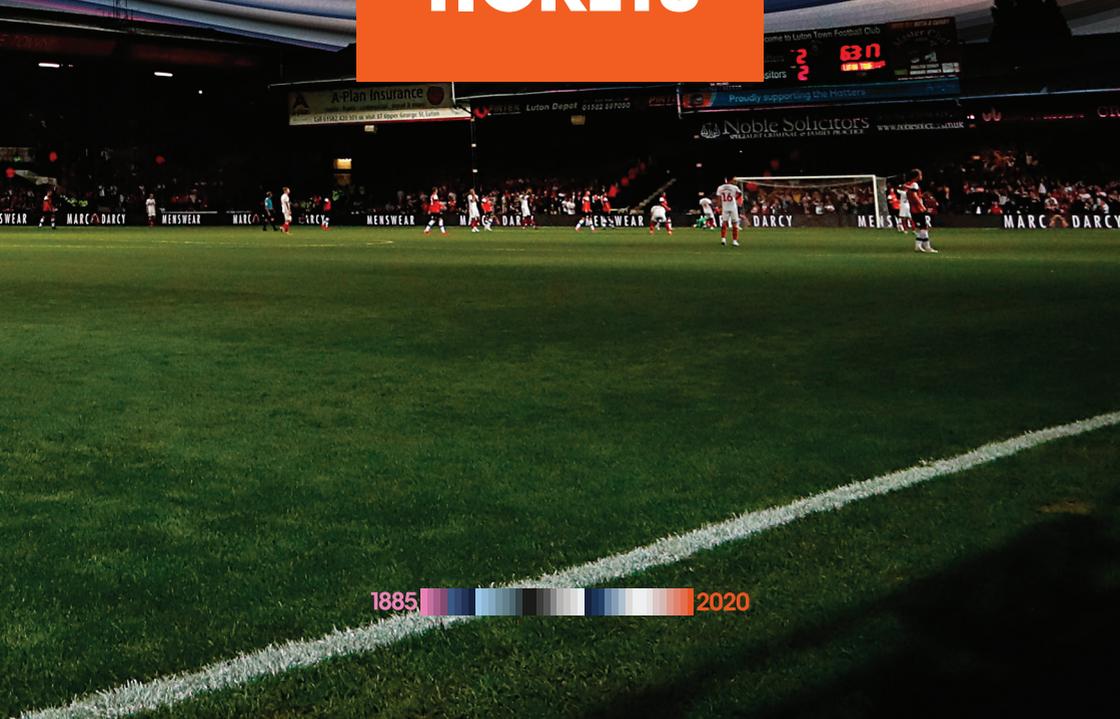




**PRICES FROZEN!**  
PLUS - RENEW ONLINE & YOU  
COULD WIN BACK THE VALUE  
OF YOUR SEASON TICKET!

# 2020-21 SEASON TICKETS



1885  2020

Towards the end of February after an encouraging run of results, we were all looking ahead to the final, exciting throes of the 2019-20 season, having hit a great run of form and preparing to meet the challenge of retaining our place in the Championship head-on.

Fast forward just a couple of weeks, and suddenly we all find ourselves facing a new, unprecedented and unpredictable challenge in the form of the global Covid-19 (Coronavirus) pandemic.

How quickly things can change.

There is no doubt that this challenge is one of the most significant that many of us will have faced in our lifetime, both personally and professionally. It goes without saying that this creates worry and anxiety, but it is worth remembering that as a Club, and as a wider family we have faced and overcome many difficult challenges in the past, together.

Whether we fight dinosaurs, parasites or viruses, we, as a Club are great survivors!

As such I would like to reassure you that everyone at Luton Town is completely focussed on doing what we can to protect our players, staff and you, our loyal supporters. We are working tirelessly behind the scenes to make sure that we are in the best possible shape when this crisis fades, and we are able to start returning to a new normal – whatever that may look like – at the earliest opportunity for all.

And so, we turn our attention to season tickets for the 2020-21 campaign.

This season, we hit our cap of 7,000 season tickets for the first time - a credit to our wonderful home support. Unfortunately, as a result there were many, many people on our waiting list. Before the Coronavirus hit, Kenilworth Road hadn't seen an unsold seat this league season which is an amazing achievement – credit to you all. And such is your loyalty, we're confident we will see the same turnout next season too.

To recognise your commitment as a season ticket holder we are retaining the five year loyalty (orange) and two year loyalty (blue) schedule, whichever league we find ourselves competing in next season. This will enable you to continue to build up your loyalty discount over the coming years which currently offers a saving of up to £50 and will start

building your credits as we look forward to a Power Court relocation in the future.

The good news is that we are freezing prices for all season ticket holders who renew their seats before our 2019-20 league status is known. 'Earlybird' season ticket holders who move into a new loyalty bracket will actually pay less than last season!

Ticket holders who would prefer to wait until next year's league status is known can still purchase a 'Primetime' season ticket and retain their loyalty discount at a higher tariff if we remain in the Championship.

If season tickets do become available, we will fulfil our promise to contact supporters on our waiting list before seats are released for general sale. You can still add your name to the waiting list by contacting the ticket office before 13th April. The full 2020-21 price matrix and the sales process can be seen on pages three and four of this brochure.

I make no apology to appeal to you that your commitment to buy your season ticket now will be more valuable than in any other season. With so much income lost through the inevitable loss of fixtures, events and all other income, we need cash to ensure that our Club is in the fittest shape when we all return together. It is with this in mind that we will be restructuring the Diamond package to allow you to become a member of a unique, one-off club intended to help the Club with cash during this unprecedented period of difficulty.

These are extraordinary times with many challenges still to come. Football is a passion for us all – with the excitement it brings to our lives each week. But it is not just the game that keeps us coming back to Kenilworth Road season after season. We are friends. We are family, and we are community. Nothing is more important.

We will fulfill this season's fixtures and soon after, look forward with optimism to the new season. Competitively, we will be in a stronger position than before. But with football being the most important unimportant product of our society it is vital we start the new season with a renewed vengeance and with greater ambition than ever.

Stay safe Hatters!

Gary

## 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.

## BUY-BACK

With Kenilworth Road at capacity this season, the buy-back scheme has played an important part in enabling supporters to attend matches that would have been unavailable otherwise. It's easy. If you have to miss a game, just hand in the voucher from your 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.

### Buy-Back Terms and conditions

Your voucher must be handed in 24 hours prior to the game, and will be valid during 2020-21 only. The scheme is limited to 5 vouchers per season.

## EARLYBIRD RENEWALS

Season tickets will be on sale to existing season ticket holders now and prices will be frozen at 2019-20 prices. Once we know which league we will be competing in next season, the Primetime prices will replace the Earlybird rates. Once the Primetime rate comes into effect, we will advise a cut off date for the release of current season ticket holder seats.

## WAITING LIST/NEW APPLICATIONS

We have in excess of 600 supporters already on our waiting list from last season. Any supporters who wish to be added to the waiting list can do so by emailing [ticketoffice@lutontown.co.uk](mailto:ticketoffice@lutontown.co.uk) by the 13th April. After 2019-20 season ticket seats have been released, supporters on the waiting list will be contacted. The ticket office will then announce if further season tickets are available for general sale.

## LOYALTY

The contribution that season ticket holders make this season will be particularly important. Therefore, to enable season ticket holders to continue to build and maintain their loyalty advantage it makes sense to offer the discount whichever league we find ourselves in next season.

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 contact us.

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 tickets have proved to be very popular over the last few seasons, with all available tickets selling out. **PLEASE NOTE THAT WE WILL NOTIFY ALL EXISTING OAK ROAD SEASON TICKET HOLDERS AS TO THE DATE BY WHICH THEY WILL HAVE TO RENEW THEIR SEASON TICKET.** Due to the current situation caused by Covid-19 we are unable to confirm an exact date at present. If you are interested in purchasing an Oak Road season ticket for the first time this year and you're not already on the waiting list, please contact the ticket office via email to add your details: [ticketoffice@lutontown.co.uk](mailto:ticketoffice@lutontown.co.uk)

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

# BOOK ONLINE...

## RENEW ONLINE AND YOU COULD WIN BACK THE COST OF YOUR SEASON TICKET 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 ticket. In addition, one lucky junior season ticket holder will receive a free non-hospitality mascot package - an unforgettable experience for any young supporter!

## FULL PAYMENTS

**Book Online:** By far the quickest and easiest way to renew your season ticket and the most cost-effective way for the club is to use the online booking facility at [www.eticketing.co.uk/lutontown](http://www.eticketing.co.uk/lutontown). Just enter your client reference number which can be found on the inside front cover of your season ticket booklet. 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 ticket or qualify for extra loyalty then please contact the ticket office by email or phone and we can then amend this for you to allow you to continue to book online.

**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 our Park Street store or scan and send via email to ([ticketoffice@lutontown.co.uk](mailto:ticketoffice@lutontown.co.uk)). If the ticket office reopens within the season ticket sales period, you would be able to deliver forms to us in person. Park Street opening hours are on our website: [www.lutontown.co.uk/parkstreet](http://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.

## PAY BY INSTALMENTS (4 OR 6 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](mailto:ticketoffice@lutontown.co.uk). Alternatively, you can drop your completed form into our Park Street Store. If the ticket office reopens within the season ticket sales period, you would be able to deliver forms to us in person. Park Street opening hours are on our website: [www.lutontown.co.uk/parkstreet](http://www.lutontown.co.uk/parkstreet)

**Post:** All forms can be posted to the club; Kenilworth Stadium, 1 Maple Road East, Luton LU4 8AW.

## INSTALMENT OPTIONS

You can spread the cost of your season ticket by paying by 4 or 6 monthly instalments at no extra cost. The total cost of the season ticket will be split into equal monthly payments ending no later than October. Your first payment will be taken in your month of renewal 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

## COLLECTION / POSTAGE OF SEASON TICKETS

As things stand, we do not currently know when we will be able to reopen the ticket office, we strongly advise supporters to have their season ticket posted. To do so, please apply the £5 admin / postage fee.

Any season tickets without the postage payment will be retained at the ticket office and will be available for collection when advised.

# PRICES

Our Season tickets will go on sale in 3 phases, Earlybird Renewals, Primetime/Waiting List, and General Sale. Due to the current situation regarding Covid-19, notification of when the existing season ticket seats will be released will be given at a later date.

## 2020-21 Loyalty Discount

To show our appreciation to supporters who have been season ticket holders for a number of years, this year's loyalty discount will apply whichever league we are playing football in next season. Please tick the appropriate loyalty rate on the application form.

## EARLYBIRD RENEWALS

|                  | Orange (5yr) | Navy (2yr) | White |
|------------------|--------------|------------|-------|
| Adult            | £400         | £425       | £450  |
| Over 65/Under 22 | £290         | £305       | £320  |
| Over 75/Under 19 | £210         | £220       | £230  |
| Acc Youth U17*   | £90          | £95        | £100  |
| Acc Junior U10*  | £60          | £65        | £70   |
| Unacc Youth U17  | £130         | £135       | £140  |
| Oak Adult        | £350         | £365       | £380  |
| Oak Under 22     | £240         | £250       | £260  |
| Oak Under 19     | £160         | £170       | £180  |

## PRIMETIME

|                  | CHAMPIONSHIP |            |       | LEAGUE ONE   |            |       |
|------------------|--------------|------------|-------|--------------|------------|-------|
|                  | Orange (5yr) | Navy (2yr) | White | Orange (5yr) | Navy (2yr) | White |
| Adult            | £450         | £475       | £500  | £400         | £425       | £450  |
| Over 65/Under 22 | £325         | £340       | £355  | £290         | £305       | £320  |
| Over 75/Under 19 | £230         | £240       | £250  | £210         | £220       | £230  |
| Acc Youth U17*   | £95          | £100       | £105  | £90          | £95        | £100  |
| Acc Junior U10*  | £60          | £65        | £70   | £60          | £65        | £70   |
| Unacc Youth U17  | £135         | £140       | £145  | £130         | £135       | £140  |
| Oak Adult        | £400         | £415       | £430  | £350         | £365       | £380  |
| Oak Under 22     | £275         | £285       | £295  | £240         | £250       | £260  |
| Oak Under 19     | £180         | £190       | £200  | £160         | £170       | £180  |

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.

**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 will be the 1st September 2020. 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 your season ticket.

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

**PRICES FROZEN!**  
PLUS - RENEW ONLINE & YOU COULD WIN BACK THE VALUE OF YOUR SEASON TICKET!

**LUTON TOWN FOOTBALL CLUB 2020-21 SEASON TICKET BOOKING FORM.**  
**PERSONAL DETAILS - PLEASE COMPLETE ONE FORM PER PERSON**



If you have changed address in the last 12 months and not already notified us, please contact the ticket office via email with your updated address details. If you are a new season ticket holder, proof of age is required for all concessionary rates.

|       |   |   |   |   |   |  |  |
|-------|---|---|---|---|---|--|--|
| NAME  |   |   |   |   |   | If you are renewing your season ticket please enter your Ticketmaster client ref below. You will find it located next to your name at the front of your season ticket. |  |
| D.O.B | D | M | Y | Y | Y | 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     | LOYALTY RATE   | PAYMENT METHOD  | SEAT LOCATION   |
|------------------|--|---|---|
| Adult            | ORANGE (5 YEARS)<br>BLUE (2 YEARS)<br>WHITE          | PAYMENT IN FULL BY<br><b>CASH OR CHEQUE</b><br>Cheques should be made payable to Luton Town Football Club 2020 Ltd. | STAND:<br>Kenilworth Upper<br>Kenilworth Lower<br>David Preece<br>Main Stand<br>Main St. Enclosure<br>Oak |
| Over 65/Under 22 |  | PAYMENT IN FULL BY CARD<br>Please complete BOX 1 below.   | Oak   |
| Over 75/Under 19 |  | INSTALLMENTS (4 MONTHS)<br>Please complete BOX 1 below.   | BLOCK   |
| Acc Youth U17 *  | UPGRADE TO DIAMOND<br>ADULT (£120)<br>YOUTH (£60)    | INSTALLMENTS (6 MONTHS)<br>Please complete BOX 1 below.   | ROW   |
| Acc Junior U10 * |  |   | SEAT  |
| Unacc Youth U17  | POSTAGE<br>PLEASE SEND MY SEASON TICKET BY POST (35) |   |   |
| Oak Adult        |  |   |   |
| Oak Under 22     |  |   |   |
| Oak Under 19     |  |   |   |

**TOTAL CHARGE:**

**£**

**BOX 1 - PAYMENT DETAILS**

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 NO. |  | 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

**I WOULD LIKE TO MAKE A VOLUNTARY DONATION TO HELP SUPPORT THE CLUB THROUGH THIS DIFFICULT TIME:**

£



**LUTON TOWN SUPPORTERS' TRUST**

**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**

|  |  |
|--|--|
| L1ST ADULT - £10: <input type="checkbox"/> | L1ST UNDER 16 / OVER 60 - £5: <input type="checkbox"/> |
|--|--|

**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)



## MATCHDAY TICKET PRICES 2020-21:

With our league position yet to be determined, the matchday prices for both Sky Bet League One and the Sky Bet Championship are published below.

| MATCHDAY TICKETS - LEAGUE ONE <span>sky bet LEAGUE ONE EFL</span> |       |       |       |
|---|-------|-------|-------|
|   | Cat A | Cat B | Cat C |
| Adult   | £27   | £23   | £19   |
| Over 65/Under 22  | £22   | £18   | £14   |
| Over 75/Under 19  | £19   | £15   | £11   |
| Acc Youth U17   | £11   | £8    | £6    |
| Acc Junior U10  | £8    | £5    | £3    |

| MATCHDAY TICKETS - CHAMPIONSHIP <span>sky bet CHAMPIONSHIP EFL</span> |       |       |       |
|---|-------|-------|-------|
|   | Cat A | Cat B | Cat C |
| Adult   | £32   | £26   | £20   |
| Over 65/Under 22  | £24   | £20   | £15   |
| Over 75/Under 19  | £21   | £17   | £12   |
| Acc Youth U17   | £12   | £9    | £6    |
| Acc Junior U10  | £9    | £6    | £3    |

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](mailto:ticketoffice@lutontown.co.uk)

# DIAMONDS YOUR CLUB NEEDS YOU!

With the continuation of the Coronavirus, your contribution as a Diamond Season Ticket holder is more important to the club than ever. This year's benefits have been specially tailored for this season - to recognise your contribution at this unprecedented time.

### DIAMOND ADULTS

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

- ◆ Special certificate of recognition.
- ◆ Your name on a '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.
- ◆ ◉ 1st priority on away tickets.
- ◆ ◉ Free away season ticket (if requested).
- ◆ ◉ 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.
- ◆ NEW Unique leather season ticket wallet.
- ◆ ◉ Diamond event in the Eric Morecambe Lounge (non-matchday).

### DIAMOND JUNIORS & YOUTHS

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

- ◆ Special certificate of recognition.
- ◆ Your name on a '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
- ◆ 1st priority on away tickets.
- ◆ Free away season ticket (if requested).
- ◆ Replica 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.
- ◆ NEW Unique leather season ticket wallet.
- ◆ Christmas party.
- ◆ Match day penalty shoot out.

◆ 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.

# DIAMONDS YOUR CLUB NEEDS YOU!

Supporters who elect to purchase a Diamond season ticket for 2020-21 will receive a certificate to recognise their special contribution to the stability of the Club at this time. Supporters names will be added to a 'Roll of Honour' on the club website.



# CERTIFICATE OF APPRECIATION

This certificate is to recognise the contribution of:

Thank you for becoming a Diamond Season Ticket Holder in 2020-21  
and helping to strengthen the Club during the Covid-19 crisis.

You're a true diamond Hatter.

Date

David Wilkinson, Chairman



# 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](mailto: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: | | | |

## 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](http://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.

- 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 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.

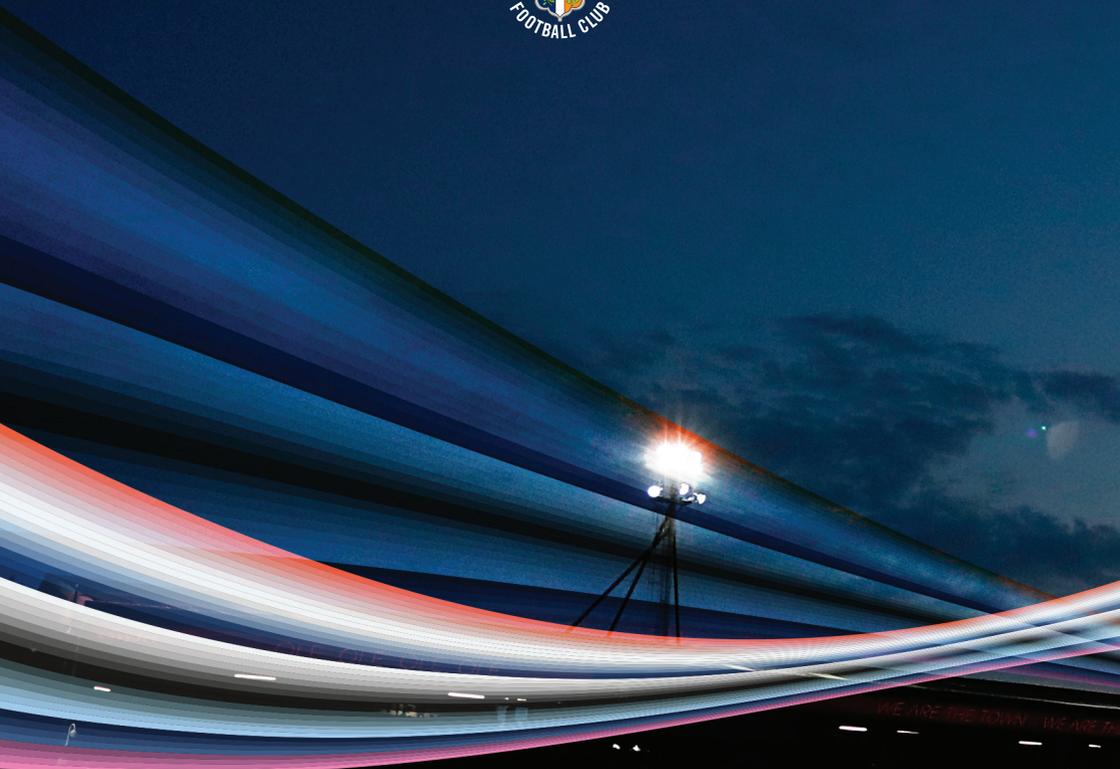
By signing the season ticket application form and completing relevant card details you are giving permission to automatically take payment for your seat and forward your tickets to you. The Ticket Office will need to be informed of any card changes throughout the season

**HOW WE USE YOUR DATA**  
We 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](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.

**REFUND POLICY**  
All season tickets are non-returnable, non-transferable and non-refundable.



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MENSWEAR

MARC DARCY

MENSWEAR

MARC DARCY

MENSWEAR

MARC DARCY

MENSWEAR

**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](mailto:info@lutontown.co.uk)

Ticket Office: **01582 416976**

Email: [ticketoffice@lutontown.co.uk](mailto:ticketoffice@lutontown.co.uk)

[www.lutontown.co.uk](http://www.lutontown.co.uk)