

## **Centre Circle – Proudly supporting the Sydney Swans**

### **Preamble**

Centre Circle was formed in 1994 with its original charter of bringing together business and community leaders to use their opinion and influence for the good of the game of AFL in Sydney. It was considered that this would be best achieved via partnership with the Sydney Swans.

The Sydney Swans have established an enviable reputation as one of the most respected sporting clubs in the country, with a widely recognized brand and enormous support nation-wide. The Sydney Swans acknowledge the importance of Centre Circle continuing to expand the standing of the Swans in the Sydney community.

### **Our Charter**

Centre Circle is the Swans primary external coterie group and is mandated to provide important support for the Sydney Swans Football Club. Centre Circle today provides a leading forum for business and community leaders to express such support via participation in events, becoming active Sydney Swans Members and annual donations to the Sydney Swans Foundation via the Australian Sports Foundation.

The Sydney Swans Board is committed to Centre Circle being the most influential group of its type in the country.

Centre Circle's membership base is largely drawn from leaders in the Australian business, community/social, government and entertainment sectors. Such members are best placed to foster support for the Swans via their network of contacts. Centre Circle offers a unique platform for members to come together to promote the Swans and to strengthen their engagement with the club.

### **Membership and Expectation**

Centre Circle provides exclusive functions for its members offering 'inner sanctum' access to Swans players, staff and management along with premium entertainment in informal environments. Member events include pre match functions, annual golf day, cocktail party and intimate business lunches where members receive football insight in comfortable and relaxed settings.

Membership to Centre Circle is by invitation only. New members come via nomination from current Centre Circle members or from the Sydney Swans Football Club, and are subject to endorsement by the Centre Circle Committee.

### **Members are expected to**

1. Become a Sydney Swans Member
2. Attend Centre Circle functions
3. Use personal influence to promote the Swans
4. Offer annual financial contributions

### **Financial Contributions**

There is a AU \$200 yearly subscription fee to become a financial Centre Circle Member. Members buy individual tickets to attend functions/events.

In relation to annual tax deductible donations, we urge members to be as generous as possible when giving to the Sydney Swans Foundation via the Australian Sports Foundation.



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