



# 2016 Corporate Guide



# Welcome

## KEY STATS

**36,155**  
2015 Western Bulldogs  
Members

**150,000**  
Western Bulldogs Fans

**7,000,000**  
Total attendance for  
the 2015 Toyota AFL  
Premiership Season.

**1,260,000**  
Total domestic  
participation in 2015.

**836,136**  
Total membership of AFL  
clubs in 2015.  
A record for the 15th consecutive season.

**32,242**  
Average game attendance  
in 2015.  
The AFL is the fourth-highest attended  
professional sports competition in the  
world.

## TOP SUBURBS

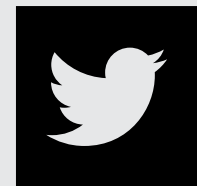
1. Werribee
2. West Footscray
3. Tarneit
4. Footscray
5. Caroline Springs
6. Sunshine
7. Altona Meadows
8. Williamstown
9. Melton
10. St Albans



## SOCIAL MEDIA



**103,787**  
Facebook likes



**33,000**  
Twitter followers



**42,300**  
Instagram followers



**2,547**  
YouTube subscribers

## WEBSITE

### Averages

**168,499**  
video views per month

**175,359**  
unique browsers per  
month

**1,458,331**  
page impressions per  
month

**4min  
58sec**  
spent per session

### User Demographics

**58%**  
Male

**42%**  
Female

**78%**  
Age 25+

**51.8%**  
Families





# The growth of the west

**An association with the Western Bulldogs Football Club delivers you to the front door of the fastest growing area in Australia.**

Such has been the battle for investment and population growth in Melbourne’s West over the past decade, respected demographer Bernard Salt refers to it as the ‘Western Front’, ... and it’s a battle the West has won.

## KEY STATISTICS

- 20,000 new residents every year until 2026
- 6,000 new homes built annually
- \$1.2 billion in new residential mortgages
- \$180 million in extra retail spending every year

## Infrastructure

Major rail and road projects, plus the presence of Avalon Airport and the Port of Melbourne, means development is heavily skewed to Melbourne’s West.

## Business

With available land and proximity to ports, transport and the CBD, the West has become the hub of Melbourne’s manufacturing, property and logistics industries.

## Demographics

Teenagers and active retirees are the two fastest growing segments in the West, giving you access to those traditionally “difficult to access” groups.





# 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  
\$55 CPM (inc GST)

## Island Ad 2

300px (w) x 250px (h) animated gif or static jpg, click through  
\$35 CPM (inc GST)

## Page Skins

136px (w) x 970px (h) static jpg, click through  
\$70 CPM (inc GST)

## Leaderboard Ad

728px (w) x 90px (h) animated gif or static jpg, click through  
\$25 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

\$5,500 (inc. GST) per month







**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 35,000 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.

**Ad spacing is available in half and full page formats**

#### SEASON GUIDE



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

#### YEARBOOK



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

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





# Westerners

Official Match Day Function

**Enjoy a prestigious and exclusive match day dining experiences, with our VIP guests and corporate partners.**

Mix business with pleasure by entertaining clients, rewarding staff and networking with our VIP guests and corporate partners. Western Bulldogs President Peter Gordon will treat your guests to a pre-match address, combined with our special guest speakers and interviews with players/staff.

## 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 including MC

**Price** \$365 per person (inc. GST)





# Corporate 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 2016 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 listed 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

Fixture Grade	A	B	C
Price (inc GST)	\$430 pp	\$415pp	\$375pp

Subject to Western Bulldogs home games

## 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





# The Ultimate Match Day Experience

**If you were any closer to the action, you'd be playing. Treat up to 12 of your guests to an all access inner sanctum club experience like no other.**

This once in a life time opportunity will allow you to experience what it truly means to be a Bulldogs listed player and feel all the excitement of the change rooms pre-game.

**The Ultimate Bulldog Experience package includes:**

- Exclusive access to both VFL & AFL home matches on the same weekend
- Tour of Club facilities at Victoria University Whitten Oval
- BBQ lunch with former legend during VFL game
- AFL Change room access
- Pre-game address from both VFL & AFL head coaches
- Access to players race as the AFL team enters the field
- Corporate suite
- Catering during AFL Match
- Meet and greet from a listed AFL player
- Car passes for Etihad Stadium





# Travel with the Team

## Travel and stay with the Dogs.

This is a unique opportunity will allow you and your guest to fly with the club during away games and gain inner sanctum experiences whilst you are away.

### Package includes:

- Return economy airfares of the team flight
- Twin share accomodation at the team hotel (includes breakfast)
- Transfers from airport to accomodation
- Access to visiting change rooms pre-game
- Reserved tickets to away games

**Cost** subject to availability





# 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 - Sanctuary Lakes Golf Club.**

Enjoy 18 holes of the Greg Norman 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) – \$1,500**



# 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 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 - 20 Guests
- Cocktail - 40 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





# 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 our Official Match Day Corporate Function so enjoy 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 President Peter Gordon, coaching staff, past players and non-participating players

## Additional Benefits

- One ticket to the 2016 Western Bulldogs Season Launch
- One ticket to the Western Bulldogs CBD Business Lunch
- Recognition in the 2016 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 \$3,085 – Home Games (Home and Away available)**





# 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 2016 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 2016 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 2016 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 2016 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 \$3,670 – Home Games (Home and Away available)**





# 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 2016 Western Bulldogs Season Launch
- One ticket to attend one of the monthly 2016 Top Dogs Dinners at Victoria University Whitten Oval
- 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 2015 Bulldogs Yearbook

## Price

**Adult** \$1,015 per person – Home Games (Home and Away available)





# 2016 Toyota AFL Grand Final Packages

Experience the passion and excitement of Australia's biggest sporting event, the **2016 Toyota AFL Grand Final**, with one of these amazing packages from the **AFL Event Office**.

Strictly limited tickets available.

## Grand Final Eve Centre Square Friday 30 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 1 October

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 1 October

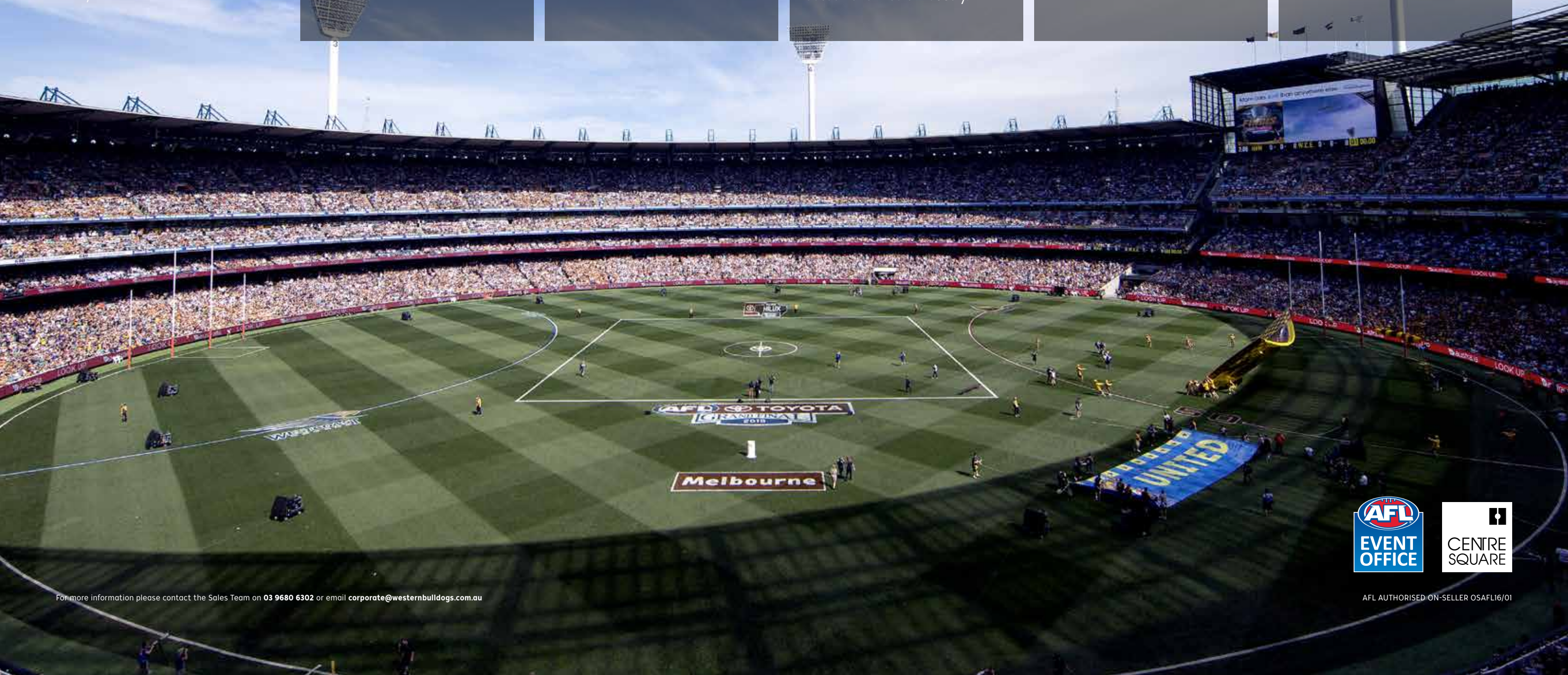
Start Grand Final day in style at Crown Palladium with a gourmet brunch offering and live entertainment. Let the excitement build whilst you listen to some of the biggest names from the football and media industry.

## Grand Final Greatness Centre Square Saturday 1 October

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 1 October

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.





# Match Day Partnership

**A unique opportunity to interact with and capture the undivided attention of Bulldogs fans. A match-day partnership is the ideal property to generate widespread brand exposure and most importantly fan engagement.**

## Inclusions

- Big-screen advertising
- Company logo and message on team banner
- Opportunity to promote your product or service in and around the stadium
- A table of 10 at the Westerners Official Match Day Function
- Your company acknowledged throughout the various match-day functions
- Opportunity to select a junior team mascot to run out with the team
- A representative can toss the coin
- Activation opportunities including on field pre-game and half-time, on the concourse as well as in the Social Club and Match Day function rooms
- Ability to capture data
- General Admission tickets to be used as giveaways
- AFL Record advertisement (additional cost)
- Opportunity to integrate activation in to broadcast (subject to idea and approvals).

Additional costs may apply.







**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 2015:
- 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.

**ENGAGEMENT**

- Participants engaged with the program through:
- 30 weeks of health education and physical activity sessions run in conjunction with key health organisations and facilitated by local councils;
  - Regular online content through [sonsofthewest.org.au](http://sonsofthewest.org.au) including cooking and fitness video series;
  - Regular electronic Direct Mail (eDMs) promoting and celebrating program events;
  - Large scale public events aimed at supporting engagement and awareness (i.e. Western Bulldogs Family Day, match day experiences, Community Men’s Health Forum); and
  - Social media and text messaging.

**PROMOTION**

- Cumulative program promotion reached an audience of at least 48 million through radio, print, television and online promotions that highlighted men’s health as an issue.
- Between March and August, 2015, the website was accessed 13,654 times, representing a 23% increase on 2014.
- Facebook likes increased by 505% and Twitter has seen a 70% growth in followers since the conclusion of the 2014 program.

**DELIVERY**

- In 2014 and 2015, SOTW programs were delivered between March and August only. In 2016, however, the SOTW program is expanding with content and programs across the entire 12 months.**
- The program is delivered in collaboration with five local councils in Melbourne’s Western region including Maribyrnong City Council, Hobsons Bay City Council, Melton City Council, Brimbank City Council and Wyndham City Council. Sessions will be conducted at council venues, Victoria University Whitten Oval and Etihad Stadium.

**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



# Event Calendar

## 2016 Season Launch

Join the Western Bulldogs as we launch the 2016 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 2015 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 24 March 2015

**Venue** Crown Palladium

**Price** From \$170 per person

## 2016 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 21 August 2015

**Venue** RACV Club

**Price** \$195 per person

## 2016 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 2015 Season and acknowledges the playing group and coaching staff for their efforts throughout the year.

**Time & Date** 7pm, Sunday 11 October 2015 (TBC)

**Venue** Crown Palladium

**Price** From \$205 per person (inc. GST)



## 2016 TOYOTA AFL PREMIERSHIP SEASON

 <b>ROUND 1</b> <b>VS FREMANTLE</b> 1:10pm, Sun 27 Mar 2016 Etihad Stadium <i>Home</i> 	 <b>ROUND 2</b> <b>VS ST KILDA</b> 7:25pm, Sat 2 Apr 2016 Etihad Stadium <i>Away</i> 	 <b>ROUND 3</b> <b>VS HAWTHORN</b> 3:20pm, Sun 10 Apr 2016 Etihad Stadium <i>Home</i> 	 <b>ROUND 4</b> <b>VS CARLTON</b> 7:25pm, Sat 16 Apr 2016 Etihad Stadium <i>Away</i> 	 <b>ROUND 5</b> <b>VS BRISBANE LIONS</b> 7:25pm, Sat 23 Apr 2016 Etihad Stadium <i>Home</i> 	 <b>ROUND 6</b> <b>VS NORTH MELB.</b> 7:50pm, Fri 29 Apr 2016 Etihad Stadium <i>Away</i> 
 <b>ROUND 7</b> <b>VS ADELAIDE</b> 7:40pm, Sat 7 May 2016 Etihad Stadium <i>Home</i> 	 <b>ROUND 8</b> <b>VS MELBOURNE</b> 3:20pm, Sun 15 May 2016 Melbourne Cricket Ground <i>Away</i> 	 <b>ROUND 9</b> <b>VS GWS</b> 3:20pm, Sun 22 May 2016 Spotless Stadium <i>Away</i> 	 <b>ROUND 10</b> <b>VS COLLINGWOOD</b> 3:20pm, Sun 29 May 2016 Melbourne Cricket Ground <i>Away</i> 	 <b>ROUND 11</b> <b>VS WEST COAST EAGLES</b> 3:20pm, Sun 5 Jun 2016 Etihad Stadium <i>Home</i> 	 <b>ROUND 12</b> <b>VS PORT ADELAIDE</b> 1:10pm, Sat 11 Jun 2016 Adelaide Oval <i>Away</i> 
 <b>ROUND 13</b> <b>VS GEELONG</b> 7:25pm, Sat 18 Jun 2016 Etihad Stadium <i>Home</i> 	 <b>ROUND 14</b> <b>BYE</b>	 <b>ROUND 15</b> <b>VS SYDNEY</b> 4:35pm, Sat 2 Jul 2016 Sydney Cricket Ground <i>Away</i> 	 <b>ROUND 16</b> <b>VS RICHMOND</b> 7:25pm, Sat 9 Jul 2016 Etihad Stadium <i>Home</i> 	 <b>ROUND 17</b> <b>VS GOLD COAST SUNS</b> 7:25pm, Sat 16 Jul 2016 Cazaly Stadium <i>Home</i> 	 <b>ROUND 18</b> <b>VS ST KILDA</b> 7:25pm, Sat 23 Jul 2016 Etihad Stadium <i>Home</i> 
 <b>ROUND 19</b> <b>VS GEELONG</b> 7:50pm, Fri 29 Jul 2016 Simonds Stadium <i>Away</i> 	 <b>ROUND 20</b> <b>VS NORTH MELB.</b> 7:25pm, Sat 6 Aug 2016 Etihad Stadium <i>Home</i> 	 <b>ROUND 21</b> <b>VS COLLINGWOOD</b> 7:50pm, Fri 12 Aug 2016 Etihad Stadium <i>Home</i> 	 <b>ROUND 22</b> <b>VS ESSENDON</b> 4:40pm, Sun 21 Aug 2016 Etihad Stadium <i>Away</i> 	 <b>ROUND 23</b> <b>VS FREMANTLE</b> TBC Domain Stadium <i>Away</i>	<b>FINALS</b> <b>BYE ROUND</b> 2-4 Sep 2016 <b>WEEK ONE</b> 9-11 Sep 2016 <b>WEEK TWO</b> 16-17 Sep 2016 <b>WEEK THREE</b> 23-24 Sep 2016 <b>GRAND FINAL</b> 1 Oct 2016

## 2016 NAB CHALLENGE SERIES

 <b>GAME 1</b> <b>VS GWS</b> 7:10pm, Thu 25 Feb 2016 StarTrack Oval <i>Away</i> 	 <b>GAME 2</b> <b>VS MELBOURNE</b> 2:05pm, Sun 6 Mar 2016 Highgate R.Rs., Craigieburn <i>Home</i> 	 <b>GAME 3</b> <b>VS COLLINGWOOD</b> 1:10pm, Sat 12 Mar 2016 Etihad Stadium <i>Away</i> 
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## GET THE 2016 FIXTURES IN A CLICK

Subscribe at [westernbulldogs.com.au/fixture](http://westernbulldogs.com.au/fixture) to have the fixtures automatically appear in your calendar.





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