

## Loyalty Point Scheme, Information and FAQs, Season 2016/17

The loyalty point scheme was launched ahead of the 2015/16 season and has been very well received by Preston North End FC supporters and we will be continuing with the loyalty point scheme again for the 2016/17 season. There are many benefits to the scheme, one benefit in particular rewards supporters who attend fixtures on a regular basis and assists in obtaining tickets for away matches where demand exceeds the quantity of tickets available due to restrictions set by the opposing club. In most circumstances priority will be provided to season ticket holders and then to supporters with a required number of loyalty points.

The loyalty point scheme rewards 260 points to season ticket holders upon purchase for the 2016/17 season. Season ticket holders who attend pre-season friendlies (home games only), cup matches and away league fixtures will also receive an additional ten points per purchase.

Supporters who do not wish to purchase a season ticket, but who support the Club through purchases of pre-season friendlies (home games only) home league fixtures, away league fixtures or cup tie games will also receive ten loyalty points per purchase.

Preston North End FC will no longer offer a 'quick sell' purchase option (usually available in the final hour before kick-off) so that all ticket sales are allocated to individual supporters, allowing fans the best possible opportunity to take full advantage of the loyalty point scheme. Supporters who choose to purchase tickets on the day at the away club, for an away fixture, will not be eligible for loyalty points. All tickets must be bought in advance from Deepdale. Supporters already registered on the database, and new supporters, must update their details with the ticket office to ensure that the correct information is on the Club's system, in order for us to communicate effectively, therefore we will be asking for the following from you:

- Full name
- Address
- Postcode
- Date of birth
- Contact telephone number
- Email address

Once fully registered, please make a note of your 'member number' which you will need to make future purchases, this will speed up the transaction and will ensure that your loyalty points are allocated to your account.

The following FAQs have been put together to explain the process in detail:

### **Q: How does the loyalty scheme work?**

**A:** Each time you purchase a home or away ticket on MyPNE.Com, by phone, or at the PNE ticket office, you will receive loyalty points. Please be reminded that you will only benefit from the loyalty points scheme when purchasing from Preston North End – buying tickets at an away ticket office on the day of a match will result in you not receiving loyalty points on that occasion.

### **Q: What can these points be used for?**

**A:** These points will give you a higher priority when purchasing tickets if sales restriction need to be put in place. The Club will announce the priority windows ahead of those fixtures.

**Q: How do I know how many points I have?**

**A:** You can access your information on MyPNE.com or by speaking to a member of the PNE ticket office on 0344 856 1966.

**Q: Can I still become a season ticket holder?**

**A:** Yes, season tickets are on sale up until kick-off on the opening game of the 2016/17 season, you can purchase in person from the PNE ticket office, online at MyPNE.Com or by telephone on 0344 856 1966.

**Q: Who do I need to contact for queries or issues?**

**A:** Please email ticketoffice@pne.com who will deal with your issue or request; alternatively please call the ticket office on 0344 856 1966.

**Q: If I am booking for family and friends, how are loyalty points assigned?**

**A:** Loyalty points will be assigned to individual accounts **if** the purchaser has the full details of each individual (member number or name, address and or postcode). If not, the purchaser will receive the loyalty points he/she is entitled to only – that person cannot claim the loyalty points of someone else he/she is purchasing for if they don't know the full details of the other account(s). If the customer is not on the database, to set up an account we will require the full name, address, date of birth and contact details of the new customer and a unique membership number will be assigned to that account. All supporters on the PNE database have a unique membership number. If you would like to be informed of your membership number please contact the ticket office on 0344 856 1966. Points cannot be added retrospectively, they must be done at the time of purchase.

**Q: Will I gain loyalty points when purchasing corporate hospitality?**

**A:** Yes, loyalty points will be assigned for home ticket purchases made by 0344 856 1960 or in person at the ticket office. Loyalty points will be assigned to individual accounts **if** the purchaser has the full details of each individual (member number or name, address and or postcode). If not, the purchaser will receive the loyalty points he/she is entitled to only – that person cannot claim the loyalty points of someone else he/she is purchasing for if they don't know the full details of the other account(s). If the customer is not on the database, to set up an account we will require the full name, address, date of birth and contact details of the new customer and a unique membership number will be assigned to that account. All supporters on the PNE database have a unique membership number. If you would like to be informed of your membership number please contact the commercial department on 0344 856 1960.

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