Blackburn Rovers 2026-27 Membership Terms & Conditions

These Terms and Conditions apply to Blackburn Rovers Free, Baby, Junior, Adult and Premium Memberships for the 2026-27 season ("Membership").

By registering for or purchasing a Membership, you agree to these Terms and Conditions. These should be read alongside any specific terms applicable to Rovers Rewards, ticketing, Roverstore purchases, RoversTV, hospitality, Stadium Tours, mascot packages, prize draws and other individual products or services.

Nothing in these Terms and Conditions affects your statutory rights.

1. Membership eligibility

1.1 Membership categories for the 2026-27 season are:

- Free Membership
- Baby Membership – ages 0-3
- Junior Membership – ages 4-17
- Adult Membership – ages 18+
- Premium Membership – ages 18+

1.2 Age-based Memberships must be registered to the individual Member and the correct date of birth must be held on their Rovers account.

1.3 The Club reserves the right to request reasonable evidence of age where required.

1.4 Memberships and Membership benefits are personal to the named Member. They may not be transferred, resold, shared or used by another supporter except where a particular benefit expressly allows guests or another person to participate.

1.5 Membership benefits are available only to the Membership category for which they are advertised.

1.6 Membership is valid for the 2026-27 Membership period only and does not automatically renew for a subsequent season.

2. Membership processing and activation

2.1 Supporters must allow two working days from the date of registration or purchase for their Membership to be processed and their Digital Membership Card to become available.

2.2 Saturdays, Sundays and Bank Holidays are not working days for the purposes of Membership processing.

2.3 Some benefits require an active Digital Membership Card, Rovers Rewards wallet, linked ticketing account, unique code or other account functionality. These benefits may therefore not be available immediately following purchase.

2.4 Members are responsible for purchasing their Membership sufficiently in advance of any fixture, event, promotion or redemption deadline at which they intend to use a Membership benefit.

2.5 The Club cannot guarantee that a Membership purchased within the two-working-day processing period before a fixture, promotion, event or deadline will be activated in time for the relevant benefit to be used.

2.6 Unless required by law or expressly agreed by the Club, benefits, discounts, points, cashback or credit will not be applied retrospectively where the Membership had not completed its processing period or the Member did not follow the required redemption process.

3. Digital and Physical Membership Cards

3.1 All Members receive a Digital Membership Card.

3.2 The Digital Membership Card may be required to earn or redeem eligible benefits and should be added to a compatible phone wallet.

3.3 Baby and Junior Membership Cards may be added to a parent or carer's compatible phone wallet.

3.4 Where available, Members may purchase a Physical Membership Card for £20.

3.5 Purchase of a Physical Membership Card does not provide any additional Membership benefits.

3.6 Members are responsible for ensuring that their card is available and presented or tapped where required before a qualifying transaction is completed.

4. General conditions applying to Membership benefits

4.1 All benefits are subject to the eligibility requirements stated for the relevant Membership category.

4.2 Benefits may also be subject to availability, capacity, qualifying dates, fixtures, opening hours, stock availability, booking deadlines and separate terms applicable to the relevant product, service or event.

4.3 Unless expressly stated otherwise, Membership benefits:

- are for the named Member only;
- have no cash alternative;
- cannot be transferred or resold;
- cannot be exchanged for another Membership benefit;
- cannot be combined with another discount, promotion, concession or offer;
- cannot be applied retrospectively;
- must be redeemed using the method specified by the Club; and
- must be redeemed within any stated validity period.

4.4 Where a benefit is available on a particular date, during a particular sales period or for specified fixtures, Members who join after that opportunity has passed will not be entitled to an alternative benefit, retrospective discount, refund or cash equivalent.

4.5 Membership does not guarantee availability of any ticket, product, size, hospitality package, mascot package, Stadium Tour, Blues booking, retail product, event or other capacity-limited benefit.

4.6 The Club may make reasonable changes to the method by which a benefit is accessed or redeemed where necessary for operational, technical, security or regulatory reasons.

4.7 Where circumstances outside the Club's reasonable control prevent a benefit from being provided as advertised, the Club will act reasonably in determining whether an alternative arrangement is appropriate, subject always to applicable consumer law.

5. Rovers Rewards

5.1 All Members may earn Rovers Rewards points through eligible activities.

5.2 Home league attendance points are awarded where the eligible ticket or Season Ticket assigned to the Member's account is scanned for entry.

5.3 Away ticket points are awarded where an eligible away match ticket is purchased against the Member's account.

5.4 Supporters aged 18 or over may also earn points on eligible Roverstore, hospitality and/or matchday food and drink spend as specified by the Club.

5.5 Where an in-person transaction requires the Member to tap their Digital or Physical Membership Card, the card must be presented before the transaction is completed.

5.6 Eligible online activity must be completed while logged into the account associated with the Membership.

5.7 Points will not ordinarily be retrospectively awarded where the Member failed to present their card, assign a ticket correctly or log into the correct account.

5.8 Rovers Rewards points have no cash value and cannot be withdrawn, sold, transferred or exchanged for cash.

5.9 The Club reserves the right to correct points awarded in error or remove points associated with a refunded, cancelled, fraudulent or otherwise ineligible transaction.

6. Welcome Rovers Rewards points

6.1 Baby, Junior and Adult Members receive 300 welcome Rovers Rewards points.

6.2 Premium Members receive 700 welcome Rovers Rewards points.

6.3 Free Members do not receive welcome points.

6.4 Welcome points will be added automatically following successful processing of the Membership. Members should allow up to two working days for Membership processing and associated benefits to become available.

6.5 Welcome points are awarded once per eligible 2026/27 Membership and have no cash alternative.

7. Member prize draws

7.1 Free and Adult Members receive entry into the Monthly Members' Prize Draw.

7.2 Premium Members receive two entries into each applicable Monthly Members' Prize Draw.

7.3 Baby Members receive entry into the Monthly Family Prize Draw.

7.4 Junior Members receive entry into the Monthly Junior Prize Draw.

7.5 Eligible Members will be automatically entered into applicable monthly draws until May 2027.

7.6 Prize draws may be subject to additional prize-specific terms and eligibility requirements.

7.7 Prizes are subject to availability, are non-transferable and have no cash alternative unless expressly stated.

8. Early Bird Matchday Credit

8.1 Adult and Premium Members are eligible for £2 Early Bird Matchday Credit at eligible home fixtures.

8.2 Credit will be loaded into the Member's Rovers Rewards wallet when the Member's eligible ticket or Season Ticket is scanned at the turnstile.

8.3 The £2 credit may be used on eligible food and drink purchases during the qualifying Early Bird period.

8.4 The Member must tap their Digital or Physical Membership Card at the participating till to redeem the credit.

8.5 Early Bird Credit expires at the advertised time before kick-off.

8.6 Any unused credit at that point will expire automatically. It cannot be carried forward to another fixture, refunded, exchanged for cash or reinstated.

8.7 Where a Member does not attend, does not scan their eligible ticket or arrives after the qualifying Early Bird period, no credit will be due.

9. Matchday and Blues cashback

9.1 Adult Members receive 5% cashback on eligible spending in Blues and on participating matchday concourses.

9.2 Premium Members receive 10% cashback on eligible spending in Blues and on participating matchday concourses.

9.3 The Member must tap their Digital or Physical Membership Card on the relevant NFC reader when completing the eligible transaction.

9.4 Cashback will be added to the Member's Rovers Rewards wallet.

9.5 Cashback will not ordinarily be awarded retrospectively where a Membership Card was not tapped or successfully registered at the time of purchase.

9.6 Cashback applies only to eligible products and participating outlets.

9.7 Where an underlying purchase is refunded, cancelled or reversed, any associated cashback may also be removed.

9.8 Cashback has no cash value and cannot be withdrawn or exchanged for cash.

10. Match ticket discounts

10.1 Baby Members aged 2-3 and Junior Members receive £2 off one eligible match ticket for each of the final 12 home league fixtures of the 2026/27 season.

10.2 Children under two attending as a babe in arms do not require a match ticket, subject to the Club's applicable ticketing policies.

10.3 Adult and Premium Members receive £4 off one eligible match ticket for each of the final 12 home league fixtures of the 2026/27 season.

10.4 The discount is limited to one eligible ticket per Member per applicable fixture.

10.5 Online purchasers must be logged into the ticketing account associated with the relevant Membership. The discount is also available through the Ticket Office subject to verification of Membership.

10.6 Discounts cannot be retrospectively applied to tickets already purchased.

10.7 All tickets remain subject to availability and the Club's applicable Ticketing Terms and Conditions.

11. Pre-booked access to Blues

11.1 Premium Members may pre-book access to Blues for themselves and up to two guests at eligible home games, subject to availability.

11.2 Places must be booked through the Member's associated ticketing account using the booking method communicated by the Club.

11.3 Membership does not guarantee access to Blues and capacity restrictions may apply.

11.4 Guest places have no cash value and may not be resold.

12. £5 Roverstore voucher with 2026/27 shirt purchase

12.1 Baby, Junior, Adult and Premium Members are eligible to receive a £5 Roverstore voucher following the qualifying purchase of a 2026/27 Rovers shirt.

12.2 For an in-store shirt purchase, the Member must tap their Membership Card when completing the transaction. For an online purchase, the Member must be logged into the account associated with their Membership.

12.3 Following an eligible purchase, the £5 voucher will be added to the Member's online Rovers Rewards wallet.

12.4 The £5 voucher may be redeemed against eligible non-Umbro Roverstore products only.

12.5 There is no minimum spend when redeeming the voucher.

12.6 The voucher may be redeemed online or in-store, subject to the applicable redemption process.

12.7 The voucher is valid until 30 June 2027. Any unused voucher balance or entitlement will expire after this date.

12.8 The voucher cannot be exchanged for cash, transferred to another Member, retrospectively applied to another transaction or used against excluded products.

12.9 A qualifying shirt purchase which is subsequently cancelled or refunded may result in the associated £5 voucher being cancelled or removed. Where the voucher has already been spent, the Club reserves the right, where appropriate and legally permitted, to take its value into account when processing the refund.

13. Free UK Roverstore delivery

13.1 Adult and Premium Members receive free standard UK delivery on one eligible online Roverstore order during the 2026/27 Membership period.

13.2 Eligible Members will receive a unique, single-use free delivery code.

13.3 The code must be entered at online checkout and cannot be retrospectively applied after an order has been completed.

13.4 The code applies to eligible standard UK delivery only. International delivery and any enhanced, express or alternative delivery methods are excluded.

13.5 The code is valid until 30 June 2027.

13.6 The code is personal to the Member, may be used once only and cannot be exchanged for cash, transferred, sold or replaced once successfully redeemed.

14. Exclusive Roverstore discount days

14.1 Adult Members receive access to one exclusive retail discount day on Saturday 30 January 2027.

14.2 Premium Members receive access to two exclusive retail discount days on:

- Friday 23 October 2026
- Saturday 30 January 2027

14.3 On the applicable date, eligible Members receive 10% off eligible non-Umbro Roverstore products.

14.4 To redeem in-store, the Member must tap their Digital or Physical Membership Card on the NFC reader before the transaction is completed.

14.5 To redeem online, the Member must be logged into the account associated with their eligible Membership.

14.6 The discount applies only on the advertised date and during applicable Roverstore opening/trading hours.

14.7 Umbro products are excluded.

14.8 The Club may also exclude gift cards, delivery charges, personalisation, already discounted products, sale products or other specifically identified products where communicated in advance of the promotion.

14.9 The discount cannot be combined with another offer or discount unless expressly stated.

14.10 There is no cash alternative and the discount cannot be retrospectively applied to purchases made before or after the qualifying date.

14.11 Members purchasing Membership after an applicable discount day has taken place are not entitled to a replacement discount day, refund, credit or other alternative benefit.

15. Premium Black Friday early access

15.1 Premium Members receive early access to selected Black Friday offers on Tuesday 24 November 2026.

15.2 Access arrangements and timings will be communicated to eligible Premium Members.

15.3 Early access does not guarantee availability of any particular product, size, style, offer or quantity.

15.4 All products remain subject to stock availability and may sell out during the early access period.

15.5 Product exclusions, purchase limits and separate promotional terms may apply.

15.6 Premium Members joining after the early access event has taken place will not be entitled to an alternative benefit, discount, credit or refund.

16. Stadium Tours

16.1 Baby and Junior Members receive one free Stadium Tour place when attending with a paying adult.

16.2 One free place is available per eligible Baby or Junior Member.

16.3 Adult Members receive 25% off one Adult Stadium Tour place.

16.4 Premium Members receive 50% off one Adult Stadium Tour place.

16.5 All places must be booked using the process specified by the Club and are subject to availability.

16.6 Membership discounts and free places cannot be retrospectively applied to completed bookings.

16.7 Stadium Tour dates, times, routes and content may be changed where required for football, safety or operational reasons.

17. RoversTV Annual Streaming Pass

17.1 Adult Members receive 10% off one eligible Annual RoversTV Streaming Pass.

17.2 Premium Members receive 20% off one eligible Annual RoversTV Streaming Pass.

17.3 Eligible Members will receive one unique, single-use discount code.

17.4 The code must be entered when purchasing the Annual Streaming Pass and cannot be retrospectively applied.

17.5 The discount applies to the eligible Annual Streaming Pass only and does not apply to monthly passes, individual match passes or other RoversTV products unless expressly stated.

17.6 Streaming availability remains subject to applicable broadcasting rights, territorial restrictions, competition rules and RoversTV terms.

18. Junior mascot discount

18.1 Junior Members receive £40 off one eligible Rovers mascot package.

18.2 Mascot packages are subject to availability and any applicable age, fixture, package or participation requirements.

18.3 The Member must be logged into the ticketing account associated with their Junior Membership when booking online for the discount to apply.

18.4 Membership does not guarantee availability for a particular fixture.

18.5 The discount has no cash alternative and cannot be retrospectively applied to an existing booking.

19. Premium Matchday Hospitality discount

19.1 Premium Members receive 20% off eligible Matchday Hospitality bookings during the 2026/27 season.

19.2 The benefit may be used for multiple eligible home fixtures during the Membership period.

19.3 Jack's Kitchen is excluded.

19.4 The discount applies per eligible booking and is subject to availability.

19.5 The Member must either book through the ticketing account associated with their Premium Membership or identify themselves as a Premium Member when booking directly with the Hospitality team.

19.6 The Club may exclude other packages, special events or promotions where expressly communicated as not eligible for the Membership discount.

19.7 The discount cannot ordinarily be applied retrospectively to an existing booking.

20. Junior matchday wallet

20.1 The network-loadable Junior matchday wallet is a planned benefit launching during the 2026/27 season.

20.2 Eligible Season Ticket Holders and paid Members will be able to add funds to the wallet of an eligible Junior who is linked to their network, subject to the final functionality and terms of the service.

20.3 Junior Members will be able to use their eligible Digital or Physical Membership Card as a payment wallet at participating Ewood Park locations once the service launches.

20.4 The launch date, functionality, participating locations and full terms will be communicated separately.

20.5 Purchase of a Junior Membership before launch does not entitle the Member to a refund, cash equivalent or alternative benefit in respect of the period before the service becomes available.

21. Birthday cards and Baby welcome letters

21.1 Baby and Junior Members receive a birthday card from Rover.

21.2 Baby Members also receive a welcome letter from Rover.

21.3 Items will be sent using the details registered to the relevant Membership.

21.4 The Member's parent/carer is responsible for ensuring that the Member's date of birth and postal address are accurate and up to date.

21.5 The Club cannot guarantee delivery where incorrect or incomplete information has been supplied or where details are changed too late for fulfilment.

21.6 These benefits have no cash alternative.

22. Membership Packs

22.1 Baby, Junior, Adult and Premium Members receive the Membership Pack applicable to their Membership category.

22.2 Membership Packs will be posted to the address registered against the Membership.

22.3 UK and international delivery is available and delivery is charged separately.

22.4 2026/27 Membership Packs are expected to begin dispatching in November 2026.

22.5 Following the initial dispatch period, Members should allow approximately seven days for their pack to be dispatched.

22.6 Dispatch and delivery dates are estimates and may be affected by stock availability, courier services and other circumstances outside the Club's reasonable control.

22.7 Members are responsible for providing a complete and accurate delivery address.

22.8 Pack contents are specific to the relevant Membership category and cannot be exchanged for another Membership Pack, cash or an alternative benefit.

22.9 Images of pack contents are illustrative. Where an advertised item becomes unavailable for reasons outside the Club's reasonable control, the Club may provide a reasonably comparable substitute, subject to applicable consumer rights.

22.10 Missing or damaged Membership Pack items should be reported to **rewards@rovers.co.uk** as soon as reasonably possible after delivery.

23. Technical and account requirements

23.1 Many Membership benefits rely on the Member using the correct Rovers, ticketing or Rovers Rewards account and following the specified redemption process.

23.2 Members are responsible for ensuring that they are logged into the account associated with their Membership when making an eligible online transaction.

23.3 The Club will take reasonable steps to maintain its Membership and Rovers Rewards systems but cannot guarantee uninterrupted availability.

23.4 The Club is not responsible for a Member's inability to access a benefit caused by their own device, connectivity, incorrect account credentials or failure to follow published instructions.

23.5 Where a Club or supplier system experiences a verified technical failure which prevents an eligible Member from accessing a benefit, the Club will assess the circumstances and provide an appropriate remedy where required by law or otherwise considered reasonable.

24. Refunds, cancellations and misuse

24.1 Membership purchases are subject to applicable statutory cancellation rights and the Club's published refund policies.

24.2 Individual Membership benefits cannot be refunded or exchanged for cash simply because the Member does not use them.

24.3 Where a Member cancels a Membership after receiving or redeeming benefits, the Club may take the value of benefits already supplied into account when calculating any refund, where legally permitted.

24.4 The Club reserves the right to suspend or cancel a Membership or associated benefits where it reasonably believes that a Membership, card, voucher, code, discount, cashback entitlement or Rovers Rewards account has been fraudulently obtained, transferred, resold, manipulated or otherwise misused.

24.5 Unique promotional and discount codes must not be sold, published, distributed or shared with another person.

25. Changes to benefits

25.1 The Club may make reasonable changes to benefit dates, redemption methods, participating locations or arrangements where required because of fixture changes, operational requirements, supplier arrangements, regulatory requirements, technical changes or circumstances outside its reasonable control.

25.2 Where a material change is made to a paid Membership benefit, the Club will communicate the change to affected Members where reasonably practicable and act in accordance with applicable consumer law.

25.3 Nothing in these Terms gives the Club an unrestricted right to materially reduce the paid Membership package without regard to Members' statutory rights.

26. Member responsibilities

26.1 Members are responsible for:

- providing accurate personal, date-of-birth, email and postal information;
- keeping those details up to date;
- maintaining access to the email address associated with their Membership;
- keeping account credentials and unique codes secure;
- checking Membership communications;
- correctly assigning tickets to their account where required;
- presenting or tapping their Membership Card before completing eligible transactions;
- logging into the correct account for eligible online purchases; and
- redeeming benefits within published deadlines.

26.2 Failure to use a benefit before its expiry date or qualifying date does not create an entitlement to a replacement benefit, cash equivalent, credit or refund.

27. General

27.1 These Membership Terms and Conditions should be read alongside the specific terms applicable to individual products and services.

27.2 Where specific promotional or product terms are published for a particular benefit, those specific terms will apply to that benefit in addition to these Membership Terms.

27.3 If any provision of these Terms is found to be invalid or unenforceable, the remaining provisions will continue to apply.

27.4 A failure by the Club to enforce a provision on one occasion does not prevent it from enforcing that provision subsequently.

27.5 These Terms and Conditions are governed by the laws of England and Wales.

27.6 The Club may update these Terms where reasonably necessary. The latest version will be made available on the Club's official website.

Last updated: September 2026