



LUTON TOWN FOOTBALL CLUB SEASON TICKETS 2019-20

1885

2020



As I'm writing this there are just a handful of league games remaining this season.

There's still a way to go until we all find out whether we will be playing football in League One or the Championship next season, but either way, I'm sure you will agree that the 2018-19 campaign has been one of, if not the most memorable in recent decades.

On the pitch, the team have gone about their business with passion and style once again this season, clocking up over two points per game along with scoring almost two goals per game and conceding less than a goal per game which is a sure-fire recipe for success and makes wonderful reading.

Mick Harford humbly took the reins in January and has been faultless in his execution resulting in an amazing long-standing, record-breaking consecutive run of unbeaten games. We should extend our thanks and gratitude to Mick for the incredible job he has achieved. Whichever division we're in we head into a new and exciting era with the appointment of a new manager to lead us from this summer.

It would be difficult to overstate the importance of securing planning permissions for our new home at Power Court and for Newlands Park. Of course, there's a little way to go before bricks get laid, but in gaining



consent from Luton Council, we can now look forward with confidence and optimism to a brighter future for the Club and the town.

Do not underestimate the part that you have played in all of the successes we have enjoyed over the past year. Your support has been patient and passionate during the long planning process, which could have been the difference between success and failure for which we sincerely thank you all.

In 2018-19 season ticket sales have been at their highest for decades which has resulted in our highest average attendance for over 25 years (!) making Kenilworth Road an intensely tough place for away teams to visit and a fortress for our own.

Of course, we all hope that this season ends with back-to-back promotions, taking us up to the Championship next season. What a spectacular 2019 this would be if we can achieve this!

Should we be lucky enough to compete in the Championship at Kenilworth Road, it will naturally bring its challenges. Which is why we will need to cap season ticket sales to 7,000 and we will introduce a loyalty scheme to reward those supporters who have held season tickets for longer.

Full details will be found on page 4 but, in summary, those of you who have held a season ticket for the last five consecutive seasons will receive a full discount and those who have one for the last two will qualify for a smaller deduction to thank you for your loyalty. This also introduces a rewarding scheme which we intend to take to Power Court with us in a few years' time.

I hope you will join us again in 2019-20 as we approach our 135th year as a professional football club in the bitter-sweet knowledge that it will be one of the last few seasons we will play at our beloved Kenilworth Road. Let's make the most of it.

COME ON YOU HATTERS!

Gary



**LUTON TOWN
FOOTBALL CLUB**
SEASON TICKETS 2019-20

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LOYALTY

Every season ticket holder makes a huge contribution, whether they have been coming for many years, or if this is their first season. This year, if we are successful in climbing back to the Championship we feel it is an appropriate time to show our sincere thanks to supporters that have been on that incredible journey as season ticket holders in recent years.

As such there is a discount for supporters that have been season ticket holders for either five (orange) or two (navy) consecutive seasons. If that applies to you, please enter this price of your application form. The ticket office will cross check against their records and contact you if there are any queries.

BUY-BACK

If you have to miss a game, simply hand in your matchday voucher from the season ticket book and we'll give you a £10 buy-back voucher for adult or concession tickets and a £5 buy-back voucher for junior or youth returns. This voucher can be used in either of the club shops or at any of the catering units within the ground.

Terms and conditions

Your voucher must be handed in 24 hours prior to the game, and your voucher will be valid only during the 2019-20 season. This scheme is limited to 5 vouchers per season.

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

THE OAK ROAD END

Oak Road season tickets proved to be very popular during the 2018-19 season, with all available tickets selling out. **PLEASE NOTE THAT CURRENT OAK ROAD SEASON TICKET HOLDERS WILL HAVE UNTIL THE 31st MAY TO RENEW IN THIS AREA.** If you are interested in purchasing a season ticket in the Oak Road end for the first time this year, please contact the ticket office, who will add to the waiting list. We'll notify you if any tickets become available.

Note: seating in the Oak Road is unreserved, and you may be required to move your seat for selected cup games.

WHAT PRICE TO PAY: LEAGUE ONE OR CHAMPIONSHIP

At this point in the season, we're making no assumptions as to which league we will be in for 2019-20. So, if you're planning on taking advantage of paying **In full at our Earlybird rate**, you have two options:

OPTION ONE: LEAGUE ONE RATE

Pay the League One price for your season ticket, then if we're successful in reaching the Championship, you'll be required to make an additional payment to make up the difference. Your season ticket will be held at the ticket office until you have contacted us to make the final payment.

OPTION TWO: CHAMPIONSHIP RATE

Pay the Championship price for your season ticket, then if we're unsuccessful in gaining promotion, a credit voucher will be sent to you for use in our Club shops or catering units, alternatively you can contact the ticket office for details for a refund.



LUTON TOWN FOOTBALL CLUB SEASON TICKETS 2019-20

HOW TO BOOK

You won't want to miss the action next season. There are four ways to book this season, here are the options:

A: COMPLETE YOUR FORM VIA OUR WEBSITE

It's easy to complete your registration form online via our website, so use this method for all season ticket types. If you are paying by instalments, your application will be processed once outcome of the season is known. Book now: www.lutontown.co.uk/tickets/season-tickets/form

B: COMPLETE THE PAPER FORM IN THIS BROCHURE

This option can be used for all payment methods and season ticket types. If you are paying by instalments, your application will be processed once the outcome of the season is known. Please return completed forms to the ticket office in person, or scan and send by email to ticketoffice@lutontown.co.uk.

C: BOOK ON THE PHONE

The ticket office can process season ticket **RENEWALS** only via the phone if supporters are paying in full. If you would like to renew by phone, call the ticket office on **01582 416976**. The season ticket sales period is a very busy time for the ticket office team, and telephone renewals will not be available on matchdays. Thank you for your patience.

D: BOOK ONLINE VIA OUR E-TICKETING SITE

You can book through our e-ticketing site if you're **paying in full** are the same age category as 2018-19, and do not qualify for a loyalty rate. The League One price will be shown online until our league status is known. An additional payment will be required if we reach the Championship.

COLLECTION / POSTAGE OF SEASON TICKETS

If you would like your season ticket to be sent out by post, please add an additional £5.00 to cover postage and administration costs. Season ticket applications without a postage payment will be retained at the ticket office for collection towards the end of July.

A collection date will be advised once all season tickets are ready.

PAY IN MONTHLY INSTALMENTS

You can spread the cost of your season ticket by paying in monthly instalments at no extra cost. You have the option to pay in 4 months or across a number of equal monthly payments ending in February 2020 depending when your season ticket is purchased. Instalments are taken by reoccurring card payments NOT DIRECT DEBITS.

USING YOUR 2018-19 BUY BACK VOUCHERS

Buy back vouchers obtained during the 2018 - 19 season which you wish to redeem against your 2019-20 season ticket must be submitted along with your season ticket application as part payment. These vouchers can only be used if the name on the voucher corresponds to the new season ticket holder. Season ticket renewals using buy-back vouchers must be made in person at the ticket office.

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). **Existing Season Ticket seats will be held until 31st May.**

2019-20 Loyalty Discount

To show our appreciation to supporters who have been season ticket holders for a number of years, in the event that we are promoted to the Championship, a 'Loyalty Discount' will apply. Please tick the box and enter the appropriate price on the application form.

LEAGUE ONE

sky bet LEAGUE ONE EFL

	EARLY BIRD 02/04 - 26/04	PRIME TIME 27/04 - 31/05	ANYTIME FROM 01/06 >
Adult	£380	£420	£460
Over 65/Under 22	£280	£310	£340
Over 75/Under 19	£200	£240	£280
Acc Youth U17*	£80	£100	£120
Acc Junior U10*	£50	£70	£90
Unacc Youth U17	£120	£140	£160
Oak Adult	£320	£370	£420
Oak Under 22	£200	£220	£240
Oak Under 19	£130	£150	£170

CHAMPIONSHIP

sky bet CHAMPIONSHIP EFL

	EARLY BIRD: 02/04 - 26/04			PRIMETIME 27/04 - 31/05	ANYTIME FROM 01/06 >
	Orange (5yr)	Navy (2yr)	White		
Adult	£400	£425	£450	£500	£550
Over 65/Under 22	£290	£305	£320	£350	£390
Over 75/Under 19	£210	£220	£230	£270	£290
Acc Youth U17*	£90	£95	£100	£110	£120
Acc Junior U10*	£60	£65	£70	£80	£90
Unacc Youth U17	£130	£135	£140	£160	£180
Oak Adult	£350	£365	£380	£430	£480
Oak Under 22	£240	£250	£260	£290	£320
Oak Under 19	£160	£170	£180	£200	£220

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

REFUNDS: Please note that season tickets are non-refundable and non-returnable.

AGE CONCESSIONS: The date used to determine the correct age category for supporters is the first day of the 2019-20 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.

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 £260 worth of extra-value, plus money can't buy experiences.

MATCHDAY TICKET PRICES 2019-20:

MATCHDAY TICKETS - LEAGUE ONE				sky bet LEAGUE ONE	EFL
	Cat A	Cat B	Cat C		
Adult	£26.00	£22.00	£18.00		
Over 65/Under 22	£21.00	£17.00	£13.00		
Over 75/Under 19	£18.00	£14.00	£10.00		
Acc Youth U17	£11.00	£8.00	£6.00		
Acc Junior U10	£8.00	£5.00	£3.00		

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

MATCHDAY TICKETS - CHAMPIONSHIP				sky bet CHAMPIONSHIP	EFL
	Cat A	Cat B	Cat C		
Adult	£30.00	£25.00	£20.00		
Over 65/Under 22	£23.00	£19.00	£15.00		
Over 75/Under 19	£20.00	£16.00	£12.00		
Acc Youth U17	£12.00	£9.00	£6.00		
Acc Junior U10	£9.00	£6.00	£3.00		

Disabled supporters over 16 will pay one category below their normal age band upon proof of Middle or Higher Rate DLA.

LUTON TOWN FOOTBALL CLUB 2019-20 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								
		MOBILE PHONE								
EMAIL		HOME PHONE								

SEASON TICKET INFORMATION.

Please tick the appropriate boxes below, and fill in the total to be paid in the orange box below.

AGE CATEGORY

Adult	
Over 65/Under 22	
Over 75/Under 19	
Acc Youth U17*	
Acc Junior U10*	
Unacc Youth U17	
Oak Adult	
Oak Under 22	
Oak Under 19	

LOYALTY RATE

ORANGE (5 YEARS)	
BLUE (2 YEARS)	
WHITE	

UPGRADE TO DIAMOND

ADULT (£150)	
CONCESSION (£130)	
YOUTH (£60)	

POSTAGE / ADMIN

PLEASE SEND MY SEASON TICKET BY POST (£5)	
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PAYMENT METHOD

CASH IN FULL	
PAYMENT IN FULL BY CHEQUE Cheques should be made payable to Luton Town Football Club 2020 Ltd.	
PAYMENT IN FULL BY CARD Please complete BOX 1 below.	
INSTALMENTS (4 MONTHS) Please complete BOX 2 below. 1st payment May 2019, or 1st June if league position is undecided.	
INSTALMENTS (9/10 MONTHS) Please complete BOX 2 below. Payments end February 2020	

SEAT LOCATION

New season ticket holders please contact the ticket office to select your seat.

STAND:	
Kenilworth Upper	
Kenilworth Lower	
David Preece	
Main Stand	
Main St. Enclosure	
Oak	
BLOCK	
ROW	
SEAT	

PLEASE REFER TO PAGE TWO OF THE BROCHURE AND COMPLETE THE RELEVANT BOX BELOW.

TOTAL CHARGE (LEAGUE ONE):

£

TOTAL CHARGE (CHAMPIONSHIP):

£

BOX 1 - PAYMENT DETAILS - FOR SUPPORTERS PAYING IN FULL BY DEBIT OR CREDIT CARD ONLY

To pay for the items detailed on this form in full, using a debit or credit card, please enter the details below. If the ticket office do not have a record of your current card details as entered below, we will contact you by telephone for payment in due course.

LAST FOUR DIGITS OF LONG CARD NUMBER		THREE DIGIT SECURITY NUMBER ON SIGNATURE STRIP (REVERSE OF CARD)							
EXPIRY DATE		CARDHOLDER 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

BOX 2 - PAYMENT CARD DETAILS - FOR SUPPORTERS PAYING FOR SEASON TICKETS IN INSTALMENTS ONLY

To pay for your season ticket by monthly instalments please complete the information below. Please DO NOT provide your three figure security number from the reverse of your card.

LONG CARD NUMBER																			
EXPIRY DATE					CARDHOLDER 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

YOU CAN JOIN, OR RENEW YOUR MEMBERSHIP TO THE LUTON TOWN SUPPORTERS' TRUST, OR MAKE A VOLUNTARY DONATION TO THE LUTON TOWN YOUTH ACADEMY BY TICKING THE APPROPRIATE BOXES BELOW.

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: £ <input type="text"/>

CHEQUE PAYMENTS: Please make cheques payable to Luton Town Football Club 2020 Ltd. Please enclose cheque payments with your application form in a sealed envelope and hand in at the ticket office. Credit agreement regulated by the consumer credit act (1974)



DIAMOND ADULTS

Adults can upgrade to a Diamond season ticket for £150, with upgrades for concessions costing £130. You can add the price of your Diamond membership to your season ticket and pay by instalments.

-   Priority access to purchase away tickets and cup match tickets.
-  FREE away season ticket if requested (see application form).
-   One replica first team shirt of your choice OR a £20 club shop voucher.
-   Five adult tickets vouchers redeemable for any category B or category C home league match.
-  Hospitality voucher to be used at specified games for functions hosted outside of Kenilworth Road.
-   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.
-   A pair of tickets for 'Specs Comedy' – the excellent comedy club held in the Eric Morecambe Lounge at Kenilworth Road on the first Friday of each month.
-   Free admittance to a Training Day at Kenilworth Road

DIAMOND JUNIORS & YOUTHS

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

-  Priority access to purchase away tickets and cup match tickets.
-  FREE away season ticket if requested (see application form).
-  One replica first team shirt of your choice OR a £20 club shop voucher.
-  Five complimentary junior/youth vouchers for any category B or category C home league game.
-  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.

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

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

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