



Official Liverpool Supporters Club Social Action Challenge Terms & Conditions

These terms set out the terms and conditions upon which an Official Liverpool Supporters Club (“**OLSC**”) participates in the OLSC Social Action Challenge, which comprises both a prize draw and a competition.

1. The OLSC “You Mean The World” Challenge is open to all OLSCs.
2. OLSCs are not required to make a payment to LFC and/or the LFC Foundation to take part in the OLSC “You Mean The World” Challenge
3. The OLSC Chair must complete the online registration form on behalf of the whole OLSC prior to taking part in the OLSC “You Mean The World” Challenge. Once complete, the OLSC will be entered into the competition.
4. OLSCs understand that any costs incurred from organising and undertaking the chosen projects, activities and challenges will be borne by the OLSC or its members and not LFC and/or the LFC Foundation.
5. OLSCs understand that the projects, activities and challenges related to the OLSC “You Mean The World” Challenge are suggested activities presented with the understanding that the OLSCs engaging in these activities do so as volunteers, at their own physical, legal and mental risk. This document is intended to release LFC and/or LFC Foundation, to the maximum extent allowed by law, from any liability associated with the OLSCs engaging in such activities.
6. OLSCs recognise and understand that their and their members engaging in the activities involves certain inherent risks, including but not limited to, the potential for death, serious physical injury, extreme emotional distress, mental or physical illness and property loss.
7. OLSCs hereby acknowledge and agree that: (1) they and their members are voluntarily engaging in the activities, whether supervised or unsupervised, monitored or unmonitored by LFC or the LFC Foundation at their own risk and with full knowledge and appreciation of any and all physical, mental and legal dangers and risks inherent therein; and (2) any and all activities detailed through materials, lists, challenges, published posts and directions provided by or made available through LFC or the LFC Foundation are provided on an ‘as is’ and as available basis and neither LFC or the LFC Foundation nor any other person or entity in connection with the OLSC “You Mean The World” Challenge make any warranty whatsoever as to the safety or effectiveness of any activity that the OLSC or its members undertake and (3) LFC or the LFC Foundation are not responsible for any of the injuries, damages or loss (financial or otherwise) that an OLSC or its members may incur in connection with their participation in the OLSC “You Mean The World” Challenge or engaging in any of the activities.



8. OLSC's understand that LFC and/or the LFC Foundation has not arranged for, or does not have insurance of any kind for, their benefit and that they are solely responsible for obtaining and paying for any necessary medical, life, accident, automobile, property or other insurance in relation to their participation in the OLSC "You Mean The World" Challenge
9. OLSC'S recognise and understand that LFC or the LFC Foundation do not intend for the OLSCS or their members to violate any laws, regulations or codes (national or international) in connection with any projects, activities and/or challenges undertaken. OLSCs acknowledge and agree that on behalf of their members that
 - (i) they and their members will abide by any and all applicable local, city, state, provincial and federal laws of their respective country and/or domicile when engaging in the projects, activities and challenges, and not expose themselves or any other individual, whether participating in the OLSC "You Mean The World" Challenge or not, to harm or danger of any kind;
 - (ii) LFC and/or the LFC Foundation is not responsible for any violation of laws, regulations or codes with respect to the performance of the projects, activities and challenges, whether by the OLSC, its members or others.
10. The OLSC hereby assumes full and sole responsibility for any and all risks of any physical or mental injury of any kind, including, but not limited to, injury, illness, death and/or property damage suffered by the OLSC or its members associated with the OLSC's voluntary participation in the projects, activities and challenges associated with the OLSC "You Mean The World" Challenge
- ~~11.~~ The OLSC hereby assumes full and sole responsibility for any and all legal risks, implications and ramifications of any kind, relating to their and their members participation in the activities associated with the OLSC "You Mean The World" Challenge including but not limited to, the violation of any applicable laws, regulations or codes by the OLSC or its members
- ~~12.~~ To the maximum extent permitted by law, the OLSC agree to release and hold harmless LFC and/or the LFC Foundation, its affiliates, and their directors, officers, employees, contractors, consultants, volunteers and agents (collectively, the "Released Parties") from any liability, illness, injury, death, loss, litigation, or damage that may occur, directly or indirectly, whether caused by negligence or not, from the OLSC's or any of its members' participation in the projects, activities and challenges they undertake in respect of the OLSC "You Mean The World" Challenge
13. Nothing in this agreement and waiver shall be construed as limiting or excluding LFC's or the LFC Foundation's liability for: (a) death or personal injury caused by gross negligence; (b) fraud or fraudulent misrepresentation; or (c) any other matter for which it would be illegal or unlawful to exclude or attempt to exclude liability



14. To the maximum extent permitted by law, the OLSC agrees to indemnify and hold harmless the Released Parties from any and all losses, liabilities or expenses, including, without limitation, reasonable legal fees, resulting from any claims, proceedings or investigations arising from or in connection with their participation or their members participation in the projects, activities and challenges connected with the OLSC “You Mean The World” Challenge or compliance or non-compliance with the official rules and regulations of the OLSC “You Mean The World” Challenge

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CHALLENGE T&Cs

By participating in the Challenge, you fully agree and accept on behalf of the applicable OLSC and its members these Challenge T&Cs together with any specific instructions and terms for the Challenge which may be mentioned on the relevant section of the Host’s website (the “**Challenge information**”). The Challenge platform will be hosted by LFC Foundation (the “**Host**”).

1. Promoter

- a) The joint promoters of the Challenge are:

Liverpool FC Foundation, an independent charity registered in England & Wales with The Charity Commission, Charity Number: 1096572. Registered Office: Anfield Road, Liverpool, England L4 0TH (the “LFC Foundation”);

The Liverpool Football Club and Athletic Grounds Limited, a company registered in England and Wales with company number 35668 and whose registered office is at Anfield Road, Liverpool L4 0TH, UK (“LFC”);

Japan Airline Co. Ltd - office address is Nomura Real Estate Bldg., 2-4-11 Higashi-Shinagawa, Shinagawa-ku, Tokyo

2. Eligibility

- a) The Challenge is open to all Official LFC Supporters Clubs (“**OLSC**”) registered at the Opening Date.
- b) Where an OLSC allows members under the age of 18 (each a “**Junior OLSC Member**”) to participate as part of that OLSC in the Challenge, it must ensure that it obtains any and all consents as necessary from the parent(s) and/or legal guardian(s) of that Junior OLSC Member.
- c) Employees of the Promoters and/or its subsidiaries, their family members or anyone else connected in any way with the Challenge or helping to set up the Challenge shall not be permitted to enter the Challenge.



- d) To enter the Challenge, the OLSC must have completed the online registration form at [LFC Foundation Social Action Challenge - Supported by Japan Airlines](#) OLSCs must have access to the internet.
- e) To take part in the Challenge, the OLSC must take part in a minimum of one of the challenges as set out in the Challenge Information. During the completion of any challenge(s), OLSCs should record their undertaking and progress and share such video recordings or images via the Challenge platform (“**Entry Material**”). By doing so, they consent to the Entry Material being shown on the Promoter’s social channels and confirm that they have obtained all applicable consents to permit such Entry Materials being shown on the Host’s social channels (including, without limitation, consent from parents or legal guardians where the video recordings include footage of Junior Members).
- f) By entering the Challenge, the OLSC confirms that all information submitted is true, current and complete.
- g) Participating OLSCs confirm that they have the right to submit the Entry Material in the Challenge.

3. Challenge Information and How to Enter and Selection Process

- a) Entry is free, but OLSCs should be aware that they may be subject to data charges depending on their own individual arrangements for internet access.
- b) To enter the Challenge, OLSCs must upload the Entry Material as specified in the Challenge information, which can be found on the Competition page on the Host’s webpage.
- c) The Entry Material may feature on the LFC and/or LFC Foundation websites and social channels.
- d) Entry Material must not contain any offensive and/or discriminatory material.
- e) Registration for the Competition shall be open from 1st July 2026
- f) Once registration has been completed, the Competition itself will then open from 1st (9:00am GMT) August 2026 to 30th (23:59pm GMT) November 2026 during which time the OLSCs will need to undertake various challenges as detailed in the Challenge information. The closing date for Entry Material to then be uploaded to the Challenge page of the Host’s webpage will be 23.59 GMT on 30th November 2026. After this date no further entries to the Challenge will be permitted.
- g) No responsibility is accepted for entries not received for whatever reason, including for entries lost, delayed or corrupted, or due to computer error in transit.
- h) Each OLSCs is entitled to send multiple videos entries within the Challenge.



- i) Each participating OLSC who completes a minimum of one challenge shall be entered into a prize draw. There will be 2 winners of the prize draw who will be drawn at random from all qualifying entries within 10 days of the competition closing date.
- j) Where a participating OLSC completes more than 1 of the challenges set out in the Challenge Information, that OLSC shall be entered into the competition aspect of the Challenge. Every OLSC competition entrant shall have their Challenge entries marked out of 10 by the LFC Foundation. The top ten (10) highest scored entries for the challenges will be shortlisted and reviewed by the judging panel to award the overall winner. Points will be awarded out of ten (10) for each challenge based on the concept, creativity and impact to the community. The judging panel (made up of club partners, LFC Foundation employees, LFC Foundation Trustees, and LFC Legend and an independent panellist from Think Beyond) will determine the 3 competition winners. The decision of the judging panel is final.
- k) The winning OLSCs will be announced within 10 days of the Closing Date. Reasonable efforts will be made to contact the winning OLSCs. If the winning OLSCs cannot be contacted within fourteen (14) days of the announcement that they have won or if the winning OLSCs fail to communicate their acceptance of the prize to LFC Foundation within fourteen (14) days of being contacted by LFC and/or the LFC Foundation, or they are unable to comply with these Challenge T&Cs, LFC and/or the LFC Foundation reserve the right to offer the prize to the next eligible winning OLSC chosen.

4. Prize

- a) The prizes for the competition aspect of the Challenge are as follows:
 - (i) the winning OLSC shall receive:
 - 1. a visit from a former LFC player to an OLSC meeting to watch a screening of an LFC match in the 2026/2027 season;
 - 2. a virtual hangout with a former LFC player and the LFC Foundation CEO; and
 - 3. a winner's plaque for the OLSC to display at their local meeting point
 - (ii) the second-placed OLSC shall receive:
 - 1. 2 LFC 2026/2027 home shirts, with 1 signed by members of the LFC men's first team and another signed by members of the LFC women's first team;
 - 2. a certificate signed by the LFC Foundation CEO; and
 - 3. a runner up plaque for the OLSC to display at their local meeting point
 - (iii) the third-place team will receive:



1. an LFC football signed by members of the LFC men's and/or LFC women's first teams;
 2. a certificate signed by the LFC Foundation CEO; and
 3. A runner up plaque for the OLSC to display at their local meeting point
- a) The prizes for the prize draw aspect of the Challenge are as follows:
1. an LFC 2026/2027 home shirt signed by members of the LFC men's first team; and
 2. an LFC 2026/2027 home shirt signed by members of the LFC women's first team; and
- b) The LFC Foundation will be responsible for coordinating and delivering the prizes to the chosen winning OLSCs within three (3) months of acceptance of the prizes. The winning OLSCs must have provided their postal address in order to receive the applicable prize
- c) The winning OLSCs further confirm that they will not utilise the prizes for commercial purposes.
- d) The prizes are subject to these Challenge T&Cs, and any further regulations relating to the use of the prizes, which may include ticket terms and conditions of issue and applicable ground regulations. By accepting the prizes, the winning OLSCs agree to comply with any and all applicable terms and conditions and regulations.
- e) No cash alternative to the prizes will be offered. The prizes are non-refundable and non-transferable. Prizes are subject to availability, and in the event of a prize being unavailable, LFC and/or the LFC Foundation reserves the right to offer an alternative prize of equal or greater value.
- f) LFC and/or the LFC Foundation reserves the right in their sole discretion to withhold delivery of the prizes until proof of eligibility and/or identity requested by LFC and/or the LFC Foundation has been confirmed. If such proof is not produced on request, LFC and/or the LFC Foundation may disqualify the OLSC from the Challenge.
- g) The overall winning OLSCs and runner up OLSCs are responsible for ensuring they are able to accept the prizes as set out and in accordance with these Challenge T&Cs. In the event that they are unable to do so then LFC and/or the LFC Foundation reserves the right to redraw the winning OLSCs.

5. Publicity and Use of Entry Materials

- b) All OLSCs consent to participate in reasonable publicity relating to this Challenge, including but not limited to the potential for any Entry Material provided to be included within a longer video, which may be published by LFC and/or the LFC Foundation. Further, where necessary each OLSC agrees that it has obtained all necessary consents to enable



LFC or the LFC Foundation to use any material provided to them by that OLSC for publicity and promotional purposes. Each OLSC agrees that this video may also contain their OLSC details. The video may be used for future promotional, marketing and publicity purposes in any media worldwide without notice or without any fee being paid and each OLSC agrees to co-operate with any other reasonable requests made by LFC and/or the LFC Foundation relating to any post-winning publicity. Each OLSC has the right to withdraw their consent at any time by speaking to an LFC Foundation representative at lfcmarketing@liverpoolfc.com in the first instance or writing to LFC and/or the LFC Foundation at dpo@liverpoolfc.com.

- c) OLSCs allow LFC and/or the LFC Foundation to use their Entry Material for any and all purposes whatsoever at any time in the future, and without payment, regardless of whether that OLSC is drawn as the winner of the Challenge.
- d) OLSCs waive their right to assert moral rights over all Entry Material and accordingly LFC and/or the LFC Foundation may use Entry Materials in the future without crediting the author.
- e) Entry Material submitted must be the work of the OLSC and must not have been published elsewhere or have won a prize in any other competition. In the event that the Entry Material features other individuals outside of the OLSC, it is the responsibility of each OLSC to ensure that any Entry Material they submit has been taken with the permission of the individuals and does not infringe the copyright of any third party. OLSCs warrant by submitting any Entry Material into the Competition that they are submitting their own work and that they own the copyright for it.

6. Personal Data

- a) By participating in the Challenge, you acknowledge that your name, e-mail address, country, date of birth, OLSC name and OLSC number will have been made available to LFC, the LFC Foundation and the Host (the “**Personal Data**”).
- b) All Personal Data will be held and used by LFC and/or the LFC Foundation in accordance with LFC’s privacy policies (which can be found at <https://www.liverpoolfc.com/legal/privacy-policy>) and LFC Foundation’s privacy policies (which can be found at <https://foundation.liverpoolfc.com/privacy-policy>). LFC and/or the LFC Foundation may also use the information you provide to verify your age and identity.

7. General

- a) Each OLSC must comply with any directions given to him or her by LFC and/or the LFC Foundation including, but not limited to, any and all relevant laws, rules and regulations.
- b) OLSCs must abide by all applicable local, city, state, provincial and federal laws of their respective country and/or domicile when engaging in the activities and/or Challenge, and not expose themselves or any other individual, whether participating in the Challenge or not, to harm or danger of any kind.



- c) Any OLSC who enters or attempts to enter the Challenge in a manner, which in the LFC and/or the LFC Foundation's determination, is contrary to these Challenge T&Cs or is unfair, fraudulent or unjust to other OLSC or is otherwise not in the spirit of the Challenge (including without limitation tampering with the operation of the Challenge, hacking, cheating, deception, or any other unfair playing practices such as intending to annoy, abuse, threaten, or harass any other OLSC or LFC and/or the LFC Foundation and/or any of its agents or representatives), may be rejected from the Challenge at LFC and/or the LFC Foundation's discretion.
- d) LFC and/or the LFC Foundation may cancel or amend the Challenge, the prizes, Challenge information, or these Competition T&Cs without prior notice and for any reason, including (without limitation) in the case of a manifest error. Any changes will be posted either within the Challenge information or these Challenge T&Cs.
- e) LFC and/or the LFC Foundation cannot guarantee that the services relating to the Challenge will be free from errors or omissions nor that they will be available uninterrupted and in a fully operating condition. Without limiting clause 7(d), LFC and/or the LFC Foundation reserves the right to modify, cancel, terminate or suspend the Challenge in whole or in part, at their sole discretion, if they believe the Challenge is not capable of being conducted as specified in these Challenge T&Cs or in the event of system failure, maintenance or repair, network issue, a virus, computer bug or unauthorised human intervention or any other cause that is beyond the reasonable control of LFC and/or the LFC Foundation that could corrupt or affect the administration, security, impartiality, or normal course of the Challenge, including, but not limited to the unavailability of the vote, poll, competition or Challenge entry platform before the closing date, or for strike, lock-out, labour dispute, illness, act of God, natural disaster, adverse weather conditions, war, riot, civil commotion, accident, epidemic or pandemic, malicious damage, fire, flood and/or storm, compliance with law or governmental order, rule, regulation or direction, breakdown of plant, machinery or transportation. Neither LFC and/or the LFC Foundation is responsible for any loss or damage caused to you as a result of any of these occurrences.
- f) The Promoters shall not be liable to you for any loss that is not foreseeable and they exclude their liability to the maximum extent permitted by law. Nothing in these Challenge T&Cs shall limit or exclude liability for death or personal injury as a result of the Promoters' negligence, fraud or fraudulent misrepresentation or for any other liability which may not be excluded by law.
- g) You agree to reimburse the Promoters in respect of any damages suffered by the Promoters or any losses by the Promoters resulting from any claim made by a third party in each case in respect of any matter arising from your entry to the Challenge, your use of the services relating to the Challenge in breach of the Challenge T&Cs or from you violating of any applicable law or regulation.
- h) The invalidity or unenforceability of any provision of these Challenge T&Cs shall not affect the validity or enforceability of any other provision. In the event that any provision is determined to be invalid or otherwise unenforceable or illegal, these Challenge T&Cs shall



otherwise remain in effect and shall be construed in accordance with their terms as the invalid or illegal provision were not contained herein.

- i) The Challenge and these Challenge T&Cs will be governed by English law and any disputes will be subject to the exclusive jurisdiction of the courts of England and Wales.
- j) LFC's Supporter Services team may be contacted on 0151 264 2500, www.twitter.com/LFC, or www.facebook.com/LiverpoolFC.
- k) The LFC Foundation may be contacted at: lfcmarketing@liverpoolfc.com.