



**WE  
HAVE**

*bevery*

2017  
Corporate  
Guide





# Welcome

## KEY STATS

40,081  
2016 Western Bulldogs Members

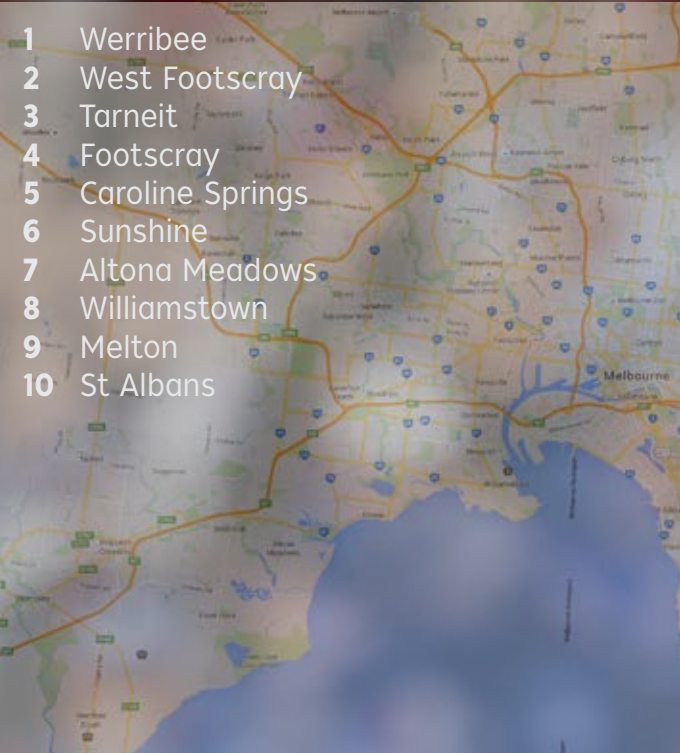
165,000  
Western Bulldogs Fans

6,872,000  
Total attendance for the 2016 Toyota AFL  
Premiership Season.

875,197  
Total membership of AFL clubs in 2016.  
A record for the 15th consecutive season.

33,198  
Average game attendance in 2016.  
The AFL is the fourth-highest attended professional sports  
competition in the world.

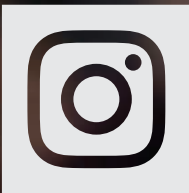
## TOP SUBURBS



## SOCIAL MEDIA



166,000  
Facebook likes



89,900  
Instagram followers



50,800  
Twitter followers



3,560  
YouTube subscribers

## WEBSITE

Averages  
280,721  
video views per month

220,850  
unique browsers per month

3,093,375  
page impressions per month

5min 35sec  
spent per session

## User Demographics

73%	27%	78%	53%
Male	Female	Age 25+	Families



# Official Match Day Function

**The official match day function is the Western Bulldogs most prestigious and exclusive match day dining experience. It provides a great opportunity to mix business with pleasure when entertaining clients.**

Western Bulldogs President Peter Gordon will treat your guests to a pre-match address, combined with a variety of high profile guest speakers and live musical entertainment.

**Our official match day function will be an intimate evening capped at just 250 guests and will be held in the Endeavour Room for the following games:**

- Round 2 v Sydney (Friday Night)
- Round 7 v Richmond (Saturday Night)
- Round 14 v North Melbourne (Saturday Night)
- Round 21 v GWS (Friday Night)

Each function commences up to two hours prior to home games and concludes 30 minutes after the final siren.

## Features

- Gourmet three course dining experience
- A selection of premium beer, wine and soft drinks
- Pre-match entertainment
- Premium reserved seating on Level 2
- Reserved car parking (one per four guests)
- AFL Record (one per two guests)
- Television monitors to view the game from inside the room
- Full waiter service

If you would like further information please contact Josh Pound on 03 9680 6153 or [corporate@westernbulldogs.com.au](mailto:corporate@westernbulldogs.com.au)

For bookings  
and enquiries





# Westerners

**Enjoy an exclusive match day dining experience with VIP guests, corporate partners and Westerner members.**

Your guests will be treated to a pre-match address by a Western Bulldogs official along with other special guests throughout the season.

**Features**

- Gourmet dining experience and a selection of premium beer, wine and soft drinks to enjoy throughout the entire function
- Premium reserved seating on Level 2
- Reserved car parking (one per four guests) and AFL Record (one per two guests)
- TV monitors to view the game from inside the room
- A unique selection of entertainment

**Price** \$375 per person (inc. GST)





# Private Suites

Entertain your guests to a private experience with a corporate suite, at either Etihad Stadium or the MCG.

All suites include a tailored menu to suit, along with premium beer, wine and soft drink served by your personal dedicated waiter. Suites are available for all 2017 AFL games, as well as other major sporting events including AFL Final Series/Grand Final, Cricket, A-League, Rugby Union and NRL State of Origin.

## ETIHAD STADIUM

- Private theatre style seating for 12 guests
- Tailored sit-down, buffet or cocktail dining menus
- A selection of premium beer, wine and soft drinks
- Visit from a Western Bulldogs player\*
- TV monitors and AFL Records  
(one per two guests)
- VIP car parking  
(two per suite)
- An experienced host to cater for your needs
- Self-contained bathroom
- Air conditioned for guest comfort  
\*Player visits subject to availability

Price on enquiry

## MCG

- Private theatre-style seating for 12 or 16 guests
- Tailored food & beverage menus on request
- TV monitors and AFL Records  
(one per two guests)
- VIP car parking  
(two per suite)
- An experienced host to cater for your needs
- Self-contained bathroom
- Air conditioned for guest comfort

Price on enquiry



For bookings  
and enquiries







# Lounge

**Experience the Western Bulldogs first-class new WB Lounge function, at selective Western Bulldogs matches.**

This newly launched lounge area is the perfect way to watch the footy in a relaxed and stylish atmosphere.

Available at selected Western Bulldogs Etihad Stadium matches, this event will include premium canapés, cash bar facilities and reserved seating on level 2 for only \$149 per person.

**WB Lounge Tickets includes:**

- Match Day Ticket
- Access to exclusive lounge facilities
- Level 2 reserved seating
- Premium canapés
- Live entertainment

**Matches:**

- Rd 1: Collingwood vs Western Bulldogs (MCG)
- Rd 4: North Melbourne vs Western Bulldogs (ES)
- Rd 23: Hawthorn vs Western Bulldogs (ES)

**Price** \$149 per person (inc. GST)





# GOLF CLASSIC

Join us for our inaugural Corporate Golf Tournament. Spend the day getting up close and personal with both past and current players, for a round of golf at one of Victoria’s premier courses - Eynesbury Golf Club.

Enjoy 18 holes of the Graham Marsh designed course, followed by refreshments, presentations and a guest panel in the clubhouse. Each team will receive exposure for their company and the opportunity to run promotional activities at a selected hole on the day.

Benefits Include

- Team of three to participate in the golf day, with your selected player or coach
- Signage at hole tee box
- Opportunity to include an expert at sponsored hole for promotional activities
- Recognition & branding at the event
- Ability to include prizes and promotional gear in gift packs
- Breakfast and coffee on arrival
- Lunch and presentations following your round
- 2x Golf Carts per team

Investment (Hole Sponsorship) – \$1,650 (inc. GST)  
Casual Sponsorship – \$300p/p (inc. GST)



RED

WHITE

BLUE

HOSPITALITY

Western Bulldogs corporate hospitality provides access to all Melbourne’s major sporting and entertainment events.

Whether you are seeking private suites or marquees, we can offer great ways of of rewarding your staff, entertain clients or catch up with family and friends at any of the following events:

- Horse Racing
- Australian Open Tennis
- Cricket
- Motor Racing
- Soccer
- Major concerts and much more





# Executive Boardroom

**Are you searching for a boardroom to hire for your next meeting?**

If you have an upcoming meeting, workshop or presentation, then look no further than our Executive Boardroom, located at Victoria University Whitten Oval.

With stunning views of the city skyline that can be enjoyed from the private balcony, the Executive Boardroom is the perfect venue for any function.

From casual dining to formal events, the Executive Boardroom is the functional and flexible space for your next event.

**Room Capacity**

- Boardroom - 22 Guests
- Cocktail - 60 Guests

**What's included**

- Room set up
- Data projector, screen and plasma TV
- Laptop and audio connectivity
- Whiteboard, lectern and microphone
- Water and mints

**Catering packages available**

- Casual dining
- Formal events
- Tailor Made



For bookings and enquiries





# The Westerners



**Established in the late 1960’s, the Westerners are a passionate group of committed and loyal Western Bulldogs supporters providing a corporate feel on match days but share a fierce passion for the Club.**

The Westerners function is a premium match day function that offers a prestigious gourmet dining experience along with a premium level 2 seat on centre wing. Westerners members can choose to dine at each of the 10 home games at Etihad Stadium or bank your dining passes if you cannot attend a particular match.

### Match Day Benefits

- One Westerners Adult Home Game Membership
- Exclusive access to the Official Match Day Function at all home games at Etihad Stadium (Limelight Room)
- Ten dining passes to use across the ten home games which includes gourmet menu and continual service of beverages
- Premium Level 2 reserved seating outside the Limelight Room on the centre-wing position
- MC and special guest speakers including interviews with coaching staff, past players and non-participating players

### Additional Benefits

- One ticket to the 2017 Western Bulldogs Season Launch
- One ticket to the Western Bulldogs CBD Business Lunch
- Recognition in the 2017 Bulldog Yearbook
- Priority access to purchase tickets to the AFL Finals Series and AFL Grand Final if the Western Bulldogs are a competing club

### Price

**Adult** \$3,250 – Home Games (Home and Away available at Etihad Stadium)





# Player Sponsors

**Founded in 1969 to build on player-sponsor relationships and to contribute to purchasing new equipment for the playing group. The Player Sponsors Coterie group today consists of a passionate and loyal Bulldogs following.**

Increase your involvement with the Western Bulldogs in 2017 by sponsoring one of our 44 listed senior and rookie players and show your support from the exclusive Player Sponsors function room including premium level 2/centre wing seating. Build your relationship with your sponsored player with 2 tickets to an exclusive Player Sponsors Dinner as well as tickets to other major club events.

### Match Day Benefits

- Two Player Sponsors Home Game membership
- Exclusive use of the Player Sponsors Coterie Room with cash bar facility at all Western Bulldogs home games at Etihad Stadium (Accolade Room)
- Premium allocation of Level 2 seating outside the Accolade Room (centre wing)
- MC and special guest speakers including an interview with a listed player
- Two Player Sponsors match dining passes to be used at any of the designated dining home games
- Option to purchase additional passes into the Player Sponsors Room (subject to availability)

### Additional Benefits

- Two tickets to the 2017 Season Launch
- Two tickets to an exclusive Player Sponsors Dinner to dine with your sponsored player
- Personally signed gift from your sponsored player
- Two tickets to the 2017 Charles Sutton Medal
- Player Sponsor scarfs and pins
- Recognition on your sponsored player's Player Profile on [westernbulldogs.com.au](http://westernbulldogs.com.au)
- Recognition in the 2017 Bulldogs Yearbook
- Priority access to purchase tickets to the AFL Finals Series and AFL Grand Final if the Western Bulldogs are a competing club.



### Price

**Two Adults per standard package**

**\$3,710 – Home Games (Home and Away available at Etihad Stadium)**



For bookings  
and enquiries





# Top Dogs

Since 1979 the Top Dogs have been one of our most reputable and passionate supporter groups and for those looking to increase their level of support for the Western Bulldogs, this is a great starting point.

The Top Dogs enjoy match day access to their own exclusive function room complete with premium level 2 seating in front of the room.

### Match Day Benefits

- One Top Dogs Home Game membership
- NEW

• Exclusive use of the Top Dogs Corporate room with cash bar facility at all Western Bulldogs home games at Etihad Stadium which has now moved to the Bulldogs end (Laureate Room)
- Access to Premium Level 2 seating directly outside the Laureate Room
- One Top Dogs match day dining pass to be used at any one of the designated dining home games
- Option to purchase additional guest passes into the Top Dogs Room (subject to availability)
- MC and special guest speakers including an interview with a listed player

### Additional Benefits

- One ticket to the 2017 Western Bulldogs Season Launch
- One ticket to attend one of the monthly 2017 Top Dogs Dinners at Barkers Cafe
- Priority access to purchase tickets to the AFL Finals Series and AFL Grand Final if the Western Bulldogs are a competing Club
- Recognition in the 2017 Bulldogs Yearbook

### Price

**Adult** \$1,025 p/p (inc. GST) – Home Games (Home and Away available)





# One Day To Remember

Experience the passion and excitement of Australia's biggest sporting event, the 2017 Toyota AFL Grand Final, with one of these amazing packages.

Strictly limited tickets available.

**Grand Final Eve**  
Centre Square  
Friday 29 September  
Enjoy the build-up to the biggest game of the year with a Grand Final Eve function in the heart of Melbourne. Join excited supporters for a three-course meal, premium beverages and live entertainment.

**The Interchange**  
Foxtel Footy  
Festival Precinct  
Saturday 30 September  
Soak-up the pre-game atmosphere of the Toyota AFL Grand Final in the 'Foxtel Footy Festival Precinct' on the doorstep to the MCG.

**Elite Grand Final Breakfast**  
Crown Palladium  
Saturday 30 September  
Start Grand Final day in style at Crown Palladium with a gourmet brunch offering and live entertainment. Let the excitement build whilst you listen to some of the biggest names from the football and media industry.

**Grand Final Greatness**  
Centre Square  
Saturday 30 September  
As you countdown the final hours to the first bounce enjoy an exquisite pre-game lunch at the amazing Centre Square Precinct in Birraung Marr. Upon the final siren re-join us for a post-game celebration to remember.

**Final Siren**  
Centre Square  
Saturday 30 September  
Celebrate after the Grand Final in the exclusive Centre Square precinct with a cocktail party and live entertainment from a high profile musical act. The perfect ending to the biggest event on Australia's sporting calendar.



For bookings  
and enquiries







**The Sons of the West Men’s health program (SOTW) tackles the alarming health statistics across Melbourne’s west, specifically amongst the male population.**

The program targets men aged 18 years and over who live or work in Melbourne’s west. It provides a platform for these men to explore the many facets of health and engage in activities to improve overall health and wellbeing. Using the power of the Western Bulldogs brand, SOTW has demonstrated an ability to engage a typical hard-to reach demographic and deliver a program that achieves real health outcomes.

**PARTICIPATION**

Since SOTW was launched in 2014, participation rates in the program have more than doubled. In 2016:

- 2100 men registered with the SOTW program
- 700 men attended men’s health expos and completed pre-program health checks
- 283 men completed post-program health checks
- 380 men attended at least one education session
- An average of 260 men attended weekly programs and participated in 70 hours of health related sessions
- More than 240 men participated in over 60 hours of weekly physical activity.

**Recognition and Benefits:**

- Corporate Partner recognition
- Brand exposure opportunities
- Logo on media banner, website and social media
- Opportunity to use the program as a platform to engage staff and stakeholders
- Access to Western Bulldogs SOTW player ambassadors





# Digital Branding

Advertising with the [westernbulldogs.com.au](http://westernbulldogs.com.au) allows brands to connect with fans through integrated and targeted advertising campaigns, in association with one of the most prominent brands in the West of Melbourne.

With a significant growth in content, the Club's website is the first stop for members and fans. Brands can interact with the Club's highly engaged audience through a mix of news, branded video packages, competitions and a variety of social media platforms. [westernbulldogs.com.au](http://westernbulldogs.com.au) is consistently ranked in the top 6 in all AFL monthly digital benchmarks for web engagement.

The following opportunities currently exist:

- Island Ad 1

300px (w) x 250px (h) animated gif or static jpg, click through

\$25 CPM (inc GST)
- Island Ad 2

300px (w) x 250px (h) animated gif or static jpg, click through

\$20 CPM (inc GST)
- Page Skins

136px (w) x 970px (h) static jpg, click through

\$50 CPM (inc GST)
- Leaderboard Ad

728px (w) x 90px (h) animated gif or static jpg, click through

\$10 CPM (inc GST)





## The Dogs Insider e-Newsletter

The Western Bulldogs produce a weekly e-Newsletter with over 63,000 subscribed members and supporters which can be used to run promotional campaigns or gather valuable data.

During the season, the Club e-Newsletter is distributed on a Tuesday providing essential match and video content, highlighting match day details and team updates.

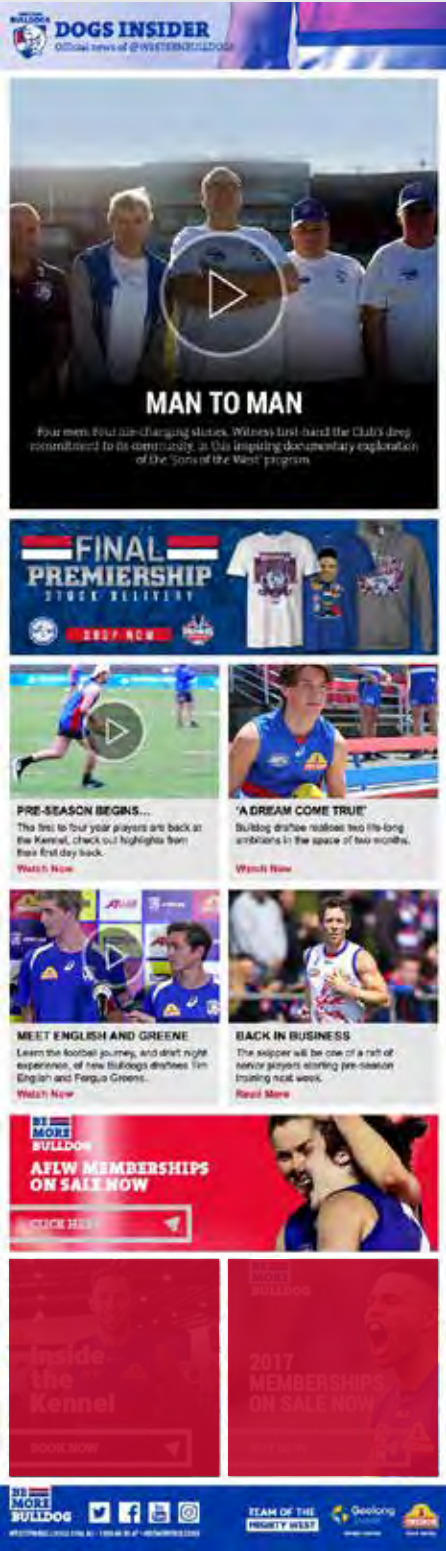
Advertisements are a static jpg with external click through to your nominated website.

**The following opportunities currently exist:**

### Weekly Ad Tiles

184px (w) x 160px (h)  
**\$660 each per edition (Inc. GST)**  
 Static jpg, external click through

Note: EDM tiles have the greatest cut through when they are an exclusive offer, promotion or discount for Western Bulldogs members and fans.



## Dedicated eDMs

Dedicated EDM's are a powerful tool when it comes to directly targeting Western Bulldogs Members and Fans. The database can be segmented according to the offer and can be scheduled to be sent on a mutually agreed date.

A competition may work to drive data capture contacts, or offers can be directed towards corporate groups such as coterie members and businesses located within the western region of Melbourne. Content can also be supported via Western Bulldogs' social media channels were applicable.

**The following opportunities currently exist:**

### Specifications

576px (w) x 580px (h)  
**\$3,900 per edition (Inc. GST)**  
 Static jpg,  
 external click through



## 15 Second TV Pre Roll

The official Western Bulldogs video platform, Bulldogs TV produces a range of video packages that provides a behind the scenes look at the Club.

Video content is the fastest growing platform in media and it is no different on westernbulldogs.com.au

Get your brand in front of an engaged and passionate group of fans through a 15 second pre roll TVC on all of our video episodes.

**The following opportunities currently exist:**

### Specifications

1280px x 720px (720p) resolution  
 5-15 seconds in duration  
 Max file size: 2MB  
 Quicktime or .mov file type  
**\$60cpm (inc. GST) per month**

For bookings  
and enquiries







**The Bulldog is the only magazine fully committed to covering everything at the Western Bulldogs.**

With two editions per year (March & November) distributed to over 40,000 members, it is packed with player interviews, coaches' insights and everything in between.

These contemporary publications utilise a modern text layout that is reader friendly and eye catching imagery.

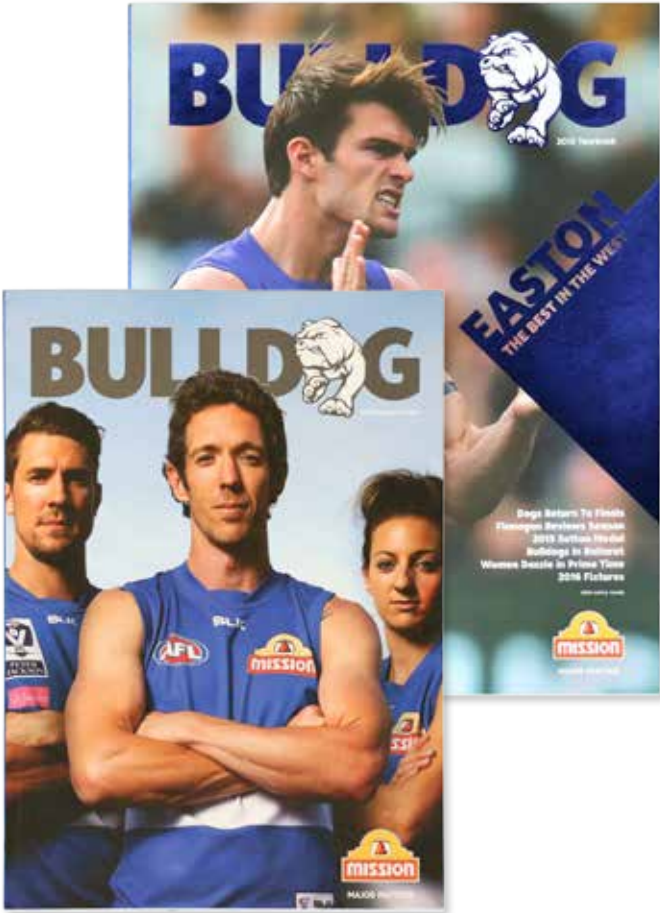
**SEASON GUIDE**

**Full Page**  
170mm (w) x 240mm (h)  
\$3,500 (inc. GST)

**YEARBOOK**

**Full Page**  
210mm (w) x 275mm (h)  
\$3,200 (inc. GST)

**Half Page**  
210mm (w) x 135mm (h)  
\$1,700 (inc. GST)





# Event Calendar

## 2017 Season Launch

Join the Western Bulldogs as we launch the 2017 Season in style. Season Launch is a great opportunity for members of the Bulldogs family to gather together and get an inside look into the season ahead, while also seeing their favourite players presented with their 2017 playing Guernsey. Hear from Senior Coach, Luke Beveridge, and other Club officials all while enjoying three courses of Crown's finest dining.

**Time & Date** 7pm, Tuesday 14 March 2017

**Venue** Crown Palladium

**Price** From \$180 per person

## 2017 CBD Luncheon

The Western Bulldogs CBD Luncheon held at the RACV Club provides a great opportunity to entertain your clients whilst engaging with the club outside of a match day. This Luncheon features a key note speaker and football panel to update you all with an inside look into the AFL world.

**Time & Date** 12.30pm, Friday 1 September 2017

**Venue** RACV Club

**Price** \$225 per person

## 2017 Charles Sutton Medal



The Charles Sutton Medal, presented to the Best & Fairest player of the Western Bulldogs, is the Club's most coveted award. Regarded as the pinnacle of the Western Bulldogs events calendar, this prestigious night is held at the conclusion of the 2017 Season and acknowledges the playing group and coaching staff for their efforts throughout the year.

**Time & Date** 7pm, Wednesday 4 October 2017 (TBC)

**Venue** Crown Palladium

























**Price** From \$220 per person (inc. GST)

For bookings  
and enquiries





# 2017 AFL FIXTURE

<div>ROUND 1</div> <div><div><b>VS COLLINGWOOD</b> 7:50pm, Fri 24 March 2017 Melbourne Cricket Ground <i>Away</i></div><div></div></div>	<div>ROUND 2</div> <div><div><b>VS SYDNEY</b> 7:50pm, Fri 31 March 2017 Etihad Stadium <i>Home</i></div><div></div></div>	<div>ROUND 3</div> <div><div><b>VS FREMANTLE</b> 5:40pm, Sat 8 April 2017 Domain Stadium <i>Away</i></div><div></div></div>	<div>ROUND 4</div> <div><div><b>VS NORTH MELBOURNE</b> 4:20pm, Fri 14 April 2017 Etihad Stadium <i>Away</i></div><div></div></div>	<div>ROUND 5</div> <div><div><b>VS BRISBANE LIONS</b> 1:45pm, Sat 22 April 2017 Etihad Stadium <i>Home</i></div><div>FOXTEL</div></div>	<div>ROUND 6</div> <div><div><b>VS GWS GIANTS</b> 7:50pm, Fri 28 April 2017 Manuka Oval <i>Away</i></div><div></div></div>
<div>ROUND 7</div> <div><div><b>VS RICHMOND</b> 7:25pm, Sat 6 May 2017 Etihad Stadium <i>Home</i></div><div></div></div>	<div>ROUND 8</div> <div><div><b>VS WEST COAST EAGLES</b> 6:10pm, Fri 12 May 2017 Domain Stadium <i>Away</i></div><div></div></div>	<div>ROUND 9</div> <div><div><b>VS GEELONG</b> 7:50pm, Fri 19 May 2017 Simonds Stadium <i>Away</i></div><div></div></div>	<div>ROUND 10</div> <div><div><b>VS ST KILDA</b> 1:45pm, Sat 27 May 2017 Etihad Stadium <i>Home</i></div><div>FOXTEL</div></div>	<div>ROUND 11</div> <div><div><b>BYE</b></div><div></div></div>	<div>ROUND 12</div> <div><div><b>VS SYDNEY</b> 7:20pm, Thu 8 June 2017 Sydney Cricket Ground <i>Away</i></div><div></div></div>
<div>ROUND 13</div> <div><div><b>VS MELBOURNE</b> 3:20pm, Sun 18 June 2017 Etihad Stadium <i>Home</i></div><div>FOXTEL</div></div>	<div>ROUND 14</div> <div><div><b>VS NORTH MELBOURNE</b> 7:25pm, Sat 24 June 2017 Etihad Stadium <i>Home</i></div><div>FOXTEL</div></div>	<div>ROUND 15</div> <div><div><b>VS WEST COAST EAGLES</b> 1:45pm, Sat 1 July 2017 Etihad Stadium <i>Home</i></div><div>FOXTEL</div></div>	<div>ROUND 16</div> <div><div><b>VS ADELAIDE CROWS</b> 7:20pm, Fri 7 July 2017 Adelaide Oval <i>Away</i></div><div></div></div>	<div>ROUND 17</div> <div><div><b>VS CARLTON</b> 3:20pm, Sun 16 July 2017 Melbourne Cricket Ground <i>Away</i></div><div></div></div>	<div>ROUND 18</div> <div><div><b>VS GOLD COAST SUNS</b> 4:35pm, Sat 22 July 2017 Cazalys Stadium <i>Home</i></div><div>FOXTEL</div></div>
<div>ROUND 19</div> <div><div><b>VS ESSENDON</b> 1:10pm, Sun 30 July 2017 Etihad Stadium <i>Home</i></div><div>FOXTEL</div></div>	<div>ROUND 20</div> <div><div><b>VS BRISBANE LIONS</b> 4:35pm, Sat 5 August 2017 Gabba <i>Away</i></div><div>FOXTEL</div></div>	<div>ROUND 21</div> <div><div><b>VS GWS GIANTS</b> 7:50pm, Fri 11 August 2017 Etihad Stadium <i>Home</i></div><div></div></div>	<div>ROUND 22</div> <div><div><b>VS PORT ADELAIDE</b> 1:45pm, Sat 19 August 2017 Eureka Stadium <i>Home</i></div><div>FOXTEL</div></div>	<div>ROUND 23</div> <div><div><b>VS HAWTHORN</b> TBA, 2017 Etihad Stadium <i>Away</i></div><div></div></div>	<div>FINALS</div> <div><div><b>WK 1</b> Thur 7/9/17 – Sun 10/9/17 <b>WK 2</b> Fri 15/9/17 – Sat 16/9/17 <b>WK 3</b> Fri 22/9/17 – Sat 23/9/17 <b>GF</b> Sat 30/9/17</div></div>

# 2017 AFL PRESEASON CHALLENGE FIXTURE

<div>MATCH 1</div> <div><div><b>VS MELBOURNE</b> 4:40pm, Sat 18 February 2017 VU Whitten Oval <i>Home</i></div></div>	<div>MATCH 2</div> <div><div><b>VS BRISBANE LIONS</b> 7:40pm, Thursday 2 March 2017 Etihad Stadium <i>Home</i></div></div>	<div>MATCH 3</div> <div><div><b>VS GOLD COAST SUNS</b> 4:50pm, Thursday 9 March 2017 Metricon Stadium <i>Away</i></div></div>
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Friday night games



Thursday night game



Saturday night games



Good Friday game



# Contact

**Nick Truelson**

Chief Commercial Officer

**P** 03 9680 6169

**E** [nick.truelson@westernbulldogs.com.au](mailto:nick.truelson@westernbulldogs.com.au)

**Brooke Oliver**

Commercial Partnerships Manager

**Phone** 03 9680 6135

**Email** [brooke.oliver@westernbulldogs.com.au](mailto:brooke.oliver@westernbulldogs.com.au)

**Sarah Start**

Commercial Partnerships Executive

**Phone** 03 9680 6304

**Email** [sarah.start@westernbulldogs.com.au](mailto:sarah.start@westernbulldogs.com.au)

**Chris Speldewinde**

Sales Manager

**P** (03) 9680 6157

**E** [chris.speldewinde@westernbulldogs.com.au](mailto:chris.speldewinde@westernbulldogs.com.au)

**Josh Pound**

Senior Corporate Sales Executive

**P** 03 9680 6153

**E** [josh.pound@westernbulldogs.com.au](mailto:josh.pound@westernbulldogs.com.au)

**Finley Eggers**

Corporate Sales Executive – Coteries

**P** 03 9680 6302

**E** [finley.eggers@westernbulldogs.com.au](mailto:finley.eggers@westernbulldogs.com.au)

**Leigh Dooley**

Commercial New Business Manager

**P** 03 9680 6175

**E** [leigh.dooley@westernbulldogs.com.au](mailto:leigh.dooley@westernbulldogs.com.au)



MAJOR PARTNER