

Luton Town Football Club Commercial Booking Rules and Regulations

TERMS & CONDITIONS OF BUSINESS 2025/26

1. Parties to the agreement

1.1 The parties to the agreement are:

- a) Luton Town Football Club 2020 Ltd ("LTFC")
- b) A customer who has purchased sponsorship or hospitality packages as outlined in 2 below ("The customer")

2. Scope of terms and conditions

2.1 These terms and conditions apply to matchday sponsorship and hospitality packages sold by LTFC

a) Matchday hospitality packages in the Eric Morecambe Lounge, Boot Room Lounge, John Moore Lounge, Millennium Suite, TV Studio, Bobbers Box, Dug Out and off-site venues

2.2 These terms and conditions apply for the 2025/26 season and in force until further notice

3. Nature of service

3.1 The nature and scope of packages sold to customers are detailed in the Commercial Brochure. LTFC reserves the right to change the basis of these packages, subject to giving written notice to customers with an existing booking

3.2 The on-site suites are available for customers' use before and after the match, and at half time. Off-site offerings are available for customers' use before the match only. Customers are required to watch the match from their designated stadium seat.

4. Value added tax

4.1 LTFC is obliged to charge VAT on all transactions with customers, and it is not the responsibility of LTFC to ensure that any tax charged is reclaimable as a business expense by customers

5. Payment of invoices

5.1 Payment by debit / credit card should be made payable direct to a member of the Commercial Team on 01582 411622. Any cheques should be made out to Luton Town Football Club 2020 Ltd and sent to Commercial Department, Luton Town Football Club, 1 Maple Road East, Luton, Beds, LU4 8AW. Any BACS payments should have your name and surname or business name or the invoice number or your Account Reference as reference and sent to: Account Number – 1111 7854. Sort Code – 09-02-22

5.2 Payments can be made by the following methods: Debit or credit card, cheque or through the BACS system

5.3 Payment terms are as follows:

- a) The balance must be paid in full when booking if my debit / credit card or in 7 days if being invoiced to pay by BACS
- b) Please note that any tickets will not be able to be accessed and bookings can be cancelled should the payment terms not be adhered to. Full payment is required to confirm your booking

6. Cancellations

6.1 Cancellation of a booking by either party must be confirmed to the other party in writing

6.2 LTFC will bear no responsibility for loss or inconvenience caused by changes to the published dates of fixtures scheduled to be played at Kenilworth Road. LTFC will undertake to notify customers of any changes as soon as they become aware of them

6.3 A refund can only be processed should LTFC resell the package for the same value

6.4 When a customer has cancelled part or all of their booking, then LTFC undertakes to respond in writing within seven days of receipt of the written notice. This will confirm the status of their booking and their liability, if any

6.5 Any refunds, if credit card payments, will be made to the respective credit card account. Other refunds will be give through the booking debit or switch account. Under **NO** circumstances will a cash refund be given

6.6 All refunds and credit notes will be made to the original party to the transaction

6.7 Any cancelled packages cannot be transferred to a following season. Any booked packages for the 2025/26 season to be used within the same season

7. Dress and behaviour codes

7.1 the dress code for each hospitality area is:

Smart Casual: Smart Casual means unacceptable clothing includes sportswear, such as running trainers, t-shirts, hoodies and jogging bottoms. Smart denim is permitted. Replica shirts are not permitted for Adults in any hospitality area. Children under 14 are allowed to wear replica Luton shirts.

7.1.1 Any guest arriving not in suitable dress code will unfortunately be refused entry. **Please be aware if you do not** follow the dress code and entry is refused, we do not have any other seats available in the ground. Away colours are not permitted in any suite at any time

7.1.2 Any hospitality booked is within the home areas of the ground. If any of your guests make themselves known as an away supporter, they will immediately be ejected from the stadium. This rule, which is part of the ground regulations, applies in the interests of the safety of your guests

7.2 Drunken and loutish behaviour and behaviour found to be offensive to other customers, **will not be tolerated** under any circumstances, and customers will be ejected if they transgress this rule

7.3 Customers must at all times abide by the ground regulations, which are printed on the reverse of the matchday ticket

7.4 You are reminded that there is specific legislation governing the serving of alcohol in football stadiums and hospitality lounges

7.5 Customers who have booked hospitality for a special occasion, such as a stag do or birthday, must advise LTFC of the occasion before the match date

8. **Catering**

8.1 It is hereby understood and agreed by the customer, and any guest, that all food and drink (whether alcoholic or non-alcoholic) consumed at the Club will be supplied to the member, and any guest, and purchased from the Club's caterers only

9. **Tickets**

9.1 No matchday tickets will be posted out. Tickets will be digital and sent to the lead booker ahead of the fixture, unless otherwise discussed

10. **Matchday photos**

10.1 Please be aware that any matchday photos taken may be used for promotional purposes. To opt out of this, please contact the Commercial Team on commercial@lutontown.co.uk

11. **SMOKING POLICY**

11.1 Kenilworth Road is a non-smoking stadium **including e-cigarettes**. Guests may smoke outside the stadium. However a ticket will be required for re-entry. Any guest caught smoking inside the stadium will be asked to leave