

FAQs

My Bluebirds Rewards

What is My Bluebirds Rewards?

My Bluebirds Rewards is our loyalty programme that allows members to earn loyalty points through their engagement with the Club. Loyalty points can be earned as easily as attending a match or completing games on the portal. Members can spend the loyalty points they've accrued on the rewards portal on Bluebird's merchandise, retro items and money can't buy experiences.

Who is eligible for My Bluebirds Rewards?

All 2022/23 Season Ticket Holders are automatically enrolled; however, you must register within the My Bluebirds Rewards portal in our app or on our website.

Can I access My Bluebirds Rewards from my computer or mobile device?

A device with internet access is required to access the portal, redeem points and complete activities.

Earning Points

What are loyalty points?

Loyalty points can be earned by completing rewardable activities on the portal, engaging with the Club. You can find an extensive list of rewardable activities under *Earn Points* on the My Bluebirds Rewards portal. You can spend the points you have accrued on the portal marketplace, prize draws and auctions.

Can I purchase points?

No, loyalty points cannot be purchased.

What happens to my points at the end of the season?

You have until the 31st May each year to spend your points, after which they will expire. Points cannot be transferred to the following season or to other members.

I don't think I've been rewarded the correct number of points?

Email rewards@cardiffcityfc.co.uk outlining how many points you believe are missing from your account, the activity that rewarded the points and any other relevant information.

My loyalty points are still missing?

Please allow up to 24 hours for points awarded from portal games to show on your account, you can check Rewards History on the portal to ensure the rewarded activity has been logged. If after the specified times referenced you are still missing points, please email rewards@cardiffcityfc.co.uk outlining how many points you believe are missing from your account, the activity that rewarded the points and any other relevant information.

Am I only able to earn loyalty points if I use my linked credit/debit card when purchasing at the Cardiff City Superstore?

No, you can earn points for purchasing by using any accepted payment method and ensuring your Fan ID is used during the purchase.

Redeeming Points

What can I do with my points?

Points can be redeemed on the marketplace, prize draw and auction via the portal. Prize draws and auctions will host exclusive, money can't buy experiences which you can bid on. The marketplace will feature an array of Bluebirds merchandise, prizes and retro items.

How many points can I bid in an auction?

You can bid however many points you have available in your account; points are only deducted from the auction winner.

How do I claim my rewards?

Each individual reward description specifies whether the item will be posted to you and how long to wait before contacting us if you haven't received it, or if you will be contacted to arrange collection. If the reward is not collected after 60 days, the reward will be revoked.