

Millwall Ticket Loyalty Scheme FAQs

What is the Ticket Loyalty Scheme?

This is a scheme that will allow the club to track supporters who purchase tickets for home and away fixtures and allocate points based on their purchases.

Why have we introduced the scheme?

To allow supporters who attend matches on a regular basis a greater chance of being able to purchase tickets for high demand games where supply will exceed demand. We feel the Ticket Loyalty Scheme is a fair way to distribute tickets in future.

Will Season Ticket Holders still have priority?

Yes, Season Ticket holders will maintain priority. For many games, points will not be required and Season Ticket holders will still benefit from first priority, as has been the case historically. When points are required, tickets for these games will go on sale first to Season Ticket holders with the requisite number of points, followed by Season Ticket holders with fewer points. Any remaining ticketing will then be made available to Members with the requisite number of points and so on.

How will points be allocated?

Points will be allocated for home and away league and cup games. They will be automatically added once tickets are purchased.

How many points will I get?

Supporters will be issued with the following points:

Home match tickets – 10* points

Away match tickets – 10* points

Home and away cup match tickets – 10* points

Season Tickets – 230* points

*All points are subject to change.

When will points be allocated?

Points will be allocated automatically – for example points will be added at the time of purchase. Points will only be allocated to supporters who purchase under their unique Client ID number. Points will be allocated from the Ticket Office, by telephone or online. Points will not be rewarded to supporters who purchase their away tickets at away grounds.

Points will only be rewarded once and in order to obtain points for each person in the booking, they must be booked under individual Client ID numbers.

How will I know how many points I have?

Supporters can see their points total when they log on to the online ticket system. Points can be seen in the 'My Account' tab under Ticket Loyalty Points. A full statement of how points have been allocated will be accessible.

How will supporters know how many tickets are required to attend a match?

If there is a game where the points system is required, the club will announce the full necessary details. There may be times when a supporter has the correct number of points to apply for tickets on a specific day but they still may be unsuccessful. In such instance, however, the chance of being allocated tickets is more likely as there will only be a specific amount of supporters applicable that day.

The number of points required will always be advertised on the club's official website www.millwallfc.co.uk and will be shown on the ticketing website next to the relevant game.

What if I want to attend with a group of friends for a fixture with a very limited allocation?

We certainly do not want to prevent fans from attending games with friends and as already stated, not all games will carry the points system. However, when the Ticket Loyalty System is in place for a specific game and a family member or friend does not have enough points, supporters will either have to wait until they are on sale to the person with the least points or alternatively, supporters can purchase on their respective days. If they do become available for the person with the least points, the Ticket Office will try their utmost to swap the tickets and allocate them together.

Can I cancel tickets?

Yes, tickets can be cancelled in line with the club's cancellation policy. As soon as the ticket is cancelled, the points allocated from that game will be automatically deducted.

What if I don't have my friends/family member's Client ID number at the time of purchase?

Points will only be allocated once to each customer (even if they purchase a series of tickets). In order to get points, tickets must be purchased under an individual Client ID number. The Ticket Office cannot retrospectively assign points once the transaction is complete. The club would recommend that supporters add Friends and Family within your account in advance.

I am trying to book tickets online but cannot allocate my friends to tickets?

You must make sure that your friends are within your Friends and Family lists. To add supporters to your list, log on to www.millwalltickets.com and under the 'My Account' tab is a section called 'Friends and Family'. Click on here and you add you're Friends and Family providing you know their Client ID number and postcode. You can also add new supporters to the database in this section. Once you have Friends and Family in your list you can allocate tickets to them.

I am a Season Ticket holder, what happens if I purchase additional tickets for home games?

You will receive zero points as you have already had the points assigned as part of your season ticket.

Will the loyalty points expire?

Points accumulated during the course of a season will remain on your account throughout the following one. For example, all points earned during the 2016/17 season are valid during the entire 2017/18 campaign. Only at the start of 2018/19 will you lose your points from 2016/17. This is to ensure that fans are rewarded for their loyalty for high demand games, particularly those taking place early on in a season.