



CARLTON CORPORATE 2016



OUR CLUB HAS WORKED VERY HARD TO RESET FOR FUTURE SUCCESS, AND WE'RE READY NOW FOR WHAT BRENDON BOLTON APPROPRIATELY SAYS WILL BE AN EXCITING 'JOURNEY'.

THERE IS A REAL SENSE OF OPTIMISM AND GROWTH AT OUR FOOTBALL CLUB, AND OUR YOUNG GROUP IS FILLED WITH ENERGY, ENTHUSIASM AND PASSION. PLEASE JOIN US IN SHARING THAT JOURNEY AND BEING BOUND BY BLUE.

WE LOOK FORWARD TO SEEING YOU AT THE FOOTY.

Thank you



Steven Trigg
CEO, Carlton FC



HOME GROUNDS



ETIHAD STADIUM

Etihad Stadium opened in March 2000 and is a multi-purpose facility designed to cater for major sporting and entertainment events, as well as social, business and private functions. Situated in the heart of Melbourne's Docklands, just minutes from the Melbourne CBD, Etihad is the only football stadium in the Southern Hemisphere with a fully retractable roof.

With 7 home games at the stadium in 2016, and the ease of access to the CBD, Etihad Stadium will provide the ultimate footy experience close to all the action for you and your guests.

ETIHAD STADIUM



MCG

The MCG is more than just a sports venue. It's a place where memories are made and childhood dreams come alive. There are fleeting moments at the 'G that stay with you forever. In the centre of Melbourne's sporting hub, the MCG is steeped in history and has been the home of Australian Football since 1859.

With 9 games at the MCG in 2016, it gives you the opportunity to experience the iconic home of football in Australia at this symbolic venue.



IKON PARK

For 109 seasons, Princes Park, the traditional home of the Carlton Football Club, provided the idyllic backdrop for 962 senior matches. Today, as the Blues strive for an unprecedented 17th premiership, the team takes full advantage of what is now known as Ikon Park, with its \$20 million high performance facility.

At Ikon Park you have the opportunity to see the inner workings of a professional sporting environment. We have a number of products from player sponsorship opportunities to our Navy League, that will give you access to Carlton's inner sanctum.



PRESIDENT'S FUNCTION

AVAILABLE MATCHES



ROUND 1 (A)
THURSDAY
24 MARCH
MCG 7:20PM
CAT A



ROUND 2
SUNDAY
3 APRIL
ES 4:40PM
CAT B



ROUND 4
SATURDAY
16 APRIL
ES 7:25PM
CAT B



ROUND 6
SUNDAY
1 MAY
MCG 3:20PM
CAT A



ROUND 8
SUNDAY
15 MAY
ES 1:10PM
CAT B



ROUND 10
SUNDAY
29 MAY
ES 1:10PM
CAT B



ROUND 11
SATURDAY
4 JUNE
ES 2:10PM
CAT B



ROUND 15
SATURDAY
2 JULY
MCG 7:25PM
CAT A



ROUND 16
SUNDAY
10 JULY
MCG 1:10PM
CAT B



ROUND 17
SUNDAY
17 JULY
MCG 1:10PM
CAT B



ROUND 20
SUNDAY
7 AUGUST
MCG 1:10PM
CAT B



ROUND 22
SUNDAY
21 AUGUST
MCG 1:10PM
CAT B

YOUR PRESIDENT'S FUNCTION EXPERIENCE INCLUDES:

- > Premium Level 2 reserved seating
- > Delectable meal prepared by a range of Melbourne's finest chefs
- > Continuous service of basic spirits, beers, wines and soft drinks
- > Half-time fare
- > Networking opportunities with Carlton Football Club corporate partners
- > Company signage on table (full table bookings only)
- > Formal address from Carlton Football Club President, Mark LoGiudice
- > Official AFL Record
- > Live entertainment and special guest speakers
- > Closed circuit TV
- > Stadium car parking
- > Post-match bar service

DRESS CODE

Cat A Games: Strictly jacket & tie, women accordingly (no denim). All guests must be aged 18 years or over.
Cat B Games: Strictly jacket & optional tie, women accordingly (no denim). Child bookings must be no more than 14 years of age.

INVESTMENT

CAT A GAME: \$410 PER PERSON INC. GST

CAT B GAME: \$295 ADULT **\$150** CHILD INC. GST

BOOKINGS & ENQUIRIES

Book online:

CORPORATE.CARLTONFC.COM.AU

Carlton FC Corporate Sales:
P (03) 9389 6354

Carlton FC Corporate Sales Email:
CORPORATESALES@CARLTONFC.COM.AU

PREMIERSHIP LOUNGE

PROUDLY PRESENTED BY



AVAILABLE MATCH



ROUND 15
SATURDAY
2 JULY
MCG 7:25PM

YOUR PREMIERSHIP LOUNGE EXPERIENCE INCLUDES:

- > Delicious chef prepared two-course meal
- > Half-time fare
- > Continuous service of premium beers, wines and soft drinks
- > Premium Level 2 reserved seating
- > Networking opportunities with Carlton Football Club corporate partners
- > Company signage on table (full table bookings only)
- > Official AFL Record
- > Closed circuit TV
- > Post-match bar service
- > Live entertainment and special guests
- > Stadium car parking

INVESTMENT

\$300 PER PERSON INC. GST

BOOKINGS & ENQUIRIES

Book online:
CORPORATE.CARLTONFC.COM.AU

Carlton FC Corporate Sales:
P (03) 9389 6354

Carlton FC Corporate Sales Email:
CORPORATESALES@CARLTONFC.COM.AU

DRESS CODE: Smart casual (neat denim acceptable, collar required). *All guests must be aged 18 years or over.

LOCKER ROOM

AVAILABLE MATCHES



ROUND 4
SATURDAY
16 APRIL
ES 7:25PM



ROUND 6
SUNDAY
1 MAY
MCG 3:20PM



ROUND 10
SUNDAY
29 MAY
ES 1:10PM



ROUND 15
SATURDAY
2 JULY
MCG 7:25PM



ROUND 16
SUNDAY
10 JULY
MCG 1:10PM



ROUND 20
SUNDAY
7 AUGUST
MCG 1:10PM



ROUND 22
SUNDAY
21 AUGUST
MCG 1:10PM

INVESTMENT

7-GAME PACKAGE

\$1180 ADULTS INC. GST

\$590 JUNIORS* INC. GST

SINGLE GAME

\$175 ADULTS INC. GST

\$95 JUNIORS* INC. GST

BOOKINGS & ENQUIRIES

Book online:

CORPORATE.CARLTONFC.COM.AU

Carlton FC Corporate Sales:

P (03) 9389 6354

Carlton FC Corporate Sales Email:

CORPORATESALES@CARLTONFC.COM.AU

YOUR LOCKER ROOM EXPERIENCE INCLUDES:

- > Generous pre-game service of gourmet canapés
- > Half-time fare
- > Complimentary soft drinks
- > Alcoholic beverages at bar prices
- > Premium Level 2 reserved seating
- > Special guest visits by Captain Carlton and Carlton FC players
- > Dedicated kids entertainment and activities area
- > Stadium car parking (1 per 4 guests)

EXCLUSIVE TO PACKAGE HOLDERS:

- > Go in the draw to win a pre-match visit to the Carlton change rooms
- > Opportunity to win a spot in a Carlton match-day guard of honour

DRESS CODE: Neat casual. *Juniors must be aged between 4-15 years as at 1 January 2016 (4-years and under free of charge).

MCG & ETIHAD CORPORATE SUITES



INVESTMENT
FROM \$395 PER PERSON INC. GST

BOOKINGS & ENQUIRIES

Book online:
CORPORATE.CARLTONFC.COM.AU

Carlton FC Corporate Sales:
P (03) 9389 6354

Carlton FC Corporate Sales Email:
CORPORATESALES@CARLTONFC.COM.AU

WANT A ROOM WITH A VIEW?

12 - 18 person private suites are available to book for all home and away matches throughout the 2016 AFL premiership season.

YOUR CORPORATE SUITE EXPERIENCE INCLUDES:

- > VIP under stadium car parking (2 per suite)
- > Theatre-style seating with retractable glass
- > Sumptuous buffet of mixed platters
- > Full beverage package including spirits, beer, wines and soft drinks
- > Half-time fare
- > Freshly brewed tea and coffee
- > Official AFL Records
- > Closed-circuit TV
- > Personal waiter service

UPGRADE YOUR EXPERIENCE



Upgrade your game day experience with one of the following package additions:

PAST PLAYER HOST

This is your opportunity to have a Carlton FC past player host you and your guests in your own corporate suite or on your table at the game.

INVESTMENT **\$ 1,250**

MERCHANDISE

Want to organise a gift for your guests to be ready on their arrival at the game? Pre-order merchandise for your corporate suite or table and we will have it set out for your guests on arrival.

INVESTMENT **\$ POA**

CORPORATE SUITE THEMING

Have a special day planned at the football and looking for something a little extra? We can assist you with tailoring your Corporate Suite experience through specialised theming to suit your day. From decorations to gifts, we can work with you to plan your experience at the football and help “wow” your guests.

INVESTMENT **\$ POA**

BOOKINGS & ENQUIRIES

Book online:
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Carlton FC Corporate Sales:
P (03) 9389 6354

Carlton FC Corporate Sales Email:
CORPORATESALES@CARLTONFC.COM.AU

CARLTON CORPORATE PACKAGES

Carlton Corporate has you covered for the 2016 Toyota AFL Finals Series and 2016 Toyota AFL Grand Final. Guarantee your ticket now by securing your package before they sell out.

2016 TOYOTA AFL GRAND FINAL PACKAGE

Your 2016 Grand Final Package includes:

- > Reserved seat at the 2016 Toyota AFL Grand Final
- > Ticket to the Carlton FC Grand Final Eve Luncheon

PACKAGES STARTING FROM \$1,100 PER PACKAGE INC. GST

2016 TOYOTA AFL FINALS SERIES PACKAGE

The Final Series package gives you reserved seats at all 2016 Toyota AFL Finals Series nominated games in Melbourne and a guaranteed reserved seat at the 2016 Toyota AFL Grand Final.

- > Reserved seat at all nominated Series games in Melbourne (MCG)
- > Reserved seat at 2016 Toyota AFL Grand Final
- > Ticket to the Carlton FC Grand Final Eve Luncheon

PACKAGES STARTING FROM \$1,300 PER PACKAGE INC. GST

CARLTON FC GRAND FINAL EVE LUNCHEON

Make the most of your 2016 Toyota AFL Grand Final experience and celebrate this iconic sporting event in style.

- > Gourmet three-course meal
- > First-class entertainment
- > Premium beverage package
- > Invitation to post-function after party

INVESTMENT: \$350 PER PERSON INC. GST

BOOKINGS & ENQUIRIES

Book online:
CORPORATE.CARLTONFC.COM.AU

Carlton FC Corporate Sales:
P (03) 9389 6354

Carlton FC Corporate Sales Email:
CORPORATESALES@CARLTONFC.COM.AU

On-seller code: OSAFL 16/15

BLUES COTERIE



Join the Blues Coterie in 2016 and be a part of this unique coterie made up of like-minded Blues supporters.

DRESS CODE: Business attire, collared shirt and tie (strictly no denim), women accordingly, youths/juniors neat casual attire (football colours acceptable)

BOOKINGS & ENQUIRIES

Book online:
CORPORATE.CARLTONFC.COM.AU

CHRIS BABA
CORPORATE SALES EXECUTIVE
 chris.baba@carltonfc.com.au
 03 9389 6295
 0421 584 750

	ADULT	YOUTH 15-17 yrs	JUNIOR 4-14 yrs
MEMBERSHIP			
Adult Home Game Season membership (11 games)	1		
Youth Home Game Season membership (11 games)		1	
Junior Home & Away Season membership (16 games)			1
Ground entry to all 11 Carlton Home Games in Melbourne	•	•	•
Free entry to Northern Blues Home Games at Ikon Park	•	•	•
MATCH DAY			
Admission to the Blues Coterie Match Day Function at all 11 Carlton home games	•		
Match Day Dining at all 11 Carlton home games	1		
(2 course sit-down shared dining experience including food stations and themed dining mains served to table, 1/2 time snacks, beverages including spirits)	1		
Blues Coterie Youth/Junior Member Match Day Dining available to purchase at all 11 home games		\$125 p/g	\$40 p/g
Premium Reserved Level 2 Seating	•		
Access to AFL Records	•		
VIP Car Parking Pass for all 11 home games in Melbourne	1		
Opportunity to purchase Match Day Guest Pass (Adult) Rd15 v Collingwood (3 course menu)	\$325		
Opportunity to purchase Match Day Guest Passes (Adult) All other home games z	\$250		
Opportunity to purchase Match Day Guest Passes (Youth)	\$175		
Opportunity to purchase Match Day Guest Passes (Junior)	\$75		
Opportunity to purchase tickets to CFC Away Game Hospitality Functions at Etihad & MCG	•		
EVENTS			
Ticket to the Blues Coterie Oyster Seafood Dinner	1		
Ticket to the Carlton FC Season Launch [NEW]	1		
Ticket to the Carlton FC John Nicholls Medal B&F Dinner	1		
Priority access to purchase tickets to Carlton FC Mid-Season Gala Ball [NEW]	•		
Priority access to purchase tickets to Carlton FC Grand Final Eve Luncheon	•		
Priority access to purchase guest passes to Blues Coterie & Club Functions	•		
Priority access to purchase any AFL Finals Series tickets - Carlton competing Club	•	•	•
Opportunity to purchase Carlton FC / AFL Finals Series packages*	•		
ADDITIONAL BENEFITS			
Official Blues Coterie pin	•		
Chance to win the opportunity to visit the Carlton Players Change Room on match day	•		
Recognition in the Blues Coterie section of carltonfc.com.au Business Directory	•		
Invitation to attend a Carlton FC Junior Clinic			•
PRICE	\$3,200	\$175	\$125

IN BUSINESS **CARLTON** **IN BUSINESS**



The Carlton network is incredible!

I continue to be amazed by the extraordinary reach of our club into the business world – as well as the political arena, the arts and other sports.

It's a network that is genuinely recognised throughout the AFL, giving Carlton a key point of difference. With more than 150 years of diverse heritage and business relationships, it's little wonder Carlton's reach is so prolific.

In 2016 we're striving to bring all of this back to life, and to reactivate that 'reach'. We invite you to be a part of the inaugural Carlton in Business – a structured program designed to integrate the Carlton network, cultivate relationships and most importantly, facilitate real opportunities for your business!

I hope you can join us.

Steven Trigg

Steven Trigg
CEO, Carlton FC

MEMBER BENEFITS:

BRANDING:

- > Online directory and portal with personalised log-in, promoting your business to the CIB network
- > Business branding on advertising at all CIB events incorporating your logo (conditions apply)

EVENTS:

- > An exclusive invitation for your company representative (1) to attend a business dinner with fellow members hosted by the Carlton president and CEO at GGs Restaurant, 150 Clarendon Street, East Melbourne on Thursday 31 March 2016
- > Invitation for 10 guests to attend a CIB luncheon at Crown Palladium on Friday 15 April 2016

- > An exclusive invitation for your company representative (1) to attend a business dinner with fellow members hosted by Carlton's senior coach at Berth Restaurant and Bar, 45 New Quay Docklands on Wednesday 11 May 2016
- > Invitation for 10 guests to attend the 2016 Carlton Football Club Gala Ball, to be held on Friday 17 June 2016 at Crown Palladium
- > An exclusive invitation for your company representative (1) to attend a breakfast with the Carlton team and coaches at Carlton Café in August 2016
- > Invitation for 10 guests to attend a CIB luncheon at Crown Palladium on Friday 2 September 2016

INVESTMENT

\$8900 INC. GST PER MEMBERSHIP

BOOKINGS & ENQUIRIES

ADRIAN LLOYD
COMMERCIAL DEVELOPMENT MANAGER

Adrian.lloyd@carltonfc.com.au
03 9389 6217
0412 352 241

YOUNG CARLTON PROFESSIONALS

"IT IS A STATE OF MIND, A SYSTEM OF BELIEF, A WAY OF SEEING THE WORLD, A DEEP FAITH THAT BECAUSE YOU ARE CARLTON YOU BELONG TO SOMETHING GREAT."

**THREE-TIME PREMIERSHIP RUCKMAN
AND FORMER CAPTAIN,
MIKE FITZPATRICK**

Young Carlton Professionals (YCP) is a vibrant, innovative business network established to connect the next generation of business and professional leaders to an influential sporting and business network. The group was formed to stimulate new thinking, build relationships and create business. We want to build the strongest business network in the AFL to provide value and opportunities to YCP members and Carlton Football Club.



INVESTMENT

\$260 INC. GST – NEW FULL MEMBER

\$240 INC. GST – RENEWING FULL MEMBER

\$70 INC. GST – NETWORK MEMBER

BOOKINGS & ENQUIRIES

Book online:

CORPORATE.CARLTONFC.COM.AU

Carlton FC Corporate Sales:
P (03) 9389 6354

Carlton FC Corporate Sales Email:
CORPORATESALES@CARLTONFC.COM.AU

ALL FULL AND RENEWING YOUNG CARLTON PROFESSIONALS MEMBERSHIPS INCLUDE

- > All network membership inclusions
- > One ticket to YCP Networking function/drinks (Full and renewing members)
- > One ticket to YCP Entrepreneurs breakfast (Full and renewing members)
- > One ticket to YCP Business of Sport Luncheon (Full and renewing members)

NETWORK MEMBERSHIP INCLUDES

- > Invitations to YCP events
- > Invitations to YCP satellite events
- > Opportunities to directly assist the Carlton FC through the YCP 'Think Tank' program
- > Access to the 'Members Only' section of the YCP website
- > Access to YCP tables at official Carlton FC events
- > Access to business identities and the Carlton FC inner sanctum

PLEASE NOTE: To be a YCP Member you must be a Carlton Football Club member (minimum 3 Game Membership) OR an AFL Member with Carlton Club Support

GUERNSEY CLUB PLATINUM

GUERNSEY CLUB PLATINUM PACKAGE:

Become a Platinum Sponsor for 2016 and develop an association with a marquee Carlton player. Limited opportunities still remain for the 2016 season.

MARQUEE PLAYERS IN 2016:

Marc Murphy	Patrick Cripps
Bryce Gibbs	Sam Docherty
Kade Simpson	Dale Thomas
Dylan Buckley	Michael Jamison
Matthew Kreuzer	Jacob Weir

SCHEDULE OF BENEFITS:

- > Four (4) tickets to Guernsey Club VIP function at the Carlton FC Season Launch
- > Four (4) tickets to the Season Launch sitting with your sponsored player
- > One (1) ticket to an exclusive Platinum Guernsey Club dinner with marquee players
- > Two (2) tickets to a nominated Carlton FC match-day President's Function
- > Two (2) tickets to the John Nicholls Medal
- > One (1) scheduled appearance by your sponsored player (conditions apply)
- > Framed collage of your player including a photo with you
- > Carlton FC guernsey signed by your sponsored player
- > Recognition in the player profile section of 2016 Season Guide
- > Recognition on Guernsey Club and player profile pages of Carlton FC official website
- > Recognition at Season Launch
- > Access to purchase AFL Finals tickets – Weeks 1-3

INVESTMENT

\$6900 INC. GST MARQUEE PLAYERS - PLATINUM PACKAGE

BOOKINGS & ENQUIRIES

CAMILLE KENNEDY
COMMERCIAL SERVICES EXECUTIVE
camille.kennedy@carltonfc.com.au
03 9389 6230

GUERNSEY CLUB GOLD & SILVER

MARQUEE PLAYERS IN 2016:

Marc Murphy	Patrick Cripps
Bryce Gibbs	Sam Docherty
Kade Simpson	Dale Thomas
Dylan Buckley	Michael Jamison
Matthew Kreuzer	Jacob Weiringer

GUERNSEY CLUB GOLD PACKAGE

SCHEDULE OF BENEFITS:

- > Two (2) tickets to Guernsey Club VIP function at the Carlton FC Season Launch
- > Two (2) tickets to the Season Launch sitting with your sponsored player
- > Two (2) tickets to a nominated Carlton FC match-day President's Function
- > Lunch with your sponsored player at Ikon Park (at a mutually agreed time)
- > Opportunity to purchase tickets to the John Nicholls Medal at member price
- > Framed collage of your player including a photo with you
- > Carlton FC guernsey signed by your sponsored player
- > Recognition in the player profile section of 2016 Season Guide
- > Recognition on Guernsey Club and player profile pages of Carlton FC official website
- > Recognition at Season Launch

GUERNSEY CLUB SILVER PACKAGE

SCHEDULE OF BENEFITS:

- > Two (2) tickets to Guernsey Club VIP function at the Carlton FC Season Launch
- > Two (2) tickets to the Season Launch sitting with your sponsored player
- > Two (2) Tickets to a nominated Carlton FC match-day Locker Room function
- > Opportunity to purchase tickets to the John Nicholls Medal at member price
- > Framed collage of your player including a photo with you
- > Carlton FC guernsey signed by your sponsored player
- > Recognition in the player profile section of 2016 Season Guide
- > Recognition on Guernsey Club and player profile pages of Carlton FC website

INVESTMENT

\$3150 INC. GST – MARQUEE PLAYERS - GOLD PACKAGE

\$2750 INC. GST – SENIOR PLAYERS - GOLD PACKAGE

\$2150 INC. GST – MARQUEE PLAYERS - SILVER PACKAGE

\$1650 INC. GST – SENIOR PLAYERS - SILVER PACKAGE

BOOKINGS & ENQUIRIES

CAMILLE KENNEDY
COMMERCIAL SERVICES EXECUTIVE

camille.kennedy@carltonfc.com.au
03 9389 6230

GUERNSEY CLUB ROOKIES & COACH

GUERNSEY CLUB ROOKIES PACKAGE

SCHEDULE OF BENEFITS:

- > One (1) ticket to Guernsey Club VIP function at the Carlton FC Season Launch
- > One (1) ticket to the Season Launch sitting with your sponsored player
- > Opportunity to purchase tickets to the John Nicholls Medal at member price
- > Framed collage of your player including a photo with yourself
- > Carlton FC guernsey signed by your sponsored player
- > Recognition in the player profile section of 2016 Season Guide
- > Recognition on Guernsey Club and player profile pages of Carlton FC website

GUERNSEY CLUB SENIOR COACH AMBASSADOR PACKAGE

SCHEDULE OF BENEFITS:

- > Two (2) tickets to Guernsey Club VIP function at the Carlton FC Season Launch
- > Two (2) tickets to the Season Launch sitting with your sponsored player
- > Two (2) tickets to a nominated Carlton FC match-day President's Function
- > Two (2) tickets to the John Nicholls Medal
- > One (1) private dinner with your sponsored coach – 4 guests + coach
- > Framed collage of your Coach including a photo with yourself
- > Carlton FC guernsey signed by coach & captain
- > Carlton FC coaches' polo
- > Recognition in the coaching panel section of 2016 Season Guide
- > Recognition on coaching panel profile pages of Carlton FC official website
- > Recognition at Season Launch
- > Access to purchase AFL Finals tickets – Weeks 1-3

INVESTMENT

\$1000 INC. GST – ROOKIE PLAYERS PACKAGE

\$7900 INC. GST – COACHES AMBASSADOR - ONE AVAILABLE

BOOKINGS & ENQUIRIES

CAMILLE KENNEDY
COMMERCIAL SERVICES EXECUTIVE

camille.kennedy@carltonfc.com.au
03 9389 6230

THE NAVY LEAGUE



INVESTMENT

\$5500 INC. GST – PER PERSON

BOOKINGS & ENQUIRIES

Book online:
CORPORATE.CARLTONFC.COM.AU

Carlton FC Corporate Sales:
P (03) 9389 6354

Carlton FC Corporate Sales Email:
CORPORATESALES@CARLTONFC.COM.AU

Now in its fourth year, the Navy League incorporates an array of behind-the-scenes experiences designed to envelope members in the inner sanctum of the club. This exclusive product offers an ideal platform to acquire a deeper Navy Blue experience whilst networking with like-minded Carlton affiliates.

Memberships are strictly limited.

YOUR NAVY LEAGUE EXPERIENCE INCLUDES:

EXCLUSIVE NAVY LEAGUE SEASON LAUNCH EVENT

- > Dine with members of the Carlton FC football department and key off-field staff.

MATCH DAY INNER SANCTUM EXPERIENCE FOR YOURSELF AND A GUEST (2 selected games TBC)

- > Pre-match visit to the Carlton FC change rooms during the players' warm-up
- > Briefing by a Carlton FC assistant coach in the player briefing room

NAVY LEAGUE PREMIERSHIP LOUNGE MATCH-DAY EXPERIENCE (Game TBC)

- > Carlton FC legends in attendance
- > Corporate hospitality
- > Pre-match change room visit
- > Briefing by a Carlton FC assistant coach in the player briefing room

EXCLUSIVE NAVY LEAGUE MID-SEASON FORUM WITH CARLTON FC HEAD OF FOOTBALL ANDREW MCKAY

- > Takes place in the Carlton FC match committee room at Ikon Park

ENTRY IN EXCLUSIVE NAVY LEAGUE TIPPING COMPETITION

- > Winner receives – 2 tickets to the 2016 AFL Grand Final

LYGON STREET FEAST WITH SELECTED CARLTON FC PLAYERS

EXCLUSIVE NAVY LEAGUE END OF SEASON EVENT

- > Dine with members of the Carlton FC Football department and key off-field staff

EXCLUSIVE ACCESS TO INNER BLUE

- > Priority access when available in the Inner Blue Program

EVENTS & FUNCTIONS

- > Two tickets to the Carlton FC Gala Ball
- > Two tickets to the John Nicholls Medal

ARIZONA BLUE



Hosted by Carlton FC strength & conditioning coach Stuart Livingstone and assistant coach John Barker, the Arizona Blue program delivers a truly memorable experience that immerses you in the inner sanctum of the club and takes you on a journey of hard work, commitment and achievement.

Working with professionals at the elite level, the program is tailored to suit participants of all fitness levels and is a truly unique platform to combine your passion for the Carlton Football Club with a dedication to a healthier lifestyle.

YOUR ARIZONA BLUE EXPERIENCE INCLUDES:

- > Full physical testing & analysis with Carlton FC Elite Performance Unit
- > Development of individually tailored training program by Carlton FC personnel
- > Access to Carlton FC facilities and personnel for training
- > 'Arizona Blue' branded training gear
- > 'Arizona Blue' team dinners throughout the year
- > Land package for Los Angeles, Flagstaff and Las Vegas (9 nights – October 2016)
- > Fully developed schedule for duration of camp with Carlton FC and local hosts
- > Experienced local guides and access to Northern Arizona University facilities
- > Rim to rim hike of the Grand Canyon
- > Ascent of Mount Humphreys
- > Other recreational/entertainment activities



INVESTMENT
\$POA

BOOKINGS & ENQUIRIES

ADAM SAPAR
CORPORATE SALES MANAGER
adam.sapar@carltonfc.com.au
03 9389 6255



2016 SEASON LAUNCH

What better way to kick off the AFL Premiership season than to join the Club for the official Season Launch event where the 2016 team will be officially presented. This event is all about the year ahead, with a focus on team, strategy and celebration of Carlton's history.

KEY FEATURES:

- > Official team presentation
- > Address from senior coach
- > Address from president
- > Delectable three-course dinner
- > Premium wines, beers and soft drinks

Date: Thursday 3 March 2016
Venue: Crown Palladium, Melbourne
Dress Code: Lounge suit, women accordingly

INVESTMENT:

MEMBERS \$220 INC. GST – PER PERSON

NON-MEMBERS \$235 INC. GST – PER PERSON

GALA BALL – RIO CARNIVAL

We invite you to join us for the most exciting event on the calendar as we take you to Rio Carnival! With exciting entertainment, amazing auction items up for the taking and prizes to be won, this is one event not to be missed.

KEY FEATURES:

- > Live entertainment throughout
- > Live and silent auctions
- > Delectable three-course dinner
- > Premium wines, beers and soft drinks

Date: Friday 17 June 2016
Venue: Crown Palladium, Melbourne
Dress Code: Cocktail attire with a touch of carnival

INVESTMENT:

MEMBERS \$250 INC. GST – PER PERSON

NON-MEMBERS \$265 INC. GST – PER PERSON

BOOKINGS & ENQUIRIES

Book online:
CORPORATE.CARLTONFC.COM.AU

Carlton FC Corporate Sales:
P (03) 9389 6354

Carlton FC Corporate Sales Email:
CORPORATESALES@CARLTONFC.COM.AU

JOHN NICHOLLS MEDAL



INVESTMENT

MEMBERS \$220 INC. GST – PER PERSON

NON-MEMBERS \$235 INC. GST – PER PERSON

BOOKINGS & ENQUIRIES

Book online:

CORPORATE.CARLTONFC.COM.AU

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P (03) 9389 6354

Carlton FC Corporate Sales Email:
CORPORATESALES@CARLTONFC.COM.AU

Named in honour of Carlton's five-time Best and Fairest winner, the John Nicholls Medal is Carlton's highest individual honour. You are invited to witness who is crowned the Best and Fairest player of 2016 at this prestigious event.

KEY FEATURES:

- > Live vote count for the Best & Fairest award
- > Club awards presented
- > Address from senior coach
- > Address from Carlton's president
- > Silent auction items

Date: Wednesday 12 October 2016
Venue: Crown Palladium, Melbourne
Dress Code: Lounge suit, women accordingly

SIGNATURE CLUB EVENTS 2016

EVENT	DATE	LOCATION	INVESTMENT
CARLTON FC SEASON LAUNCH	THURSDAY 3 MARCH 2016	CROWN PALLADIUM, MELBOURNE	MEMBERS - \$220 GUESTS - \$235
GALA BALL RIO CARNIVAL	FRIDAY 17 JUNE 2016	CROWN PALLADIUM, MELBOURNE	MEMBERS - \$250 GUESTS - \$265
GRAND FINAL EVE LUNCH	FRIDAY 30 SEPTEMBER 2016	TBC	SINGLE TICKET - \$350
JOHN NICHOLLS MEDAL	WEDNESDAY 12 OCTOBER 2016	CROWN PALLADIUM, MELBOURNE	MEMBERS - \$220 GUESTS - \$235

BOOKINGS & ENQUIRIES

Book online:
CORPORATE.CARLTONFC.COM.AU

Carlton FC Corporate Sales:
P (03) 9389 6354

Carlton FC Corporate Sales Email:
CORPORATESALES@CARLTONFC.COM.AU

2016 FIXTURE

 ROUND 1 THURSDAY 24 MARCH MCG 7:20PM (AWAY)	 ROUND 2 SUNDAY 3 APRIL ES 4:40PM (HOME)	 ROUND 3 SATURDAY 9 APRIL MS 7:25PM (AWAY)	 ROUND 4 SATURDAY 16 APRIL ES 7:25PM (HOME)
 ROUND 5 SUNDAY 24 APRIL DS 2:10PM (AWAY)	 ROUND 6 SUNDAY 1 MAY MCG 3:20PM (HOME)	 ROUND 7 SATURDAY 7 MAY MCG 1:45PM (AWAY)	 ROUND 8 SUNDAY 15 MAY ES 1:10PM (HOME)
 ROUND 9 SATURDAY 21 MAY ES 7:25PM (AWAY)	 ROUND 10 SUNDAY 29 MAY ES 1:10PM (HOME)	 ROUND 11 SATURDAY 4 JUNE ES 2:10PM (HOME)	 ROUND 12 SUNDAY 12 JUNE ES 1:10PM (AWAY)
BYE ROUND 13		 ROUND 14 SATURDAY 25 JUNE SPO 4:35PM (AWAY)	 ROUND 15 SATURDAY 2 JULY MCG 7:25PM (HOME)
 ROUND 17 SUNDAY 17 JULY MCG 1:10PM (HOME)	 ROUND 18 SATURDAY 23 JULY ANZ 1:45PM (AWAY)	 ROUND 19 SATURDAY 30 JULY AU 2:10PM (AWAY)	 ROUND 20 SUNDAY 7 AUGUST MCG 1:10PM (HOME)
 ROUND 21 SATURDAY 13 AUGUST G 1:45PM (AWAY)	 ROUND 22 SUNDAY 21 AUGUST MCG 1:10PM (HOME)	 ROUND 23 TBA MCG TBA (AWAY)	



This is your opportunity to align your brand with one of Australia's most iconic sporting brands to capitalise on the passionate connections we have with our audience. With wide reaching digital platforms, Carlton can tailor a promotional campaign to best suit your needs.

DIGITAL ADVERTISING AVAILABLE:





Allow us to tailor an integrated promotional campaign for your organisation. Through the power of our combined platforms, this is your opportunity to reach through to the Carlton audience and beyond.

AVAILABLE ASSETS INCLUDE:

- > Social media campaigns
- > Website advertising – including MREC, leaderboard, skins

DIGITAL REACH:

-  **FACEBOOK: 235,000+**
-  **TWITTER: 70,000+**
-  **INSTAGRAM: 85,000+**

-  **E-SUBSCRIBERS: 50,000+**
-  **WEBSITE IMPRESSIONS (MONTHLY): 2,225,000+**
-  **WEBSITE UNIQUE VIEWERS (MONTHLY): 250,000+**
-  **VIDEO VIEWS (MONTHLY): 205,000+**

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