

PRESTON NORTH END LOYALTY POINT'S SCHEME AND FAQs, SEASON 2021/22

The loyalty point's scheme was originally launched ahead of the 2015/16 season and has been used in subsequent seasons since its introduction. We will once again be using the loyalty point's scheme for the upcoming 2021/22 season.

The loyalty point's scheme 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. In most circumstances, priority will be given to Ambassador season card holders and then to supporters with a required number of loyalty points.

The loyalty point's scheme rewards **260 points** to season card holders upon purchase for the 2021/22 season. Season card holders who attend pre-season friendlies (home games only unless otherwise stated), cup matches and away league fixtures will also receive an additional **ten points** per purchase.

Supporters who do not wish to purchase a season card, but who support the club on a match by match basis, whether that be pre-season friendlies (home games only) home league fixtures, away league fixtures or cup ties, will receive **ten points** per purchase.

On home matchdays, the club may (during exceptionally busy periods) operate a 'quick sell' purchase option within the final hour before kick-off. In this instance tickets are sold on a general sale basis and will not be registered to an account. The ticket(s) and subsequent loyalty points will not be reallocated to accounts at a later date. The club will endeavour to sell to member's accounts for as long as possible so that all ticket sales are allocated to individual supporters, allowing fans the best possible opportunity to take full advantage of the loyalty points scheme. It is advisable to book in advance where possible.

Supporters who choose to purchase tickets on the day 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 within the club's legitimate interests. The following information is requested to fulfil your account:

- Full name
- Address
- Postcode
- Date of birth
- Gender

- 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.

Loyalty points are refreshed on a seasonal basis, with everyone starting from 0 at the start of season ticket sales.

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 www.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.

Q: What can these points be used for?

A: These points may give you a higher priority when purchasing tickets if a sales restriction needs to be put in place, for both home and away fixtures. 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 this information on www.mypne.com under 'my account' and then 'loyalty points' or by speaking to a member of the PNE ticket office on 0344 856 1966. Please ensure you are logging in with your existing account, you do not need to create a new account to purchase tickets online. If you have forgotten your log in details then please contact the ticket office.

Q: Can I still become a season card holder?

A: Season cards are on sale up until kick-off on the opening game of the 2021/22 season, you can purchase in person from the PNE ticket office, online at www.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 query; 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 supporter is not on the

database, we will require the details stated above to create an account for the new supporter and a unique membership number will be assigned to that account. All supporters on the PNE database have a unique membership number. If you're unsure of your member number, this can be viewed on www.mypne.com under 'my account' or alternatively you can contact the ticket office on 0344 856 1966 who will be able to assist. Points cannot be added retrospectively, they can only be allocated at the time of purchase.

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

A: Yes, loyalty points will be assigned for seasonal and home hospitality ticket purchases made by contacting the commercial team on 0344 856 1960

Before purchasing a season card or match tickets for the 2021/22 season,, please take a moment to read the full terms and conditions as set out on the club's website under the ticketing tab, as well as the club's privacy policy which is also available.

Last updated May 2021