

Bluebirds Rewards FAQs 23/24

What is Bluebirds Rewards?

My Bluebirds Rewards is a Cardiff City Football Club's loyalty programme that allows members to earn loyalty points through their engagement with the Club. Loyalty points by attending a match or completing games on the portal. Members can spend their accrued loyalty points through the rewards portal on Bluebird's merchandise, retro items and money can't buy experiences. There is no additional cost for Bluebirds Rewards access as Season Ticket Holders and Club Members are automatically enrolled

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 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 from the previous season will not carry over to the present season. Loyalty points will also not carry over to the **24/25** season.

Can reward points be exchanged for discounts on match tickets?

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

Can reward points be exchanged for Cardiff City FC Retail discounts?

Bluebirds Rewards Points do not hold any monetary value and cannot be exchanged for discounts.

Can I earn points from Cardiff City Retail?

Fans can scan their Season Ticket Cards or NFTs at the retail checkout to earn loyalty points.

Can reward points be exchanged for Season Ticket discounts?

Bluebird Rewards Points do not hold any monetary value. Bluebirds Rewards points only have value for redeeming rewards on the rewards portal.

Earning Points

What are Bluebirds Rewards loyalty points?

Members can earn loyalty points for engaging with the Club, such as attending home games and interacting with rewardable activities on the portal.

Members can spend loyalty points on exclusive merchandise, affiliate rewards, and experiences via the Marketplace, Prize Draws and Auctions.

Can I purchase points?

Members cannot purchase loyalty points. Members can earn points via spending with affiliates. Discover more on the payments tab on the portal.

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

Bluebirds Rewards will end **on 30 June 2024**. Members should spend their accumulated points by the end of the programme. Loyalty points are wiped at the end of the season and will not carry over to the next season.

Can my Bluebirds Rewards points be transferred?

No, points are untransferable to a friend or family member. Acquired points are strictly for your account.

I do not have the correct number of points after a card purchase.

Email rewards@cardiffcityfc.co.uk outlining how many points you believe are missing from your account, evidence of the transaction and other relevant information such as receipts.

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. Check the **Rewards History** on the portal to ensure the rewarded activity is validated. If points are missing after the next working day, 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 not received my points after purchasing with an affiliate.

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

How long will it take for my points to be validated on 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 are acceptable cards on the rewards portal.

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?

Redeem your points on the marketplace, Prize Draws and Auctions via the Rewards Portal. Prize Draws and auctions will host exclusive rewards. 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 in your account; **Only the winner will have points deducted.** Unsuccessful participants will receive their points back after the auction has ended.

What if rewards are sold out?

Bluebirds Rewards frequently update the rewards portal with different rewards. However, there is no guarantee that certain prizes will be available again.

How do I claim my rewards?

Each reward description specifies whether the item is shipped and how long to wait before contacting us if you haven't received your prize, or if contacted to arrange collection. If the reward isn't collected after 30 days, the reward will be subject to being revoked.

Posting Rewards

The Rewards Team may contact a fan to confirm their address if they have won a valuable reward. If the fan does not reply to the email within 30 days of the email, Cardiff City holds the right to revoke the reward.

Collecting Rewards

If fans are collecting their reward at the stadium on a non-matchday, 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 between 10:00 – 16:30 on Mondays – Fridays (excluding bank holidays and closing periods).

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 proof of ID.

My Rewards have not arrived after 14 days

Contact rewards@cardiffcityfc.co.uk to resolve this issue. Cardiff City holds the right to determine if a replacement reward is granted based on the Member's evidence provided to Cardiff City Football Club.

Further information

Fans who have any additional queries regarding Bluebird Rewards, contact rewards@cardiffcityfc.co.uk
More information will be on our terms and conditions.