

BLUEBIRDS REWARDS FAQ 2024/25 season

“My Bluebirds Rewards”

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, signed items and money can't buy experiences. There is no additional cost for Bluebirds Rewards access as Men's and Women's Season Ticket Holders and fans with Club Memberships are automatically enrolled.

Who is eligible for Bluebirds Rewards?

All **2024/25 Season Ticket Holders** are automatically enrolled; Fans with **Club Membership** will also have access to Bluebird Rewards. However, you must register within the My Bluebirds Rewards portal in our app or website.

How to access Bluebirds Rewards?

Fans can access Bluebirds Rewards via the Website or on the Cardiff City App, fans must have internet access 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 **25/26** 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 or retail 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. Fans can redeem their points against retail discount codes, subject to availability.

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. Points may take up to a week to be registered onto your account, if they have not been added onto your account, please contact Rewards@cardiffcityfc.co.uk.

Can reward points be exchanged for Season Ticket discounts?

Bluebird Rewards Points do not hold any monetary value and cannot be exchanged for a season ticket discount. Points can be utilised against a Season Ticket reward, subjected to availability.

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, signed items and experiences via the Marketplace, Prize Draws and Auctions.

Can I purchase points?

Members cannot purchase loyalty points. Members can earn points via spending at the Club Superstore.

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

Bluebirds Rewards will end **on 30 June 2025**. Members should spend their accumulated points by the end of the programme. Loyalty points are cleared after 30th June 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.

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, signed items and exclusive experiences.

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

How do I claim my rewards?

Each reward description specifies whether the reward is shipped or collected. Non signed marketplace items will be automatically shipped out within 14 days.

Fans who redeem experiences will be contacted within 14 days, if you have not been contacted by 14 days, please contact the rewards team.

If you do not respond to your win confirmation email or collect your reward within 2 weeks of the agreed date, your win will be void and Bluebirds Rewards will pick another winner.

Posting Rewards

The Rewards Team may contact a fan via Email to confirm their address if they have won a valuable reward.

Fans can also contact the rewards team if they wish for their reward to be shipped out to another address for a gift.

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, your name, Fan-ID and provide proof of ID to the ticketing team.

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, and subject to reward availability.

Discounts and offers

Bluebirds Rewards offers exclusive brand discounts which are redeemable on the portal. The discount code is subjected to use based on the terms and conditions of the brand, and Bluebirds Rewards cannot offer a substitute for the reward.

Discount and offers uses

Discounts found on Bluebirds Rewards can be redeemed by the fan, however uses can vary and redemptions are confirmed by the brand on the portal.

OTHER/ Further information

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