered any part of the Ground designated for the use of any group of supporters to which he does not belong may be ejected from the Ground either for the purposes of his own safety or for any other reason.

18. Save as set out in paragraph 15 above, no person (other than a person who holds an appropriate licence) may capture, log, record, transmit, play, issue, show or otherwise communicate (by digital or other means) any Material in relation to the Match, any players or other persons present in the Ground and/or the Ground, nor may they bring into the Ground or use within the Ground (or provide to, facilitate or otherwise assist another person to use within the Ground) any equipment or technology which is capable of capturing, logging, recording, transmitting, playing, issuing, showing or otherwise communicating (by digital or other means) any such Material. Copyright, database rights and any other intellectual property rights in any unauthorised recording or transmission is assigned (by way of present assignment of future rights) to the Club and Premier League. You further agree (if and whenever required to do so by the Club and/or The Premier League) to promptly execute all instruments and do all things necessary to vest the right, title and interest in such rights to the Club and The Premier League absolutely and with full title guarantee.

19. No goods (including literature) of any nature may be offered either free or for sale by any person within the Ground without the express written permission of the Club.

20. Tickets are not transferable and may not be offered for sale without the prior written permission of the Club. Any tickets that are transferred are subject to these Ground Regulations. Any tickets offered for sale may be confiscated by any steward, officer of the Club or any police officer. The Club reserves the right to refuse admission to or eject from the Ground, any person who has transferred their ticket in contravention of the relevant ticket terms and conditions (and/or the holder of any ticket that has been transferred in contravention of the relevant ticket terms and conditions.) Tickets remain the property of the Club at all times.

21. CCTV and Body worn video cameras may be in use in and around the Ground and the Club may itself use or pass to the police or any Football Authority or other clubs, any recordings for use in any proceedings.

22. At all times whilst present in the Ground, persons must comply with any and all instructions of any steward or officer of the Club and/or any police officer. Failure to comply with any instruction may lead to immediate ejection from the Ground.

23. By entering the Ground, all persons are acknowledging that photographic images and/or video recordings (and/or stills taken from video recordings) may be taken of them and may also be used, by way of example and without limitation, in televised coverage of the game or by or on behalf of the Club or any Football Authority (or their commercial partners) for marketing, training or promotional purposes. Entry into the Ground is confirmation that all persons have

consented to such use of their image. If these images should feature an individual prominently the Club will make reasonable efforts to gain the consent of that person before publishing such images, however, if this is not possible, then entry into the Ground shall be deemed consent unless the Club is notified in writing to the contrary. Further, if such person is under 18 years of age, the parent, guardian, or responsible adult who is accompanying them into the Ground shall be deemed to have provided consent on their behalf.

24. Refused entry to (or ejection from) the Ground may lead to further action by the Club including, but not limited to, the withdrawal of any season ticket (without reimbursement), Club Membership and other benefits under the Club's Supporter Sanctioning Policy.

Section 6: Safe Standing

Please note that, while there are no additional age or height restrictions in these areas, the safe standing barrier height is 900mm. Failure to comply with the conditions in this clause/paragraph may lead to ticket holders being ejected from the Ground and/or the Club's Sanction Policy being initiated.

The Club operates licensed standing in seated accommodation areas at the Ground in conjunction with the Sports Grounds Safety Authority (the **Licensed Standing In Seated Areas**). Only ticketholders who have tickets to the Licensed Standing in Seated Areas are permitted to access the Licensed Standing in Seated Areas. Ticket Holders who have tickets to the Licensed Standing In Seated Areas shall:

1. Occupy the space in front of the seat allocated to them on their ticket only and must not move to different spaces within the Licensed Standing In Seated Areas or to different areas of the Ground.
2. Expect that other spectators will be standing while play is in progress (although of course they may sit on their allocated seat before and after the activity, or during an interval or halftime break).
3. Not sit or stand on the rail or stand on the seats in the Licensed Standing in Seated Areas.
4. Not be permitted to admit anyone who does not have a ticket to the Licensed Standing in Seated Areas into the Licensed Standing in Seated Areas.
5. Be respectful towards staff, stewards, and other fans at all times.

6. Behave appropriately in the Licensed Standing in Seated Areas – anti-social behaviour will not be tolerated.
7. Unless needing to use facilities, not move around in the Licensed Standing in Seated Areas and shall stay in the designated space only as described on the relevant ticket and according with (point 1 above).
8. Not be permitted to stand in the gangways or on the steps in the Licensed Standing In Seated Areas to watch the Match and acknowledges that these are for accessing and leaving seats only.

Safe standing blocks are:

1. Block U14
2. Block U37
3. Block U38
4. Block U39
5. Block U40
6. Block U15
7. Block U16
8. Block U17
9. Block U18