



2026/27

SEASON CARD.

BROCHURE



SEASON CARD RENEWALS

Current season card holders will be able to renew their seats from **Wednesday 6th May until close of business Friday 5th June**. At this time season card holders' seats will be released.

2026/27 BENEFITS

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

- Guaranteed seat for all home League fixtures.
- First 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**. Also 10% discount online using your season card client reference number.
- Free entry to development and youth team games played at Kenilworth Road. We reserve the right to exclude some FA Youth Cup fixtures.

MOVING SEAT

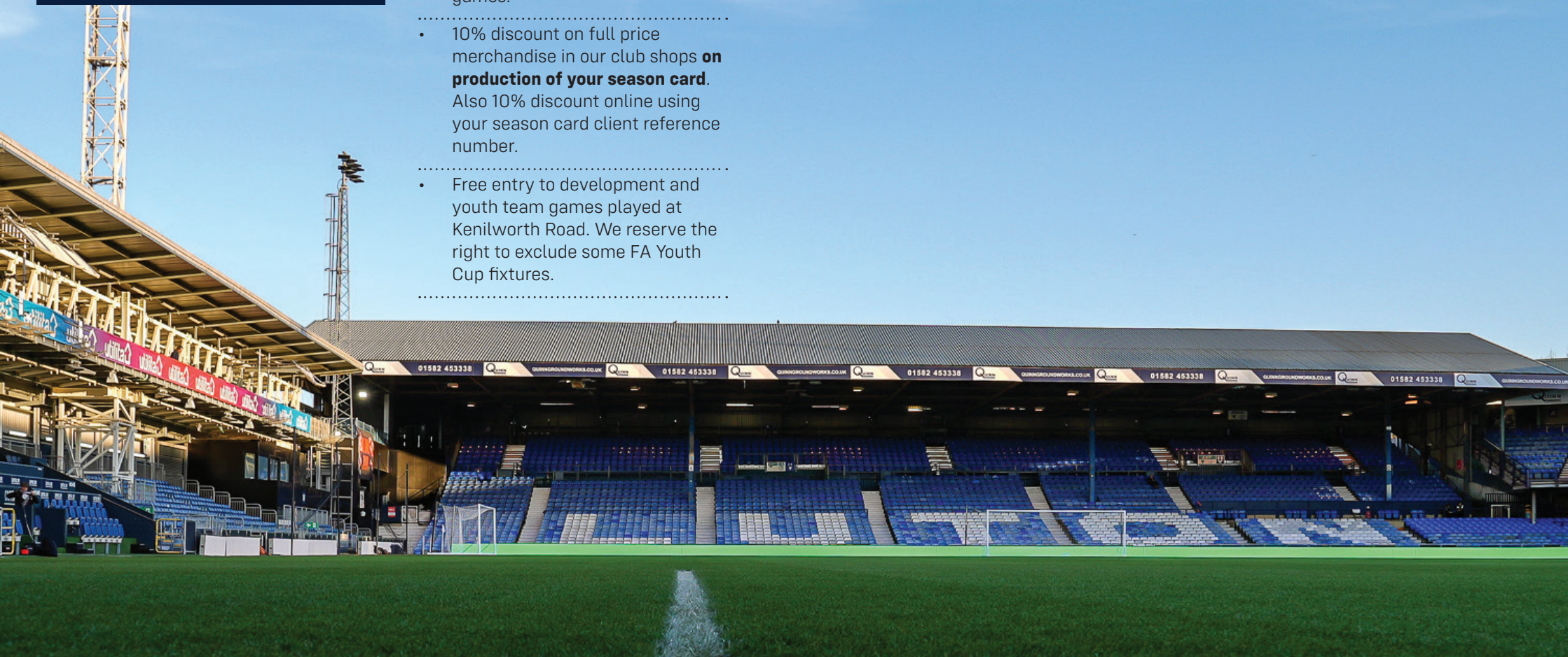
Upon the launch of sales for the 2026/27 season, all season card holders are invited to renew in their current seats.

There will, however, be the opportunity to enquire about a move later. From **Monday 15th June until Friday 19th June** season card holders who may wish to move seats can enquire to do so via email in the first instance. Viewing of seats will be available during this week between 10am and 4pm.

WAITING LIST

The waiting list for season cards at Kenilworth Road remains closed. From **22nd June 2026**, should further season cards become available for the 2026/27 season, ticket office staff will contact the existing waiting list to offer these on a first come, first served basis.

Information regarding a waiting list for seats at Power Court will be released at a later date. This will be linked to previous purchase history and loyalty on memberships and matchday ticket purchases.





BUY BACK

For the 2026/27 season there will again be a buy back/ticket release scheme available for season card holders to use.

We will be reintroducing a limit of six matches for buy backs, along with any fixtures approaching a sell out.*

Season card holders who have unclaimed buy back vouchers for the 2025/26 season at the ticket office for collection are reminded that all vouchers have an expiry date of the end of June 2026.

These vouchers can still be used in the club shop until this date.

**The Ticket Office will notify supporters via the club website when a match is approaching a sell out.*

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.

MEMBERSHIP SCHEME

Details of 2026/27 Hatters Memberships will follow shortly on the official website:

www.lutontown.co.uk



LUTON TOWN SUPPORTERS' TRUST

The voice of the fans plays a critical role in protecting the club through the tough times and supporting the club in exciting times as we influence its future.

To learn more about us please visit their website at lutontownsupporterstrust.com. Here, you can sign up in several ways, including by direct debit, online payment or by downloading a membership form.



**2026/27
SEASON
CARDS**

LUTON TOWN FOOTBALL CLUB 2026-27 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 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	
Golden Senior 75+	
Senior 66+	
Under 22	
Under 19	
Under 17	
Under 14	

LOYALTY RATE

ORANGE (5 YEARS)	
BLUE (2 YEARS)	
WHITE	
DIAMOND (RENEWALS ONLY)	
ADULT (£110)	
YOUTH (£55)	

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) Starts July 2026 Please complete BOX 1 below.	

SEAT LOCATION

STAND:	
Kenilworth Upper	
Kenilworth Lower	
David Preece	
Main Stand	
Main St. Enclosure	
Oak	
Bobbers	
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 of the season card brochure.

Credit agreement regulated by the consumer credit act (1974)

PRICES 2026/27

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 rate is showing before renewing online.

The loyalty years showing are completed previous seasons.

CATEGORY	RENEWALS			PRIME TIME
	ORANGE 5 Year	NAVY 2 Year	WHITE	FROM CURRENT WAITING LIST
Adult	£460	£480	£500	£520
Senior 66+	£340	£360	£380	£400
Golden Senior 75+	£260	£280	£300	£320
Under 22	£320	£340	£360	£380
Under 19	£240	£260	£280	£300
Under 17	£115	£135	£155	£175
Under 14	£85	£105	£125	£145

DISABLED SUPPORTERS

Disabled supporters under 17 on 1st September 2026 will pay their age-related price, while any disabled supporters aged 17 or over on 1st September 2026 will receive a 25% discount on their age-related price provided proof of middle rate DLA or any rate of PIP is provided to the Ticket Office. Disabled season card holders will automatically be joined to the LTDSA free of charge to obtain this concessionary pricing. Those that qualify will also be entitled to a free Carer if required.

AGE CONCESSIONS

The date used to determine the correct age category for supporters will be 1st September 2026. 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. All Under 14s must be accompanied by an Adult 18 plus.



REFUNDS

If purchasing a season card for the 2026/27 season, you acknowledge and agree that the terms may either/or:

- Grant you access to watch each relevant home match in person at the stadium
- If stadium spectator access is prevented, restricted and/or prohibited for any reason, the club will issue (at no additional cost) a pass to watch the affected match(es) in question via an 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 CARD (RENEWALS ONLY)

We are proud to offer serving members of the armed forces a special seasonal pass, giving access to up to five matches per season, as well as several other benefits highlighted on the diamond packages page.

The armed forces Season Card costs £130 for the 2026/27 season.

Please contact the ticket office to renew on 01582 416 976 or email: ticketoffice@lutontown.co.uk. If you are interested in this Season Card but do not currently have one you can email the ticket office and we will add to a waiting list.



SCAN OR CLICK THE QR CODE TO PURCHASE YOUR SEASON CARD ONLINE.



BUY ONLINE

YOUR LTFC CLUB ACCOUNT

You can find all the information on the LTFC Club Account at: lutontown.co.uk/en/ltfc-club-account-fags or contact digital.support@lutontown.co.uk if you encounter any problems.

FOR ALL FAQS PLEASE SCAN OR CLICK THE QR CODE BELOW.



LUTON TOWN FOOTBALL CLUB
EST. 1885

UPGRADE YOUR MATCHDAY

ENQUIRE NOW FOR 2026/27 MATCHDAY HOSPITALITY PACKAGES

COMMERCIAL@LUTONTOWN.CO.UK

PURCHASING YOUR SEASON CARD BY FULL PAYMENT

The easiest way for supporters to renew their season card is online using your LTFC Club Account. If you already have an account, to renew your season card you can simply head straight to: eticketing.co.uk/lutontown once logged in you will see a red dot in the top right hand corner, this will show you your renewal offer.

If your age category, price or loyalty discount has changed an incorrect price may show. If this is the case, please contact the ticket office by phone (01582 416976) or email (ticketoffice@lutontown.co.uk) and we can amend this for you to enable you to book online. Do not book until your ticket details are correct as we will be unable to refund at this point.

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. Opening hours for our ticket office 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 2027.

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 recurring 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

Once current season card holders have renewed for 2026/27, access will be via your EXISTING season card.

If you require a new season card, please contact the ticket office at ticketoffice@lutontown.co.uk.

The cost of a replacement season card for the 2026/27 season will be £10 per card.








DIAMONDS

DIAMOND SEASON CARD BENEFITS (RENEWALS ONLY)

All existing Diamond Season Card holders can enjoy the additional benefits below:

DIAMOND ADULTS: £110


-  First priority on away tickets.
- An advertised priority period 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). *
- 20% discount off full price items in the Club Shop on production of your Diamond Card and online using your season card client reference number.
-  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 event held in the Eric Morecambe Lounge (Subject to availability)
-  Free entry into a monthly draw for a replica shirt signed by a player of your choice.

DIAMOND JUNIORS & YOUTHS: £55

- First priority on youth/junior away tickets. The age a junior supporter can attend on their own will be determined by the away team. This age will be detailed on individual sales plans. Junior supporters who for safeguarding reasons are not allowed to attend on their own will need to wait for the appropriate sales period to purchase with an adult who is to attend with them.)
- An advertised priority period 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). *
- 20% discount off full priced merchandise in the Club Shop on production of your Diamond Card and online using your season card client reference number.
- 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 with the opportunity to take penalties on the day.**
- Free entry into a monthly draw for a replica shirt signed by a player of your choice.
- Free signed picture card (player of your choice).
- A Junior Diamond event during the season.

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

** Subject to the condition of the pitch.

 Benefits marked with this symbol also apply to Armed Forces season card 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 5. At this stage the away season ticket will be cancelled for the remainder of the season (no refund will be given).

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: | | | |

We will endeavour to take payment from your card details supplied. However, if payment is unsuccessful, we will advise by email. After three working days if no contact has been made, we reserve the right to cancel your reserved seat leaving you to obtain your seat through the Ticket Office via phone or online.

TICKETING PRIORITY

Demand has been high for tickets, for both home and away fixtures in recent seasons. Therefore, please see plans below advising the sales priorities:

HOME GAMES

- All season card holders will have access to their own seats via their season card.
- Diamond season card holders can book up to one additional seat (using voucher).
- Members will have the opportunity to book one ticket per game providing they have a previous purchasing history on the database as of 19th May 2026 (like for like age band.) Tickets will be offered to members with priority on how long a membership has been held.
- For general sale we reserve the right to limit sales to supporters with a previous purchasing history on the club database as of 19th May 2026 for certain fixtures.

AWAY GAMES

- Diamond, Executive members and away season ticket holders one ticket per person (like for like age band).
- Season Card Holders one ticket per person (like for like age band).
- Members will have the opportunity to book one ticket per game providing they have a previous purchasing history on the database as of 19th May 2026 (like for like age band.) Tickets will be offered to members with priority on how long a membership has been held.
- General sale (we reserve the right to limit sales to supporters with a previous purchasing history on the club database as of 19th May 2026 for certain fixtures).
- When each stage of the sales plan is reached, if demand outweighs allocation available, the ticket office reserves the right to either ballot available tickets or use previous ticketing purchasing history.



2026/27 SEASON CARDS 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, in addition to these terms and conditions, you are also agreeing to abide by and be bound by the following:

- i. Our Customer Charter, which can be found here: lutontown.co.uk/en/club-information/customer-charter
- ii. Supporter Code of Conduct for Safe Standing (if applicable), which can be found here: lutontown.co.uk
- iii. The Ground Regulations, which can be found here: efl.com/siteassets/efl-documents/ground-regulations.pdf
- iv. our Terms and Conditions (as modified from time to time), which can be found here: lutontown.co.uk

INSTALMENT PLANS: TERMS & CONDITIONS

1. 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.
2. The option to pay using the instalment plan is not available to anyone aged under 18 years of age.
3. 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.
4. 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 season card will be blocked.
5. 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.

6. In the event of a failure to return the season card as described in clause 5, the Club reserves the right to take whatever legal action it considers necessary to affect the return of any season cards not returned. Any costs thus incurred will fall to you to pay.
7. You will not without prior consent of the Club be entitled to use the season card in the event of a default as set out in clauses 4 and 5.
8. 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 England and PLC.
9. 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 clauses 4, 5 and 6 shall apply. Following a default as described in clauses 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.
14. 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 card(s) to you. The Ticket Office will need to be informed of any card changes throughout the season

HOW WE USE YOUR DATA

15. 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 in accordance with the Club's privacy policy which can be found here: lutontown.co.uk/en/privacy-policy. If compelled to do so, we will disclose your information to law enforcement agencies and regulatory authorities. We may keep your information for a reasonable period to contact you about our services, offers and promotions. The Club 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

16. 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

17. 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

18. All season cards are non-returnable, nontransferable and non-refundable.