



PROPER
FOOTBALL...
LIVE

2018-19 SEASON TICKETS

**DON'T MISS THE EARLYBIRD:
10TH - 31ST MARCH**

**ADULT SEASON TICKETS
FROM UNDER £300!**

JUNIORS FROM JUST £50

**UNACCOMPANIED 10s - 21s
FROM ONLY £120**

**JUNIOR / YOUTH
SEASON TICKET PRICES
HELD FOR 2018-19**

THIS IS OUR TIME



PUMA 





7,500 of you made the long trip to Newcastle to cheer the lads on at St James' Park. Magnificent support!

Nathan Jones signed a new four year contract in January

There are two particularly significant anniversaries at Luton Town this year.

On April 24th it will be 30 years since Steve Foster lifted the Littlewoods Cup on that sunny Sunday afternoon at Wembley Stadium – a day that will forever live in the hearts and memories of any Luton Town supporter old enough to remember it. I'm sure many of you are planning to take a trip down memory lane by visiting our exhibition which will be at Wardown House Museum throughout April.

It's also ten years since Luton Town Football Club 2020 Ltd were entrusted with the custodianship of this wonderful Club. While there's still much work to be done, it seems like a good time to look back on the last decade and take stock of where we were then, where we are now and where we are expecting to be within the next few years.

You'll remember our Johnstone's Paint Trophy victory, and the bitter-sweetness of winning a final at Wembley in the same season that we fell out of the League. You'll also remember the subsequent seasons in the Conference, the play-off finals, and the jubilation of finally returning to the League after several attempts in 2014. And you'll remember the heartbreak we all felt at the end of last season, where we so narrowly missed out on the League Two play-off final.

We can also look back on what has been a magnificent season so far in 2017-18. As this goes to press, we'll have been at the top of the League for over 100 days, scored well over 70 goals and there's a significant gap down to the play-off places. At the start of this year, Nathan signed a new four year contract – and we've all enjoyed watching his attacking brand of football, with the division's highest goal tally allied to the second-best defensive record giving the Hatters a goal difference double that of any other team.

Despite our current League position, I can assure you that nobody at the Club is complacent. Everybody – from the boardroom to the Brache, the catering team to the ticket office and marketing to the mascots – is focussed on gaining promotion. Although there are no guarantees, we approach the final throes of this season with League One well within our reach, looking ahead with confidence to an exciting 2018-19.

For next season, we've frozen our prices on junior and youth season tickets, further demonstrating our commitment to providing an excellent value-for-money experience for families. Adult tickets in the Oak Road end still offer incredible value for money at under £300 on Earlybird.

There's also been a great deal of progress towards moving into a new stadium at Power Court. As things stand, our plans have been under scrutiny for almost two years – and a decision from the council must surely be imminent. We remain ever-positive as to a recommendation in favour of the developments at Power Court and Newlands Park. But there may still be obstacles to negotiate, and for that we must ALL be prepared to stand together with the message that this is OUR time.

Finally, I'd like to take this opportunity to thank each and every season ticket holder for your support. It's unmissable. Not just in the stands, roaring the lads on season after season, but also in support of our Club's future, helping to keep Power Court at the top of the Council's regeneration agenda. Let's push forwards together – and come the summer, we should be celebrating the start of a new and exciting future for the Club.

COME ON YOU HATTERS!

Gary

BIG BENEFITS

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

- 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†
- Junior season ticket holders given the opportunity to be flag bearers on matchdays.

* On production of your season ticket

† Subject to match availability

BUY BACK SCHEME

It can be frustrating if you have to miss a match. Our popular buy-back scheme enables you 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 your 2019-2020 season ticket. Please note that the scheme is limited to 5 vouchers per season.

Please Note...

Buy back vouchers obtained during the 2017-18 season which you wish to redeem against your 2018-19 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.

17-18 YEAR OLDS CATEGORY

Following the success of the '17-18 Young Adult' price category we will continue with this initiative for the new season. This category helps to lessen the jump in price increase when moving through the age categories.

OAK ROAD SEASON TICKETS

The Oak Road season ticket proved very popular in 2017-18 with all of the available season tickets selling out.

Existing Oak Road Season ticket holders will have until 31st May to renew their season tickets in this area.

If you're interested in purchasing a season ticket in the Oak Road end for the first time this season, please contact the ticket office to join our waiting list, and we'll let you know if tickets become available.

PLEASE NOTE

Seating in the Oak Road End is unreserved, and you may be required to move seat for certain cup games.

JUNIOR / YOUTH SEASON TICKET PRICES HELD

For 2018-19, we've frozen our junior and youth season ticket price at 2017-18 rates. We're committed to offering our younger supporters and their families a fantastic matchday experience, which is why we have won a family excellence award for the last two seasons.



2018-19 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: 10TH MARCH - 31ST MARCH

Make the most of the cheapest way to pay.

PRIMETIME: 3RD APRIL - 31ST MAY

Pay a reduced rate before the end of the 2017-18 campaign.

ANYTIME: FROM 1ST JUNE

Available pro-rata throughout the season.

IMPORTANT: For season tickets purchased during the Earlybird period, the League One price will be charged. In the event that we remain in League Two for 2018-19, a refund process will be available. For further details, contact the ticket office.

You can pay in up-front in full, by cash, cheque, debit or credit card* or spread the cost of your season ticket by paying in monthly instalments at no extra cost. You have the option to pay in four months, or across a number of equal monthly payments, starting in May 2018 and ending in February 2019 - depending on the date your season ticket is purchased.

	EARLYBIRD		PRIMETIME		ANYTIME	
	League 2	League 1	League 2	League 1	League 2	League 1
ADULT	£350.00	£365.00	£370.00	£415.00	£410.00	£445.00
GOLDEN SENIOR (75+)	£180.00	£195.00	£200.00	£235.00	£220.00	£255.00
SENIOR (65+)	£250.00	£265.00	£270.00	£305.00	£290.00	£325.00
YOUNG ADULT (19-21)	£250.00	£265.00	£270.00	£305.00	£290.00	£325.00
UNDER 19 (17-18)	£180.00	£195.00	£200.00	£235.00	£220.00	£255.00
UNACCOMPANIED YOUTH (10-16) [†]	£120.00	£120.00	£130.00	£140.00	£140.00	£150.00
ACCOMPANIED YOUTH: (10-16) ^{††}	£80.00	£80.00	£90.00	£100.00	£100.00	£110.00
ACCOMPANIED JUNIOR (UNDER 10) ^{††}	£50.00	£50.00	£60.00	£70.00	£70.00	£80.00
OAK ROAD ADULT	£270.00	£295.00	£290.00	£345.00	£320.00	£395.00
OAK ROAD UNACCOMPANIED 10-21	£120.00	£120.00	£130.00	£140.00	£140.00	£150.00
Disabled supporters ^{**} over 16 will pay one age category below their normal age band upon proof of middle or higher rate DLA						
Existing season ticket holders' seats will be held until the 31st May.						

AGE CONCESSIONS: The date used to determine the correct age category for supporters is the first day of the 2018-19 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.



DIAMOND SEASON TICKETS

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.

◉ 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 £120 - please contact the ticket office to book. Call **01582 416976** or email: ticketoffice@lutontown.co.uk

DIAMOND ADULTS

Adults can upgrade to a Diamond season ticket for £150, with upgrades for concessions costing £130.

- ◆ ● One replica first team shirt of your choice OR a £20 club shop voucher.
- ◆ ● Five complimentary adult tickets vouchers redeemable for any home league match.
- ◆ Five complimentary junior/youth vouchers for any home league game.
- ◆ FREE away season ticket if requested (see application form).
- ◆ £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).
- ◆ ● Priority access to purchase away tickets and cup match tickets.
- ◆ ● FREE admittance to the first home cup game played in the season.
- ◆ ● Vote in the 'Diamond Player of the Month' award, and you could be presenting the trophy, with the chance to win two hospitality tickets in the Eric Morecambe Lounge.
- ◆ ● Invitation to the exclusive 'Meet the Manager' evening.
- ◆ ● Distinctive leather season ticket wallet.
- ◆ ● 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.

DIAMOND JUNIORS & YOUTHS

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

- ◆ One replica first team shirt of your choice OR a £20 club shop voucher.
- ◆ Five complimentary junior/youth vouchers for any home league game.
- ◆ FREE away season ticket if requested (see application form).
- ◆ Priority access to purchase away tickets and cup match tickets.
- ◆ FREE admittance to the first home cup game played in the season.
- ◆ 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.
- ◆ Distinctive leather season ticket wallet.
- ◆ 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.
- ◆ Chance to vote in the 'Diamond Player of the Month' award and present the trophy. Includes Diamond Mascot package.
- ◆ Diamond children's Christmas event.
- ◆ Free signed player picture card of your choice.

◆ All of these great benefits are available to Diamond season ticket holders.

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

AWAY SEASON TICKET

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 £35 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**.

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 tick the box on the application form and the ticket office will contact you to process payment.

2018-19 HOME MATCHDAY PRICES

	League 2			League 1		
	Cat A	Cat B	Cat C	Cat A	Cat B	Cat C
Adult	£24	£21	£18	£26	£22	£18
Senior Over 65	£19	£16	£13	£21	£17	£13
Golden Senior Over 75	£16	£13	£10	£18	£14	£10
Young Adult (19-21)	£19	£16	£13	£21	£17	£13
Under 19 (17-18)	£16	£13	£10	£18	£14	£10
Youth Under 17 (10-16)	£11	£8	£6	£11	£8	£6
Junior Under 10 (9 and under)	£8	£5	£3	£8	£5	£3

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 of 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



THE SMALL PRINT

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.

1. The option to pay using the instalment plan is not available to anyone aged under 18 years of age.
2. 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.
3. In the event of an instalment being returned unpaid you will be subject to a penalty fee of £2 for each time this occurs.
4. 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.
5. 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.
6. 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.
7. 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 of Bank of Scotland PLC.
8. 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.

9. Following a default as described in clause 5 and 6, all instalment facilities will be withdrawn from you indefinitely.
10. 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.
11. This agreement is personal to you.
12. The terms of this agreement will apply to any renewal unless otherwise advised by the Club on or before the date of such renewal.
13. 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 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 ticket 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.



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

Ticket Office: **01582 416976**

Email: ticketoffice@lutontown.co.uk

www.lutontown.co.uk

