

Bluebirds Rewards FAQs 23/24

What is Bluebirds Rewards?

My Bluebirds Rewards is Cardiff City Football Clubs 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 their loyalty points they've accrued through the rewards portal on Bluebird's merchandise, retro items and money can't buy experiences.

Who is eligible for Bluebirds Rewards?

All **2023/24 Season Ticket Holders** are automatically enrolled; **Club Members** will also have access to Bluebird Rewards. However, you must register within the My Bluebirds Rewards portal in our app or on our website.

How can fans access Bluebirds Rewards?

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

Do points from last season carry over and will they carry over to next season?

Points earned in the **2022/23** season, or previous season will not carry over for the **23/24** season and were communicated last season that they would be cleared at the end of the season and within the Terms and Conditions. Points will also not carry over to the **24/25** season.

Can reward points be used for discount on match tickets?

Bluebird Rewards Points does not hold any monetary value like Bluebird Credit and does not contribute towards any matchday discounts. The earned rewards points can only be used on the rewards portal for exclusive rewards and experience.

Can reward points for Cardiff City FC Retail discounts? (TBC Need to confirm with Will)

TBC

Can reward points be used for season tickets discounts?

Bluebird Rewards Points does not hold any monetary value. Bluebirds Rewards points are specifically used for exclusive rewards which are provided by Cardiff City Football Club via the rewards portal.

Earning Points

What are loyalty points?

Members can earn Bluebird Reward Points for engaging with the club, attending home games and interacting with rewardable activities.

Members can spend the loyalty points they've accrued on the rewards portal on Bluebird's merchandise, affiliate rewards, money can't buy experiences via Marketplace, Prize Draws and Auctions.

Can I purchase points?

Loyalty points cannot be purchased on Bluebirds Rewards; however, you can earn points via spending with affiliates. More information can be found on the payments tab on the portal.

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

Bluebirds Rewards will end **30 June 2024**. Members will need to spend their accumulated points by the end of the programme, as all accumulated points will be terminated. Points will not be transferred to the next season.

Can my Bluebirds Rewards points be transferred?

No, points cannot be transferred to a friend or family member, points are to be used for your own account.

I've not 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 after participating in a predictor.

Please allow up to the next working day 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.

Payment – Earning Points

How do I link my card?

1. Log into the rewards portal and Click "Payment" in the top section of the portal or use the link below.

2. Under the “My Cards” section, click the “Link Card” button.
3. Follow the instructions on the screen and fill out your information.
4. Find our Affiliates in the “Affiliates” tab and see if they are online or offline. For online purchases, ensure you click the affiliate link from the portal to qualify.
5. Use your linked card with any of our affiliated vendors to earn points.

*Please note that juniors will not be able to access this feature.

How to earn points with my linked card?

Use your linked card and spend with an affiliated partner through Bluebirds Rewards. Fans will earn 1 point per £1 spent with the affiliate.

I have purchased with an affiliate however I have not received my points.

Please ensure that the card you are using is your linked card, and that you have qualified for the purchased. For example, if the offer was for online, Bluebirds will need to click on the affiliate link via Bluebirds Rewards to ensure that they have qualified. In-store purchases requires purchases with their linked card in the suitable store.

How long will it take for my points to be validated onto my account?

Please allow up to 30 days for your points to appear on your account.

Does Bluebirds Rewards accept AMEX?

AMEX is currently not supported with Bluebirds Rewards. Visa and Mastercard as acceptable cards.

Can juniors access the payment and affiliates feature?

Juniors are unable to participate in this feature.

Redeeming Points

What can I do with my points?

Reward Points can be redeemed on the marketplace, Prize Draw and Auction via the Rewards 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**. The unsuccessful fans will receive their points back, after the auction has ended.

What if rewards are sold out?

Bluebirds Rewards will be frequently updating the rewards portal with different rewards each week and month. However, there is no guarantee that certain prizes will be restocked.

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 30 days, the reward will be revoked.

Posting Rewards

The Rewards Team may contact a fan to confirm their address if they have won a rather valuable reward, if the fan does not reply to the email within 30 days of the email, Cardiff City hold the rights to not proceed to despatch the reward.

Collecting Rewards

If fans are asked to collect their reward at the stadium on a non-matchday please, proceed to the reception at Cardiff City Stadium, Leckwith Road, Cardiff CF11 8AZ, and inform the receptionist that you are here to collect a reward from Bluebirds Rewards. Fans can collect rewards from Monday – Friday, 10am – 4:30pm.

Collecting Bluebird Rewards Matchday Tickets

Fans who have won a ticket to a home game can collect their tickets from the red collections booth at Cardiff City Stadium, between gates 3 and 4. Please provide a confirmation email from rewards@cardiffcityfc.co.uk, Name, Fan ID and provide a proof of ID.

My Rewards have not arrived after 14 days.

Please contact rewards@cardiffcityfc.co.uk to resolve this issue. Cardiff City holds the rights to determine if a replacement reward is granted based on the fans evidence provided to Cardiff City Football Club.

Further information

Fans who have any additional queries regarding Bluebird Rewards, please contact rewards@cardiffcityfc.co.uk

More information will be on our terms and conditions.