

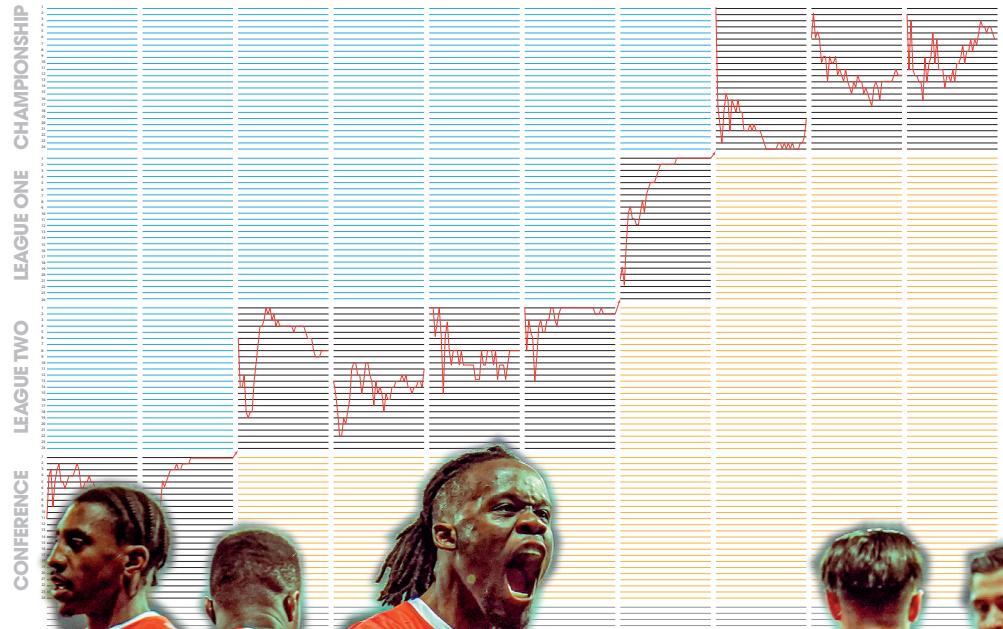
RENEW ONLINE &
YOU COULD WIN BACK
THE VALUE OF YOUR
SEASON CARDS!

BELIEF, PROGRESS, PRIDE.



2022-23 SEASON CARDS
PLAY YOUR PART IN THE NEXT CHAPTER

2012-13 2013-14 2014-15 2015-16 2016-17 2017-18 2018-19 2019-20 2020-21 2021-22



LUTON TOWN FOOTBALL CLUB SINCE 1885

It's with great excitement that we launch our 2022-23 season card campaign knowing our status for next season and at a time that we all share a huge sense of pride having seen our wonderful club come so close to making English football history. It wouldn't have passed you by that we almost became the first club ever to have gone from the top-flight, down to non-league and back up to the top division with no diversions en-route, and it's worth noting that this feat remains our intention.

So, as we present our membership packages for next season, we all know that having performed so brilliantly, we have a management team and squad ready to write the next chapter of our rollercoaster story.

Only a decade ago, it felt like we were stuck in the Conference having lost out in the play-offs. During the following season we made a mid-season change of manager and, although we always knew we would rise again, under John Still we immediately started to see pride from those wearing the shirt and real progress on the pitch. We needed a character such as Big John to give us the kick-start we needed, to whom we will always be grateful.

However, since Nathan took the managerial reins at the beginning of 2016, those spikes in performance charts have been constantly on the rise. From 18th in League Two when he took over to an 11th-place finish, then fourth, promotion as runners-up, champions of League One, a last-day Great Escape act in the Championship, a solid mid-table 12th and now...sixth place and edged out of a return trip to the national stadium for a shot at the Premier League by the finest of margins in a play-off semi-final.

As this is published, every one of us at Kenilworth Road is feeling the hurt of an undeserved exit and none more so than our players, coaching staff and manager. However, our way isn't to dwell. We must accept the pain and harness the raw emotion and use it to make us ever more determined and immediately focused on how we improve for the next big campaign knowing that one more season of improvement will earn us a sitting at the top table. Our aim is set and it is now what we're working together to achieve.

This last season has certainly been one to cherish and not least because we were able to open our turnstiles to all once again after spending more than a year playing behind closed doors. We took the opportunity to accelerate some of the future processes we will be adopting at Power Court by going cashless last summer and introducing a new ticketing system that everyone is now familiar with.

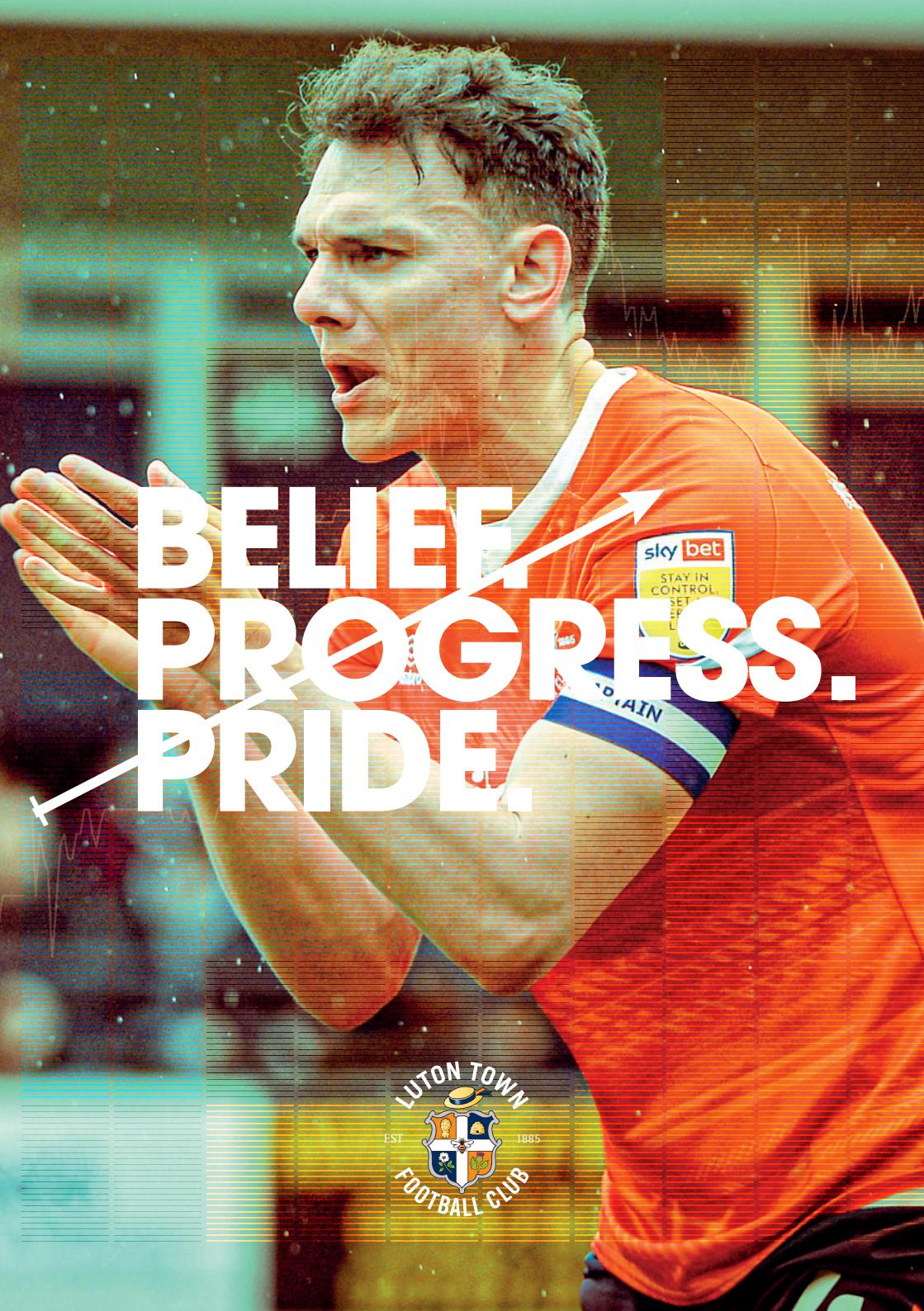
We firmly believe that our success has been synonymous with the return of you and your voices, which have been louder than ever, home and away.

After three years of season card prices being frozen since we were promoted to the Championship, we have had to increase slightly in most areas, aligned with current inflation. We said when we announced the prices before the Reading game that regardless of whether we were playing Premier League or Championship football next season, the prices you saw that day would stay the same. And of course, they have.

We all know that next season will be tough. But we came through the pandemic with the support of our fans, with your unprecedented backing in leaving your money, and the 40% credits to which you were entitled, in the Club. We signed Fred Onyedinma, Carlos Mendes Gomes and Allan Campbell with that investment last summer, and I don't think anyone will argue that Transfer Club has not paid off - a campaign which we will continue for those who wish to help accelerate our continued progress.

By renewing now, you will once again be showing what we already know - Luton Town supporters are, as Big Mick always says, the best in the country. We have seen the progress since 2012, we still have the belief and can take so much pride in a team led by the current Championship Manager of the Year, and the Club legend alongside him, who are all heroes for what they have achieved this season.

We thank you for playing your considerable part. Now is the time to be a part of the rewriting of English football history. Together, we feel the same pain, and we share the same ride. Season 2022-23 starts now.



**BELIEVE
PROGRESS.
PRIDE.**

A large white text overlay on the left side of the image. The word 'BELIEVE' is on the first line, 'PROGRESS.' is on the second line, and 'PRIDE.' is on the third line. Two white arrows point diagonally upwards from the bottom left towards the text 'PROGRESS.'



EST 1885



2022-23 BENEFITS

Here's a reminder of all the great benefits that you'll receive as a season card holder:

- **Guaranteed seat for all home league matches**
- **First option on your seat for 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 on production of your season card.**

BUY-BACK

With Kenilworth Road at capacity for most of this season, the buy-back scheme has played an important part in enabling supporters to attend matches that would have been unavailable otherwise.

For the 2022-23 season there will again, be a buy back scheme available for season card holders to use. This will again be for at least 5 games of your choice plus any sold-out fixtures. Full terms and conditions of how this will operate will be made available on the official website before the new season starts.

N.B - Season Ticket holders who have unclaimed Buy Back vouchers for the 21/22 Season at the Ticket Office for collection are reminded that all vouchers have an expiry of end of June 22. Vouchers can be used in the Club Shop.

LOYALTY

The contribution that season card holders make is always so important. Therefore, to enable season card holders to continue to build and maintain their loyalty advantage we will be continuing to offer the discount.

When booking online, if you qualify for a loyalty discount, it will appear automatically at the time of booking. **If you feel there is a discrepancy, please DO NOT BOOK your seat until contacting the Ticket Office to allow them to correct any error with this.**

If you are booking using the paper form, then please tick the relevant box and enter the appropriate price. The ticket office will cross check against their records and contact you if there are any queries.

THE OAK ROAD END

Oak Road season cards have proved to be very popular over the last few seasons, with all available tickets selling out. Any existing supporter who would like to move to the Oak Road Stand can contact the Ticket Office from 20th June.

Seating in the Oak Road will remain unreserved. However with other potential improvements in facilities in the Oak Road Stand, and its popularity, it is felt now is the right time to align prices for this stand with the rest of the ground.

Oak Road Season card holders may be required to move seat for selected cup games but will be given a priority Sales Period to book an alternative seat.

SEASON CARD RENEWALS

Current Season cards will be able to renew their seats from Wednesday 18th May until the close of business on Sunday 19th June. After this date their seats will be released. From Monday 20th June until Saturday 25th June existing Season card holders will be able to contact the Ticket Office about any change of seat location if required.

WAITING LIST / NEW APPLICATIONS

We have more than 1,200 supporters already on our waiting list from previous seasons. Supporters on the waiting list will be contacted if seats become available on a first come first served basis from Monday 27th June. We will advise on the Official website once all available Season card seats have been allocated.

Any supporters who wish to be added to the waiting list can do so by emailing ticketoffice@lutontown.co.uk.

MEMBERSHIP SCHEME

We can advise that we will be announcing details of a Club Membership scheme during the close season. With a high demand for both home and away tickets the Membership will give non season ticket holders who attend games on a regular basis the opportunity to support the Club financially whilst receiving a priority sales period to purchase tickets in return.

Full details of the Scheme will be announced on the Official website.



BELIEF
PROGRESS.
PRIDE.





**BELIEF
PROGRESS.
PRIDE.**



BOOK ONLINE...

RENEW ONLINE AND YOU COULD WIN BACK THE COST OF YOUR SEASON CARD OR A JUNIOR MASCOT PACKAGE

As an added incentive to renew online this season, one adult supporter will be drawn at random to receive a refund on the standard price of their season card. In addition, one lucky junior season card holder will receive a free non-hospitality mascot package - an unforgettable experience for any young supporter!

PURCHASING YOUR SEASON CARDS BY FULL PAYMENT

Book Online: By far the quickest and easiest way to renew your season card and the most cost-effective way for the club is to use the online booking facility at www.eticketing.co.uk/lutontown.

Just enter your client reference number which can be found on your season card. The price showing should be the correct price including your loyalty discount. However, if you have changed age category, wish to upgrade to a Diamond season card or qualify for extra loyalty an incorrect price could show, please then contact the ticket office by email or phone and we can then amend this for you to allow you to continue to book online. Please do not book until your online price is correct.

Complete the paper form: If you are unable to use the online facility you have the option of completing the attached form in the centre of the brochure. You can hand the form in to the Ticket Office or our Park Street store or you can scan and send via email to ticketoffice@lutontown.co.uk). Opening Hours of the Ticket Office and our Park Street Store are available on the website:

www.lutontown.co.uk/parkstreet

Post: All forms can be posted to the club; Kenilworth Stadium, 1 Maple Road East, Luton LU4 8AW. Please make cheques payable to Luton Town Football Club 2020 LTD.

PAYING BY INSTALMENTS (4 OR 6 OR 10 MONTHS)

Complete the paper form: If you are paying by instalments, please complete the paper form in the middle of the brochure and scan and send by email to ticketoffice@lutontown.co.uk. Alternatively, you can drop your completed form to the Ticket Office or our Park Street Store. Opening hours can be found on our website.

Post: All forms can be scanned and emailed to ticketoffice@lutontown.co.uk or posted to Kenilworth Stadium, 1 Maple Road East, Luton LU4 8AW.

INSTALMENT OPTIONS

You can spread the cost of your season card by paying by 4, 6 or 10 monthly instalments at no extra cost. The total cost of the season card will be split into equal monthly payments ending no later than March 2023. Your first payment will be taken in June and subsequent payments will be taken on the first working day of each month. Instalments are taken by reoccurring card payments not direct debits it is YOUR responsibility to contact the ticket office if you have a new payment card.

Phone lines will be open to assist with queries, however, please use the options above to book: 01582 416976

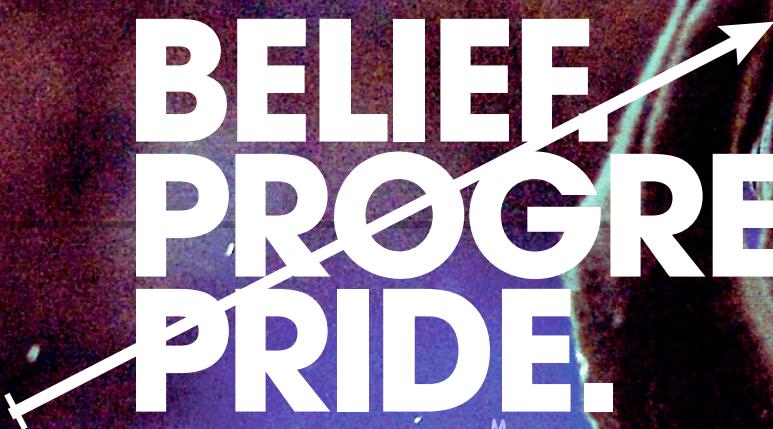
RENEWAL OF YOUR EXISTING SEASON TICKET CARD / NEW ACCESS CARDS

Once you have renewed your season card access for the 2022-23 season will automatically be added to your existing card. However, if you have changed seat, age category or loyalty discount then a new card will be issued to you.

All newly issued cards will be held at the Ticket Office for collection. However, if you wish this to be posted please e mail ticketoffice@lutontown.co.uk or contact by phone on **01582 416976** and arrangements can be made. We will announce a date on the Official website when all new cards are available for collection.

If you have lost your 21/22 Season Card and a new one is required, this can be arranged for the admin fee of £5.00. Again, please contact the Ticket Office.



BELIEF  **PROGRESS.**
PRIDE.

**RENEWALS AVAILABLE FROM WEDNESDAY 18TH MAY.
SEATS RELEASED SUNDAY 19TH JUNE.**

PRICES

2022-23 LOYALTY DISCOUNT

To show our appreciation to supporters who have been season card holders for several years, we have continued with our loyalty discount scheme. Please tick the appropriate loyalty rate on the application form or check the correct loyalty price is showing before renewing online.

	EARLYBIRD RENEWALS			PRIMETIME
	ORANGE (5YR LOYALTY)	NAVY (2YR LOYALTY)	WHITE	NEW WAITING LIST APPLICATIONS
Adult	£430	£455	£480	£500
Over 65 / Under 22	£310	£325	£340	£355
Over 75 / Under 19	£225	£235	£245	£250
Acc Youth U17*	£110	£115	£120	£130
Acc Junior U10*	£70	£75	£80	£90
Unacc Youth U17	£150	£155	£160	£170

DISABLED SUPPORTERS

Disabled supporters over 16 will pay one age category below their normal age band while under 17s will pay the unaccompanied youth price, upon proof of middle or higher rate DLA or PIP. Disabled supporters are required to join the Luton Town Disabled Supporters Association (LTDSA) free of charge to qualify for concessionary price.

AGE CONCESSIONS:

The date used to determine the correct age category for supporters will be the 1st September 2022. If you are a new season card holder purchasing a concessionary priced ticket, you are required to provide proof of age by post or in person when purchasing or collecting your season card.

* Accompanied youth and junior season cards must be purchased at the same time as the accompanying adult and seated together.

All Under 14's must be accompanied by an Adult / Senior.

REFUNDS

If purchasing a Season Card for the 22/23 Season , you acknowledge and agree that the terms may either a) grant you access to watch each relevant home match in person at the stadium ; or b) if stadium spectator access is prevented , restricted and / or prohibited for any reason , issue you (at no additional cost) with a pass to watch the affected match(es) in question via any available official streaming platform.

Any season card credits, or refunds will be made at the sole discretion of the Club in accordance with our credit and refund policy applicable at the relevant time. The Club will endeavour to ensure this policy is always reasonable, fair, and clearly communicated to our season card holders throughout the course of the season.

MATCHDAY TICKET PRICES 2022-23:

	Category A	Category B	Category C
Adult	£30	£27	£24
Over 65/Under 22	£24	£22	£20
Over 75/Under 19	£21	£19	£17
Acc Youth U17	£12	£10	£9
Acc Junior U10	£9	£7	£5

Disabled supporters over 16 will pay one age category below their normal age band while under 17s will pay the unaccompanied youth price. Upon proof of middle or higher rate DLA or PIP. Disabled supporters are required to join the Luton Town Disabled Supporters Association (LTDSA) free of charge to qualify for concessionary price.

ARMED FORCES SEASON TICKET

We're proud to offer serving members of the armed forces a special seasonal pass, giving access to 5 matches per season as well as a number of other benefits (highlighted on the following page). The armed forces season ticket costs £135 - please contact the ticket office to book. Call 01582 416976 or email: ticketoffice@lutontown.co.uk



JOIN LUTON TOWN SUPPORTERS' TRUST

While you are booking or renewing your season Card , 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 of important issues. They also organise events throughout the season.

There are three ways you can become a Luton Town Supporters Club member :

1. Online whilst renewing your Season Card via the Luton Town ticketing portal.
2. Tick the box on your season ticket renewal form and return to the Ticket Office
3. Visit www.lutontownsupportertrust.com where you can join by direct debit, online payment or download a membership form.

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.lutontownsupportertrust.com



**BELIEF
PROGRESS.
PRIDE.**

The background image shows a group of football players in orange jerseys and dark shorts huddled together on a grassy field. They are wearing umbro brand apparel, including shirts with 'utilita' and 'BREE' logos, and shorts with 'MUSCLE SQUAD' and '35' logos. The scene is set against a backdrop of a stadium and a large blue banner with contact information.

DIAMONDS YOUR CLUB NEEDS YOU

Become a Diamond season card holder in 2022-23, and you'll be able to enjoy the additional benefits below. The contribution of our Diamonds makes a massive difference to the Club, and has helped contribute enormously to the progress made in recent seasons.

DIAMOND ADULTS

Adults can upgrade to a Diamond season card for £120. You can add the price of your Diamond membership to your season card and pay by instalments if you wish.

- 20% discount on non-matchday hospitality (e.g., events and dinners)
- Your name on a 'Diamond Roll of Honour' on the Luton Town website.
- Three-day priority on home ticket sales (max 2 per diamond per game).
- Three adult ticket vouchers redeemable for any home league game for a guest or any home cup fixture for yourself or a friend. (1 Diamond per Cup fixture). ***
- 1st priority on away tickets.
- Free away season ticket (if requested).
- 50% off a Replica first team shirt of your choice (or £20 shop voucher).
- Vote in the Diamond Player of Month Award with the chance to win two tickets in hospitality and present the trophy.
- Free entry to an open training day to be held at Kenilworth Road.
- Unique leather season ticket wallet. (For new Diamonds)
- Diamond event in the Eric Morecambe Lounge (non-matchday). (i.e., Meet the Manager)
- Free entry into a Monthly draw for a signed player shirt.

DIAMOND JUNIORS & YOUTHS

Junior and youth season card holders who upgrade to a Diamond for £60 will receive these fantastic additional benefits:

- Your name on a 'Diamond Roll of Honour' on the Luton Town website.
- Three-day priority on home ticket sales (max 2 per diamond per game).
- Three junior / youth ticket vouchers redeemable for any home league game for a guest or any home cup fixture for yourself. ***
- 1st priority on away tickets.
- Free away season ticket (if requested).
- 50% off a first team shirt of your choice (or £20 shop voucher).
- Vote in Diamond Player of Month Award with the chance to win a mascot package.
- Free entry to an Open Training Day to be held at Kenilworth Road.
- Unique leather season card wallet. (For new Diamonds)
- A Diamond Junior Party to be held throughout the season.
- Match day penalty shoot-out / or equivalent event.
- Free entry into a Monthly draw for a signed player shirt.

*** We reserve the right to withdraw or limit voucher usage for certain league fixtures. Each individual match sales plan will detail the allowed usage per individual game.

All of these great benefits are available to Diamond Season Card holders.

Benefits marked with this symbol also apply to Armed Forces season ticket holders.

AWAY SEASON TICKETS

If you're one of the many supporters who love to watch the Town home and away, 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 £30 to renew, or £40 to join the scheme, and if you upgrade to a Diamond season ticket, you can choose to opt in for this service at no extra cost.

To apply for your Away Season Ticket, please complete the form below.

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, let us know in advance by emailing ticketoffice@lutontown.co.uk 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.

To take advantage of the away season ticket please complete the form below and either return it in person, or scan and email it to ticketoffice@lutontown.co.uk.

AWAY SEASON TICKET FORM

FULL NAME:

CLIENT REF:

AGE: **AGE CATEGORY:**

CONTACT NUMBER:

SEAT PREFERENCE: BACK **FRONT**

PLEASE SIT ME WITH:

RENEWAL (£30) **NEW (£40)** **DIAMOND:**

CARD NUMBER:

EXPIRY DATE:

THE SMALL PRINT

Please read the important information below carefully. It outlines the terms and conditions of sale of your season card, including our refund policy, instalment plan, and data protection policies. In purchasing your season card you are also agreeing to abide by the Supporter's Code of Conduct while visiting Kenilworth Road, which you can read on our website: <http://bit.ly/ltdc-code-of-conduct>

INSTALMENT PLANS: 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, and your card will be blocked.

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 card or to take other action as it considers appropriate to recover the arrears.

In the event of a failure to return the season card 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 card 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 card 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 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 card application form and completing relevant card details you are giving permission to automatically take payment for your seat and forward your cards to you. The Ticket Office will need to be informed of any card changes throughout the season

HOW WE USE YOUR DATA

We may 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 card discounts or kit promotions) you can do so by emailing info@lutontown.co.uk or writing to the Data Controller, Luton Town Football Club, Kenilworth Stadium, 1 Maple Road East, Luton, Bedfordshire, LU4 8AW.

REFUND POLICY

All season cards are non-returnable, non-transferable and non-refundable.



LUTON TOWN
FOOTBALL CLUB 2020 LTD
PHONE: 01582 411622
TICKET OFFICE: 01582 416976

LUTON TOWN ONLINE & SOCIALS
WEBSITE: WWW.LUTONTOWN.CO.UK
FOLLOW: LUTONTOWN.CO.UK/FOLLOW
EMAIL: INFO@LUTONTOWN.CO.UK

[@lutontown](https://twitter.com/lutontown) | [@hattershelp](https://twitter.com/@hattershelp) | [@happyharry_ltfc](https://twitter.com/@happyharry_ltfc)

[facebook.com/lutontown](https://www.facebook.com/lutontown)

[@ltfcofficial](https://www.facebook.com/lutontown)

www.youtube.com/user/OfficialLutonTown

[@ltfc_official](https://www.instagram.com/@ltfc_official)

www.linkedin.com/company/luton-town-football-club/