

## The People's Loyalty Program FAQs

### What is the Loyalty Program?

As part of the 24/25 season, the Club will be introducing a Membership Loyalty Program, designed to recognise and reward the loyalty of our valued members, enhancing their overall experience and engagement with the Club.

### How does The People's Loyalty Program work?

There are three levels of loyalty which is monitored by a points system. Members earn points by attending games and as they accumulate more points, they move up to the next loyalty level. At the end of the season, members go in the draw to win different prizes, based on what level they finish in.

### What are the Tiers and points associated with each level?

#### Red's Allstars (2001+ Points)

- Go in the draw to WIN the *Ultimate Football Experience in Holland*, tour the facilities and experience first-hand the professional environment (includes return flights to Europe, a PSV Eindhoven Football match and accommodation in Eindhoven).
- Go in the draw to participate in our Member Jersey Presentation on-field at our final A-League Men's Home Match of the 24/25 Season.

#### Reds 1<sup>st</sup> Team (1001-2000 Points)

- A number of exclusive partner prizes and inner sanctum experiences.

#### Red's Talent (0-1000 Points)

- 1 of 10 \$50 Merchandise Voucher
- 1 of 5 Complimentary 25/26 Membership
- 1 of 3 Club United Match Day Upgrades for the 25/26 Season

### How do I sign up?

You must be an Adelaide United 2024/25 Season Member. Once you are a member, you are automatically signed into the Loyalty Program. Staff, players and partner memberships are excluded from this program.

### Where can I find my rewards for the season?

Members can view their points via email communications from the Club.

### Can I combine my accounts if I have multiple memberships?

No, points are based per member cannot be transferred or combined with another member.

Family membership points are accumulated all together. Every 2000 points earned contributes to another entry into the Red's Allstars prize.

# ADELAIDE UNITED FOOTBALL CLUB

## How do I participate and earn points?

**Step 1:** Become a member with us

**Step 2:** Attend our exciting home games

**Step 3:** Collect points & unlock rewards

**Step 4:** Unlock the chance to win the Ultimate Prize!

Points are accumulated over the season and elevate members through three distinct tiers. Members can earn points through by attending Men's and Women's matches home matches.

## Are there any benefits to moving up a tier?

Members receive incentives to move up a tier and will be rewarded with exclusive access to membership deals, membership upgrades, match day food vouchers and more!

At the end of the 2024/25 Season, members go in the draw to win their tiered prize.

## When do my points expire?

Point a valid for the duration of the 2024/25 Season.

## What is the allocation of points for each match?

Yes, see below for the points allocation per match:



ISUZU UTE A LEAGUE \ MEN	
R2 vs Central Coast Mariners	100
R4 vs Western United	100
R6 vs Perth Glory	200
R8 vs Sydney FC	200
R10 vs Western Sydney Wanderers	200
R14 vs Auckland FC	300
R15 vs Melbourne Victory	100
R18 vs Melbourne City	100
R19 vs Newcastle FC	200
R22 vs Brisbane Roar	200
R23 vs Macarthur FC	200
R25 vs Sydney FC	100
R27 vs Wellington Phoenix	100
NINJA A LEAGUE \ WOMEN	
R1 vs Melbourne Victory	100
R5 vs Newcastle Jets	100
R11 vs Wellington Phoenix	100
R13 vs Western United	100
R20 vs Brisbane Roar	100