



# Kenilworth Rugby Football Club Limited

The Jack Davies Memorial Ground, Glasshouse Lane, Kenilworth, CV8 2AJ.  
*email:* secretary@kenilworthrugby.co.uk · *tel:* 07790847162 (Secretary)

Dear Member,

From Wednesday, 1<sup>st</sup> July 2026, Kenilworth RFC will be changing to a new Electronic Point of Sale (Bar Till) system. As a result of this change, we are also making changes to the membership value proposition.

For all members who currently have a membership card, this will no longer be accepted after the 30<sup>th</sup> June 2026. For those members who have a balance on their card, the balance will be transferred to the new system and will be redeemable within a few days of registering for the new loyalty program.

From the 1<sup>st</sup> July, there will be no facility for members to hold stored value on their member's account in the form of money; instead, this will be held as points and redeemed at the bar. Please make sure you have a method of payment when you attend the club, as your membership card balance may not be available until up to 7 days after you register for the new loyalty programme.

## New Membership Proposition from 1<sup>st</sup> July 2026

Working with our new partner SUMUP, our new membership proposition will be that all members will receive a 2% discount on all items purchased from the bar and any purchases made from the new kit store. This will be accrued as points, so for example, £100 spent will receive 100 points, which will equate to £2 in value.

After 12 months, based on members spend additional points will be added to members Loyalty accounts, which will allow them to receive additional money off their purchases at the Bar and the new Kit store.

**Note: Purchases at the Cow Patch Café will not be included, they may be included later.**

### Annual Member Points Adjustment

Every Anniversary (12 months) every member will receive additional loyalty points based on their level of spend

#### Annual Points Adjustment

Tier	Member Annual Spend	Points Adjustment
Tier 1	£0 to £200	0%
Tier 2	£201 to £2,000	3%
Tier 3	£2,001+	5.5%

For example, after the 12 months if Mr Brown has spent £300 and Mrs Smith £2,500

#### Mr Brown

##### Tier 1 (Received during the year)

- $£300 \times 2\% = £6$

As Mr Brown has spent within Tier 2 his annual bonus is  $£300 \times 3\% = £9$

**Mr Brown will receive a bonus payment of £9 in early July**

#### Mrs Smith

##### Tier 1 (Received during the year)

- $£2,500 \times 2\% = £50$

As Mrs Smith has spent within Tier 3 her annual bonus is  $(£2,500 \times 5.5\% = £137.50)$

**Mrs Smith will receive a bonus payment of £137.50 in early July**

## Member Registration Process

1. Scanning the following QR code using a smartphone



2. Enter your **Name, Email, Date of Birth** (Optional)

Once registered you will need to add 1 or more debit / credit cards (Physical or Apple Pay / Google Pay) that you will be using to make purchases from the Club Bar / Club Kit shop.

**Please note you can add multiple cards to your wallet.**

## Bar Purchase Process

As you will have downloaded the SUMUP Local App and registered as per the process on the page above.

Every time you make a payment using one of the registered cards, you will instantly receive a receipt and notification that, for example, you have spent £10 and received 10 points.

The points at various levels can then be used to receive a discount off your Bar Bill at the following levels

- 100 Points - £2 reduction off your bar bill
- 250 Points - £5 reduction off your bar bill
- 500 Points - £10 reduction off your bar bill
- 1,000 Points - £20 reduction off your bar bill

Once you have accumulated enough points for a voucher, you will be notified within the App that you have a voucher available.

You will present your phone with the voucher, and the bar operator will click redeem and apply the relevant amount of discount off your total bill.

## Additional information

### Annual Spend Process

Any member wishing to enrol and to receive the Tier 2 and Tier 3 payments must have had an active membership in the previous 12 months.

Finance will look at Member spend and apply the necessary uplift in early July on an annual basis.

### Additional Benefits

Throughout the season, the club may introduce additional promotions for members to receive additional points

### Additional Questions

If you have any questions regarding the new Membership Loyalty reward program, please email [pos@kenilworthrugby.co.uk](mailto:pos@kenilworthrugby.co.uk)