

PRICES HELD FOR 2017-18  
OAK ROAD SEASON TICKETS FROM JUST £100!

# PROPER FOOTBALL... LIVE

FEEL IT HEAR IT  
SMELL IT SEE IT  
LIVE IT LOVE IT



SEASON TICKETS 2017-18



A photograph of Nathan Jones, a man with a beard and short hair, wearing a dark football kit with 'LUTON' visible on the sleeve. He has his right arm raised, showing a black glove. The background is a bright orange-red color with a white star in the top left corner.

# NATHAN JONES

**“WITH THE NOISE YOU GENERATE, THE OLD PLACE ROCKS.”**

I always say how proud I am of my players – and the same goes about our fantastic supporters. It’s fair to say I’m just as proud to manage such a magnificent football club as you are to support it.

There is so much to be positive about as we approach the end of the 2016-17 season. We’re mounting a very serious challenging for automatic promotion to League One, we reached the semi-final of the EFL Trophy, and we’ve extended the contracts of key experienced players and talented youngsters for next season and beyond.

That’s just on the pitch. Off it, no-one in the local area can fail to be excited by the prospect of positive news we hope will soon arrive about the planning applications for Newlands Park and the new stadium at Power Court.

The club’s board have certainly shown their ambition by spending in excess of £20m to purchase the land on which these two ground-breaking developments will be built, as well as the a huge investment in a first class facility we are due to move into for training at The Brache.

The boys and I never fail to comment in the dressing room after a game about how amazing our support is. You travel in massive numbers wherever we go, whether it’s Plymouth on the opening day or Hartlepool on a Tuesday night – you’re right there with us.

And let me tell you what a difference you make here at Kenilworth Road. With the noise it can generate, the old place rocks and I hope your committed and vocal backing will help carry us up to League One by the time your season tickets are first put to use next season.

The Earlybird offer, where the League Two prices you pay now will remain whichever division we are in, is tremendous. If we achieve our goal for the season, you’ll have yourself a bargain!

And how about filling our section of the Oak Road? We’ve made it the cheapest ticket in the ground, and when we walk out of the tunnel before a game and see our fans on all four sides of us, we know you’re with us wherever we turn. Unaccompanied 10-21 year olds can buy an Oak Road ticket for just £100. Bargain!

It’s a proper football atmosphere when your songs are bouncing from stand to stand, but wherever you’re sitting, you’re part of our team. Together we are stronger, so let’s make our own Hatters history as we approach a new golden era for our club and our town.

**COME ON YOU HATTERS!**

## ADDED VALUE FOR SEASON TICKET HOLDERS

Did you know that there are a number of great added benefits that come with your seat.

- Guaranteed seat for all home league matches
- First option on your seat for all cup games
- Priority booking for all-ticket away games
- Free entry to all development and youth team games played at Kenilworth Road
- 10% discount on full-price merchandise in our club shops\*
- Entry to the Eric Morecambe Lounge for drinks and food before, during and after games†
- The chance to upgrade to hospitality areas for individual matches, with the cost of a match day ticket discounted†

\* On production of your season ticket | † Subject to match availability

## BUY BACK SCHEME

We understand that it can be frustrating if you're unable to attend a match – so we offer you the opportunity to get some money back if that happens.

Simply hand in your match day voucher prior to the date of the game and receive a £5 voucher to redeem against next year's season ticket. The scheme is limited to 5 vouchers per season.

## PLEASE NOTE...

Buy back vouchers obtained during the 2016-17 season that you wish to redeem against your 2017-18 season ticket must be submitted along with your application as part payment. These vouchers can only be used if the name on the voucher corresponds to the new season ticket holder.

## NEW PRICE CATEGORY FOR 17-18 YEAR OLDS

Following feedback received this year, the '17-18 Young Adult' age category has been introduced as a stepping stone to lessen the jump in price increase when moving through the age categories. Existing season ticket holders who would otherwise pay more as a result of this change will be given a one-year amnesty, paying the unaccompanied youth price for the 2017-18 season.



**UNBELIEVABLE PRICE  
GET AN OAK ROAD UNACC. 10-21  
SEASON TICKET FOR JUST £100!!!**

## THE OAK ROAD END

We want to see the Oak Road rocking again. So for next season, unaccompanied U22s can buy their season ticket in the Oak from just £100, with adult tickets starting at just £240. Oak Road ticket holders have access to the Oak Road bar facility and great views of the pitch, not to mention proximity to visiting supporters for that unique atmosphere.

## INFO...

Seating in the Oak Road End is unreserved, and you may be required to move seat for certain cup games. First-come first-served, once the seats are gone, they're gone!

# DIAMOND SEASON TICKETS

This season, upgrade your standard season ticket to a 'Diamond'. You'll receive loads of extra benefits while enjoying the feeling of knowing your money is helping develop important areas of the club.

The benefits as a diamond season ticket holder provide over £280 worth of extra-value, plus money can't buy experiences:

1. **VA** One replica first team shirt of your choice OR a £20 club shop voucher.
2. **A** Five complimentary adult tickets vouchers redeemable for any league match.
3. **V** Five complimentary junior/youth vouchers for any league game.
4. **V** FREE away season ticket if requested (see application form).
5. **V** £100 hospitality voucher for use on a single hospitality event, or a £50 retail voucher. (First come first served basis and subject to specific game availability).
6. **VA** Priority access to purchase away tickets and cup match tickets.
7. **VA** FREE admittance to the first home cup game played in the season.
8. **A** The chance to vote in the 'Diamond Player of the Month' award, and present the trophy, including the chance to win two hospitality tickets in the Eric Morecambe Lounge.
9. **VA** Invitation to the meet the manager evening.
10. **V** Distinctive leather season ticket wallet.
11. **A** One free ticket for 'Specs Comedy' – the excellent comedy club held in the Eric Morecambe Lounge at Kenilworth Road on the first Friday of each month.

**V** Benefits marked with this symbol apply to junior Diamond ticket holders.

**A** Benefits marked with this symbol apply to Armed Forces season ticket holders

## DIAMOND JUNIORS AND YOUTHS

Junior and youth season ticket holders who upgrade to a Diamond (costing £50) will receive these fantastic additional benefits:

- V** Junior / youth match day experience. The opportunity to take part in a penalty shoot – out on the Kenilworth Road pitch at half time of a home league game.
- V** Training Day – your chance to watch a training day free-of-charge at Kenilworth Road for you and an adult, with the opportunity to meet players and management. Refreshments provided.
- V** Chance to vote in the 'Diamond Player of the Month' award and present the trophy. Includes Diamond Mascot package.
- V** Diamond children's Christmas event.
- V** Free signed player picture card of your choice.

## DIAMOND PRICES

ADULTS: £150 | CONCESSIONS: £130 | JUNIOR £50



# JUNIOR HATTERS



Our young supporters are the future of the club, and over the past few seasons we've introduced many initiatives to help make the Luton Town matchday experience as memorable as possible for children and families.

These include the Happy Harry's lunch bag, with an opportunity to watch the warm up from the dug-out, face painting, flag bearers, honesty flags and the new improved family room in the Kenilworth Road end. We're very proud that for the 2016-17 season we were awarded the EFL Family Excellence award.

This coming season, we'll automatically sign up junior season ticket holders to our all-new Junior Hatters scheme completely FREE. Before the start of the new season, we'll send you a new membership card and welcome pack.



# AWAY SEASON TICKET

The long journeys. The weekends away. The Tuesday night road-trips. Singing your heart out and helping the team to a hard fought win. You know how it feels, and you wouldn't miss it. If you regularly travel away to watch the Town, you'll love the convenience of our away season ticket. We'll automatically send you away tickets for all league and cup away games so you don't have to worry.

It only costs £35 to join the scheme. However if you upgrade to a diamond season ticket, you can choose to opt in for this service at no extra cost.

## HOW DOES IT WORK?

When a game with allocated tickets is announced, we'll automatically take payment and send out your tickets. If you don't want a ticket for a specific game, just let us know in advance and no payment will be taken. You can cancel tickets up to 6 times per season. Please note that further cancellations may result in the withdrawal of this service.

## AUTO CUP AUTHORISATION

If you'd like to book your seats for home cup games, we can automatically take payment for your seat and forward your tickets to you. Easy! Just tick the box on the application form.

## ARMED FORCES SEASON TICKET

We're proud to offer serving members of the armed forces a special season ticket, giving access to 5 matches per season as well as a number of other benefits (highlighted on page 4 of this booklet).

The armed forces season ticket costs £110 - please contact the ticket office to book. Call 01582 416976. Alternatively, email: [ticketoffice@lutontown.co.uk](mailto:ticketoffice@lutontown.co.uk)

## INFO...

To take advantage of the away season ticket or auto cup authorisation packages, please check the box on the application form and the ticket office will contact you to process payment.

# SEASON TICKET PRICES

Our season tickets go on sale in three phases – Earlybird, Primetime and Anytime. The sooner you purchase your ticket, the cheaper it is. Plus you can spread the cost by paying in instalments (terms and conditions apply).

## EARLYBIRD: 7TH MARCH – 1ST APRIL

Buy your ticket early – and make the most of the cheapest way to pay.

## PRIMETIME: 3RD APRIL – 31ST MAY

Pay a reduced rate before the end of the 2016-17 campaign.

## ANYTIME: FROM 1ST JUNE

Our standard price, available pro-rata throughout the season.

2 WAYS TO PAY

YOU CAN PAY IN FULL, UP-FRONT BY CASH, CHEQUE, DEBIT OR CREDIT CARD\*. YOU CAN CONTINUE TO SPREAD THE COST OF YOUR SEASON TICKET BY PAYING IN FOUR OR ELEVEN MONTH INSTALMENTS HELPING TO MAKE YOUR TICKET EVEN MORE AFFORDABLE.

	EARLYBIRD	CHANGE	PRIMETIME		ANYTIME	
			League 2	League 1	League 2	League 1
ADULT	£340.00	PRICE FIXED	£360.00	£390.00	£400.00	£420.00
GOLDEN SENIOR (75+)	£170.00	PRICE FIXED	£190.00	£210.00	£210.00	£230.00
SENIOR (65+)	£240.00	PRICE FIXED	£260.00	£280.00	£280.00	£300.00
YOUNG ADULT (19-21)	£240.00	PRICE FIXED	£260.00	£280.00	£280.00	£300.00
UNDER 19 (17-18)	£170.00	NEW CATEGORY	£190.00	£210.00	£210.00	£230.00
UNACCOMPANIED YOUTH (10-16)*	£120.00	PRICE FIXED	£130.00	£140.00	£140.00	£150.00
ACCOMPANIED YOUTH: (10-16)†	£80.00	PRICE FIXED	£90.00	£100.00	£100.00	£110.00
ACCOMPANIED JUNIOR (UNDER 10)††	£50.00	PRICE FIXED	£60.00	£70.00	£70.00	£80.00
OAK ROAD ADULT	£240.00	SAVE £20	£260.00	£290.00	£290.00	£340.00
OAK ROAD UNACCOMPANIED 10-21	£100.00	NEW LOW PRICE	£110.00	£120.00	£120.00	£130.00

Disabled supporters\*\* over 16 will pay one age category below their normal age band upon proof of middle or higher rate DLA

**IMPORTANT:** Please note that if you buy your ticket during the Primetime period you are committing to paying the full League 1 price if we gain promotion. Tickets purchased before promotion is decided will be sold at League 2 prices, and these will be held until the balance is paid.

Existing season ticket holders' seats will be held until the 31st May.

Current season ticket holders who are 17 years of age, will receive a one year amnesty and will continue to pay the unaccompanied youth price for this season.

**AGE CONCESSIONS:** The date used to determine the correct age category for supporters is the first day of the 2017-18 season. If you are a new season ticket holder purchasing a concessionary priced ticket, you are required to provide proof of age by post or in person when purchasing or collecting of your season ticket.

† Accompanied youth and junior season tickets must be purchased at the same time as the accompanying adult, and seated together.

\*\* Disabled supporters are required to join the Luton Town Disabled Supporters Association (LTDSA) free of charge to qualify for concessionary price.

\* Please note that credit card payments are subject to a £5 surcharge.

## WHAT'S NEXT?

Once we've received your forms, the ticket office will begin processing applications, and payment. Season tickets are then printed and we aim to have all tickets dispatched by the 1st August 2016.

### RETURN YOUR FORMS

Season ticket application forms can be returned in person to the ticket office or can be sent by post to Luton Town FC Ticket Office, Kenilworth Road, Luton, Bedfordshire LU1 1DH.

### SEASON TICKET POSTAGE

Season Tickets can be collected from the ticket office when advised or can be sent by post if preferred. If you require your season ticket to be posted, please tick the additional charges section for postage on the form and 95p will be added to your charges.

## JOIN LUTON TOWN SUPPORTERS' TRUST



While you are booking or renewing your season ticket, we'd recommend that you consider membership of the Luton Town Supporters' Trust, the Club's official supporters' body. Luton Town Supporters' Trust are a shareholder in the Club and custodians of the Club's identity assets. The Trust meets regularly with the board, representing the supporters on a range important issues. They also organise events throughout the season.

If you'd like to join, or renew your membership, simply tick the box on your application form to become a member. Membership costs £10 (or £5 for the under 16s and over 60s) and money raised through memberships is used to support activities within the football club and in the community. To find out more about the work of the Trust and forthcoming events, visit

[www.lutontownsupporterstrust.com](http://www.lutontownsupporterstrust.com)



# MATCHDAY TICKET PRICES

## 2017-18

	League 2			League 1		
	Cat A	Cat B	Cat C	Cat A	Cat B	Cat C
Adult	£24	£20	£18	£25	£21	£18
Senior Over 65	£19	£15	£13	£20	£16	£13
Golden Senior Over 75	£16	£12	£10	£17	£13	£10
Young Adult (19-21)	£19	£15	£13	£20	£16	£13
Under 19 (17-18)	£16	£12	£10	£17	£13	£10
Youth Under 17 (10-16)	£11	£8	£6	£11	£8	£6
Junior Under 10 (9 and under)	£8	£5	£3	£8	£5	£3

## THE SMALL PRINT

### 4/11 MONTH INSTALMENT PLAN: TERMS & CONDITIONS

It is important you take note of these terms and conditions when using the instalment plan. This is not a direct debit and notification will not be received from your bank if payments fail. Please check your payments on a regular basis. It is your responsibility to inform the Ticket Office of any change in your card details.

- The option to pay using the instalment plan is not available to anyone aged under 18 years of age.
- The Club agrees to use reasonable endeavours to collect the instalments on the specified dates referred to in the application form. These dates cannot be changed.
- In the event of an instalment being returned unpaid you will be subject to a penalty fee of £2 for each time this occurs.
- The Club will collect payment on the 1st of the month, should that request fail subsequent requests will be made throughout the month. If payment cannot be obtained during the month, the Club will have the option of requesting the return of the season ticket or to take other action as it considers appropriate to recover the arrears.
- In the event of a failure to return the season ticket as described in clause 4, the Club reserves the right to take whatever legal action it considers necessary to affect the return of any season tickets not returned as agreed. Any costs thus incurred will fall to you to pay.
- You will not without prior consent of the Club be entitled to use the season ticket in the event of a default in clause 5.
- If following a default as described in Clause 5 you wish to continue to be a season ticket holder for the remainder of the current season, you shall pay forthwith to the Club the total of the remaining payments which are unpaid, together with interest thereon at 4% above the base lending rate from time to time of Bank of Scotland PLC.
- It is your responsibility to notify the Club of any change to the card details. If the Club is not notified of any change and an instalment payment fails as a result, the Club shall have no liability to you and the provisions of clause 5 and 6 shall apply.

- Following a default as described in Clause 5 and 6, all instalment facilities will be withdrawn from you indefinitely.
- No time or indulgence extended to you nor any waiver of any breach hereof shall prejudice, affect or restrict the rights and powers of the Club.
- This agreement is personal to you.
- The terms of this agreement will apply to any renewal unless otherwise advised by the Club on or before the date of such renewal.
- The above terms are governed by English law.

By signing the season ticket application form and completing relevant card details you are giving permission to automatically take payment for your seat and forward your tickets to you. The Ticket Office will need to be informed of any card changes throughout the season.

#### HOW WE USE YOUR DATA

We will use the information you provide us, or we have garnered from web-based technology, for administration, marketing, customer services and profiling your purchasing preferences. If compelled to do so, we will disclose your information to law enforcement agencies. We may keep your information for a reasonable period to contact you about our services, offers and promotions. Luton Town Football Club 2020 Ltd will do nothing with your personal data that you would not anticipate from a privacy conscious company with a contact strategy founded upon permission based marketing.

#### YOUR CONSENT

By providing this information you consent to our processing your sensitive personal data for the above purposes. To make sure we follow your instructions correctly and to improve our service to you through training of our staff, we may monitor or record communications. When you give us information about another person, you confirm that they have appointed you to act for them, to consent to the processing of their personal data, including sensitive personal data and to receive on their behalf any data protection notices.

#### YOUR RIGHTS

If you wish to exclude yourself from receiving Luton Town Football Club related offers (e.g. season ticket discounts or kit promotions) you can do so by emailing [info@lutontown.co.uk](mailto:info@lutontown.co.uk) or writing to the Data Controller, Luton Town Football Club, Kenilworth Stadium, 1 Maple Road East, Luton, Bedfordshire, LU4 8AW.



# LIVE PROPER FOOTBALL

Luton Town Football Club 2020 Ltd  
Kenilworth Road Stadium  
1 Maple Road, Luton,  
Bedfordshire LU4 8AW

Get in touch:  
Call: 01582 411622 Email: [info@lutontown.co.uk](mailto:info@lutontown.co.uk)

Ticket Office: 01582 416976  
[www.lutontown.co.uk](http://www.lutontown.co.uk)  
[facebook.com/lutontown](https://www.facebook.com/lutontown)  
[#COYH](https://twitter.com/lutontown)

# LUTON TOWN FOOTBALL CLUB 2017-18 SEASON TICKET BOOKING FORM.



## PERSONAL DETAILS – PLEASE COMPLETE ONE FORM PER PERSON

NAME		D.O.B	D	D	M	M	Y	Y	Y	Y
ADDRESS	Note: If you are a new season ticket holder, proof of age is required for all concessionary rates.									
	CLIENT REF (if known):									
	MOBILE PHONE									
	HOME PHONE									
EMAIL	<input type="checkbox"/> WE WOULD LIKE TO ADD YOU TO OUR MAILING LIST, TO SHARE SPECIAL OFFERS, NEWS AND CLUB INFO. PLEASE TICK THE BOX TO OPT IN. WE WILL NOT SHARE YOUR DETAILS WITH THIRD PARTIES.									

## SEASON TICKET INFORMATION. Please complete the grid below, entering the appropriate price for your age category plus any additional charges in the 'ADDITIONAL CHARGES' section.

PLEASE SPECIFY WHICH SEASON TICKET YOU REQUIRE AND HOW YOU WISH TO PAY						ADDITIONAL CHARGES		TOTAL
	FULL DEBIT	FULL CREDIT	CASH/CHQ	4 MONTH INST.	11 MONTH INST.	POST (+ £0.90)	CREDIT (+ £5)	AMOUNT
<b>EXAMPLE</b>					£340	£0.90	£5.00	£345.90
ADULT								
GOLDEN SENIOR (75+)								
SENIOR (65+)								
YOUNG ADULT (19-21)								
UNDER 19 (17-18)								
UNACC. YOUTH (10-16)*								
ACC. YOUTH (10-16)*†								
ACC. JNR (UNDER 10)*†								
OAK RD ADULT								
OAK RD UNACC. (10-21)								

SEASON TICKET SEAT LOCATION – New season ticket holders please contact the ticket office to select your seat.					UPGRADE TO A DIAMOND SEASON TICKET		
STAND					ADULT		+ £150
BLOCK		ROW		SEAT	CONCESSION		+ £130
					YOUTH		+ £50

**TOTAL 2017-18 SEASON TICKET CHARGE:** £

LUTON TOWN SUPPORTERS TRUST. Join, or renew your membership		SUPPORT LUTON TOWN YOUTH ACADEMY	
LTST ADULT – £10: <input type="checkbox"/>	LTST UNDER 16 / OVER 60 – £5: <input type="checkbox"/>	Suggested donation – £10 <input type="checkbox"/>	Other amount: £

AWAY SEASON TICKET	YES PLEASE	NO THANKS	PRICE
The away season ticket box should only be ticked if you wish to automatically purchase tickets for all away league games (only 6 cancellations permitted per season). One additional payment of £35 will be taken – the ticket office team will contact you by phone for payment by card.	DIAMOND TICKET HOLDER		INCLUDED
	REGULAR TICKET HOLDER		£35

HOME CUP AUTHORISATION FORM	YES PLEASE	NO THANKS
Do you want the ticket office to automatically book and forward you your home cup match tickets? Please tick the appropriate box. The ticket office team will contact you by phone for payment by card.		

PAYMENT CARD DETAILS												
If you wish to use a payment card for any purchase of your season ticket, Trust in Luton membership, Academy donation, Away Season Ticket or Cup Authorisation form please complete the details below. The ticket office will contact for further details if required.												
LONG CARD NUMBER												
EXPIRY DATE					VALID FROM							
CARD HOLDER'S NAME												
CARD HOLDER'S SIGNATURE	I agree that Luton Town Football Club 2020 Ltd may use the card details provided for payment for this season ticket application. For terms and conditions please see page 11											

## CHEQUE PAYMENTS: Please make cheques payable to Luton Town Football Club 2020 Ltd

Credit agreement regulated by the consumer credit act (1974)  
 If you wish your season ticket to be sent to you please enclose a self addressed envelope to the value of 95p (large letter) otherwise your season ticket will be held at the ticket office for collection. If posting please return all application forms to Luton Town Ticket Office, Kenilworth Road, Luton, Beds, LU1 1DH.

If you are paying in 4 or 11 monthly instalments, the amount will be divided equally across the number of payment period. Eg: 345.90 / 11 = 11 payments of £31.45  
 The first payment will be taken on the first of the month after your application is received, followed by the next 3 or 10 months depending on the scheme you choose.

