

BRING

THE



LUTON TOWN FOOTBALL CLUB
2023-24 SEASON CARDS

BRING THE NOISE!



BELIEF ↗
PROGRESS.
PRIDE. ↘

So, how does it feel to be a part of our great story? I wrote in this brochure last year of how the noise you brought back to our matches, after a year playing behind closed doors, had helped drive us to the verge of a Wembley play-off final.

Twelve months on, we continued that progress with a third-place finish, a march to the Arch...and then some!

What a day it was in north-west London as Wembley turned orange and 36,500 of us celebrated with pride as Luton Town's name entered the record books as the first club to go from the top-flight, down to non-league and back up to the top division.

With excited belief last summer, we declared that was our intention, and with that penalty shoot-out win over Coventry, the dream became reality.

It is with increased enthusiasm that we now invite you to bring the noise to the Premier League – Luton style!

As we introduce our season card packages for 2023-24, we have a management team of Rob Edwards, Richie Kyle and Paul Trollope, along with our supremely talented and loyal players and staff, who all want to make their own mark in the top division.

Next year will be the tenth since we won promotion from the Conference, and we have so much to celebrate together from that journey.

Some things will never change, like the culture of development and down-to-earth spirit honed over the years at venues like Grays, Hyde and Southport, which we now proudly take to all parts of Arsenal, United and Liverpool and other great football heartlands, both on and off the pitch.

Of course, with Premier League football there must be some change with alterations necessary to our 118-year-old home to accommodate the plethora of TV cameras, VAR technology and other media requirements which may affect the views from some seats, and the rebuilt Bobbers Stand meaning our box holders will unfortunately, need to be rehomed. Should you be negatively impacted in any way, we would like to sincerely apologise for any inconvenience.

We are striving to produce the best value ticket for you as we appreciate your constant support, and while costs have gone up slightly as we attempt to compete on the pitch at the higher level, we have kept the price increase of a ticket with a season card to an average of £1 per match for Premier League football.

Matchday ticket prices will be released in the coming weeks once the groundworks and improvements have been concluded, and there may be increases in some areas of the ground. But rest assured these will be kept to the minimum amount possible.

We want to reward the loyalty of our away season card and Diamond holders so that you maintain your benefits, therefore availability will be capped and only renewals will be available this season.

There are so many new grounds to visit, and we hope to reward our most loyal fans in the fairest possible way.

But above all, I want to thank you for being a part of our magical success, being 'one of us', being fellow Hatters. And as we attract a far greater level of public interest, please remain humble, please remain proud and please be loud!

We are all Luton. COYH!

Gary Sweet
Chief Executive Officer





2023-24 BENEFITS

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

- Guaranteed seat for all home Premier League fixtures.
- 1st option on your seat for cup games.
- Priority booking for all away games.
- 10% discount on full price merchandise in our club shops on production of your season card.
- Free entry to all development and youth team games played at Kenilworth Road. We reserve the right to exclude some FA Youth Cup fixtures.

GROUND ALTERATIONS

As supporters will be aware there will be some ground alterations during the close-season and this could result in a few supporters having to move their seasonal seats. Until the final stadium layout has been confirmed for next season, season card holders are invited to renew in their current seats. We will contact any supporter impacted by any seat alterations and work with them to find an alternative seat that fully meets their requirements. These discussions will be held before any seat moves are offered to current season card holders.

SEASON CARD RENEWALS

Current season card holders will be able to renew their seats from Monday 12th June until close of business Tuesday 4th July. At this time season card holder's seats will be released.

From **Monday 10th July** until **Friday 14th July** Season card holders who may wish to move seats can enquire to do so via email in the first instance. Provided the final ground layout is complete and access to the stadium is allowed you may be invited into the ground to choose alternative seats.

WAITING LIST

The waiting list for season cards at Kenilworth Road was closed towards the end of last season due to currently holding over 2000 supporters. If season cards become available for the 2023-24 season supporters from the current waiting list will be contacted.

Information regarding a waiting list for seats at Power Court will be released in the near future.

THE OAK ROAD END

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.

BUY-BACK

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

For the 2023-24 season there will again be a buy back scheme available for season card holders to use. This coming season there will not be a limit on the number of games this can be used for. Buy Backs can be requested via email (ticketoffice@lutontown.co.uk) once the fixture requested is on sale. Providing the request has been sent at least 24 hours before the match, adults will receive £10 and juniors £5 vouchers that can be used in the club shop or catering units inside the ground.

Season card holders who have unclaimed buy back vouchers for the 2022-23 season at the ticket office for collection are reminded that all vouchers have an expiry date of the end of June 2023. Vouchers can be used in the club shop.

MEMBERSHIP SCHEME

Details of 2023-24 Hatters Memberships will follow shortly on the official website www.lutontown.co.uk.



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 CARD 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 <https://eticketing.co.uk/lutontown>.

Just enter your client reference number which can be found on your season card. The price showing should be your correct price. If your age category or loyalty discount has changed an incorrect price may show. Please contact the ticket office by phone or email and we can amend this for you to enable you to book online.

Please do not book until your online price is correct as we cannot guarantee a refund if booked incorrectly.

If you are unable to book online, although not encouraged you do have the option to fill in the attached form in the centre of the brochure. You can hand this form into the ticket office or our Park Street store, or scan and send via email to ticketoffice@lutontown.co.uk (opening hours for our ticket office and Park Street store are available on our website).

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

PURCHASING YOUR SEASON CARD BY 4, 6 OR 9 MONTH INSTALMENTS

Complete the paper form: If you are paying by instalments, please complete the paper form in the middle of the brochure, you can scan and send this via email to ticketoffice@lutontown.co.uk alternatively, you can hand in your completed form to the ticket office or our Park Street store. (opening hours for our ticket office and park street store are available on our website).

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 card by paying in 4, 6 or 9 monthly instalments at no additional cost. The cost of your season card can be split into equal monthly payments ending no later than March 2024. Your first payment will be taken in July 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 your bank card changes.

Failure to maintain monthly instalments could result in access to the stadium being denied on matchdays.

RENEWAL OF EXISTING SEASON CARD/ NEW ACCESS CARDS

Once you have renewed your season card, access for the 2023-24 season will automatically be added to your existing season 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 for this to be posted please email ticketoffice@lutontown.co.uk or contact by phone on **01582 416 976** and arrangements can be made. We will announce a date on the official website when all the new cards are available for collection.

If you have lost your 2022-23 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.**



LUTON TOWN FOOTBALL CLUB 2023-24 SEASON CARD BOOKING FORM.

PERSONAL DETAILS - PLEASE COMPLETE ONE FORM PER PERSON

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

NAME						If you are renewing your season card please enter your Ticketmaster client ref below. You will find it located next to your name at the front of your season card.	
D.O.B	D	D	M	Y	Y	CLIENT REF	
						MOBILE PHONE	
EMAIL (REQUIRED)						HOME PHONE	

YOUR SEASON CARD INFORMATION.

PLEASE TICK THE APPROPRIATE BOXES BELOW, THEN ENTER THE FULL PRICE FROM THE PRICE MATRIX.

AGE CATEGORY

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

LOYALTY RATE

ORANGE (5 YEARS)	
BLUE (2 YEARS)	
WHITE	
DIAMOND RENEWAL	
NOTE: 2022-23 DIAMONDS ONLY	
ADULT (£120)	
YOUTH (£60)	

PAYMENT METHOD

PAYMENT IN FULL BY CARD Please complete BOX 1 below.	
INSTALMENTS (4 MONTHS) Please complete BOX 1 below.	
INSTALMENTS (6 MONTHS) Please complete BOX 1 below.	
INSTALMENTS (9 MONTHS) Finishing 03/24 Please complete BOX 1 below.	

SEAT LOCATION

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

ENTER THE FULL PRICE FROM THE PRICE MATRIX:

£

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 card application. In providing these details, and submitting the form, you confirm that you have read and agree to the terms and conditions on page 12 of the season ticket brochure.

SUPPORTERS HAVE CONTACTED US OFFERING TO MAKE A VOLUNTARY DONATIONS TO ASSIST THE CLUB TO HELP TO CONTINUE OUR PROGRESS. WE ARE VERY GRATEFUL FOR ANY ADDITIONAL DONATIONS. PLEASE INDICATE BELOW IF YOU WOULD LIKE TO MAKE A VOLUNTARY CONTRIBUTION.

£

Credit agreement regulated by the consumer credit act (1974)



LUTON TOWN SUPPORTERS' TRUST

YOU CAN JOIN OR RENEW YOUR MEMBERSHIP TO THE LUTON TOWN SUPPORTERS' TRUST, BY TICKING THE APPROPRIATE BOX BELOW.

LUTON TOWN SUPPORTERS' TRUST. JOIN, OR RENEW YOUR MEMBERSHIP

LTST ADULT - £10:

LTST UNDER 16 / OVER 60 - £5:



RENEWALS AVAILABLE FROM MONDAY 12TH JUNE.
SEATS RELEASED TUESDAY 4TH JULY.

PRICES

2023-24 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	FROM CURRENT WAITING LIST
Adult	£450	£470	£490	£510
Over 65 / Under 22	£325	£335	£345	£360
Over 75 / Under 19	£235	£245	£250	£255
Acc Youth U17*	£115	£120	£125	£135
Acc Junior U10*	£75	£80	£85	£95
Unacc Youth U17	£155	£160	£165	£175

DISABLED SUPPORTERS

Disabled supporters over 16 will pay one price band below their normal age range. While under 17s will pay the Unaccompanied youth price, upon proof of middle/higher rate dla or PIP. Disabled season card holders will automatically be joined to the LTDSA free of charge for concessionary pricing.

AGE CONCESSIONS:

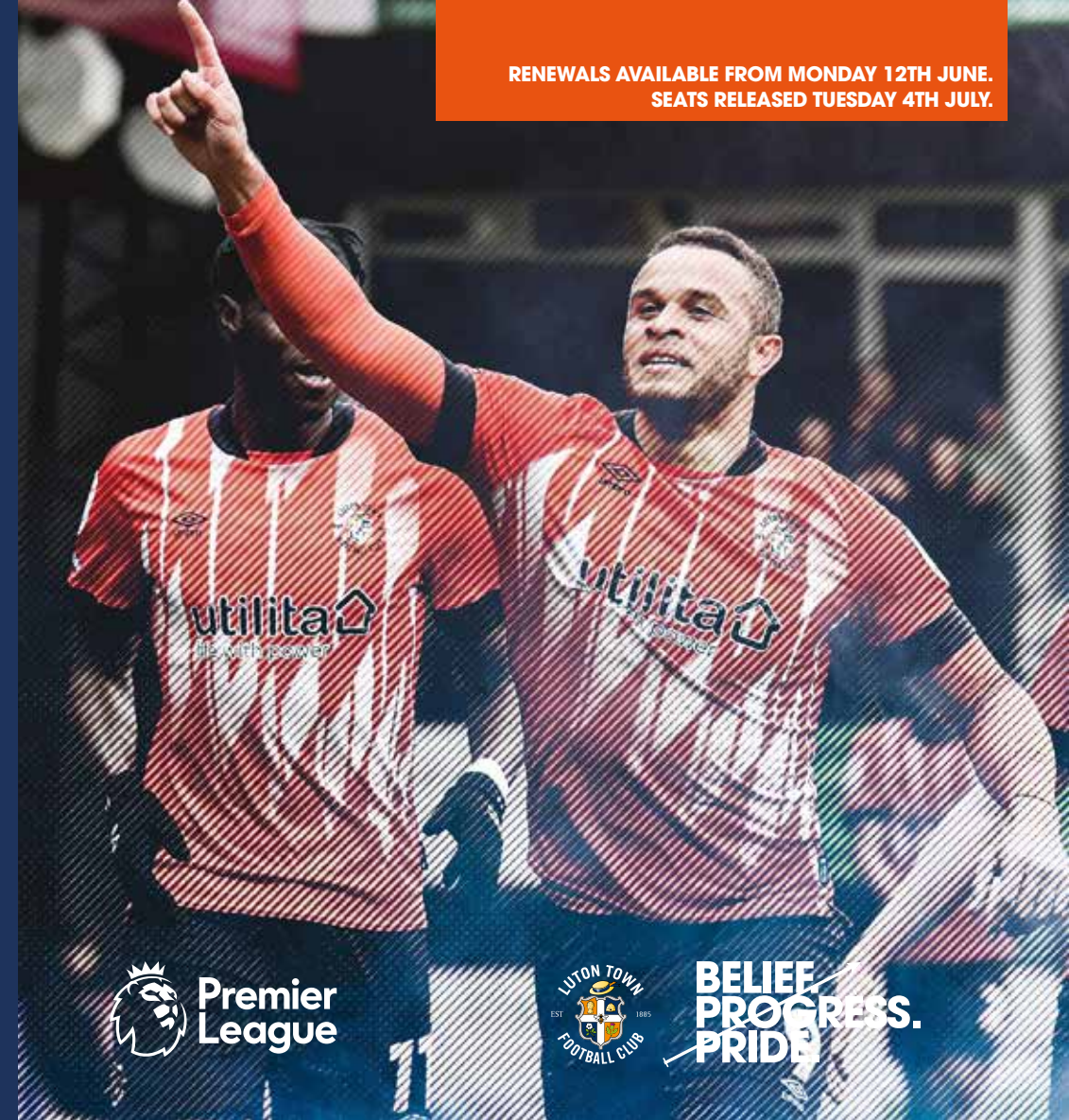
The date used to determine the correct age category for supporters will be 1st September 2023. If we contact you via the waiting list you are required to provide proof of age by post or in person when purchasing or collecting your season card.
*Accompanied youth and junior season cards must be purchased at the same time as the accompanying adult and seated together.

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

REFUNDS

If purchasing a season card for the 23/24 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 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.



ARMED FORCES SEASON TICKET

We are 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 diamond packages page. The Armed forces season ticket costs £135 – please contact the ticket office to book on 01582 416 976 or email: ticketoffice@lutontown.co.uk.

DIAMOND SEASON TICKETS

Existing diamond season card holders will have the opportunity to renew and enjoy the additional benefits below:

DIAMOND ADULTS: £120

- ○ 1st priority on away tickets.
- Up to a three-day priority on home ticket sales to use a diamond voucher (max 1 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). ***
- ○ 50% discount off Replica first team shirt of your choice or a £20 shop voucher.
- Your name on a 'Diamond Roll of Honour' on the Luton Town Website.
- ○ Vote in diamond player of the month award with the opportunity to be invited to present the trophy in a hospitality lounge after the game.
- ○ Free entry to the open training day held at Kenilworth Road
- ○ Diamond events held in the Eric Morecambe suite i.e Meet the Manager.
- ○ Free entry into a monthly draw for a signed player shirt.

DIAMOND JUNIORS & YOUTHS: £60

- 1st priority on youth/junior away tickets.
- Up to a three-day priority on home ticket sales to use a diamond voucher (max 1 per diamond per game).
- Three youth 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). ***
- 50% discount off Replica first team shirt of your choice or a £20 shop voucher.
- Your name on a 'Diamond Roll of Honour' on the Luton Town Website.
- Vote in diamond player of the month award with the opportunity to be invited to present the trophy in a hospitality lounge after the game.
- Free entry to the open training day held at Kenilworth Road.
- Free entry into a monthly draw for a signed player shirt.
- Free monthly draw to win a diamond mascot package.
- Free signed picture card (player of your choice).
- Training day / matchday experience ranging from stadium tour, flag waving, dug out experience or penalty shoot out.

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' Trust member :

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

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

***We reserve the right to withdraw voucher usage for certain league fixtures.

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



AWAY SEASON TICKETS

Existing away season ticket holders will be given the opportunity to renew their away season tickets this season by completing the form below.

Please note for this coming season the maximum number of games where a ticket can be declined is 3. At this stage the away season ticket is liable to be cancelled for the remainder of the season.

AWAY SEASON TICKET FORM

FULL NAME:

CLIENT REF:

AGE: **AGE CATEGORY:**

CONTACT NUMBER:

SEAT PREFERENCE: BACK FRONT

PLEASE SIT ME WITH:

RENEWAL (£30) **DIAMOND:**

CARD NUMBER: | | | | | | | | | | | | | | | | | | | | | |

EXPIRY DATE: | | | |



TICKETING PRIORITY

This season demand is expected to be high for both home and away fixtures, please see the plans below advising of the sales priorities for all games:

HOME GAMES

1. All season card holders will have access to their own seats via their season card.
2. Diamond season card holders can book up to one additional seat (using voucher).
3. Members will have the opportunity to book one ticket per game providing they have a previous purchasing history on the database as of the 10th May 2023 (like-for-like age band).
4. General sale will then be available to anybody with a purchasing history on the club database as of 10th May 2023.

AWAY GAMES

1. Diamond, Executive members and away season ticket holders one ticket per person, (like for like age band).
2. Season Ticket Holders one ticket per person (like for like age band).
3. Members will have the opportunity to book one ticket per game providing they have a previous purchasing history on the database as of the 10th May 2023 (like-for-like age band).
4. General sale will then be available to anybody with a purchasing history on the club database as of 10th May 2023.

When each stage of the sales plans are reached, if demand outweighs allocation available the ticket office reserve the right to either ballot available tickets or use previous ticketing purchasing history including Season Card and Membership loyalty.

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/lafc-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.

