



2018

# CORPORATE GUIDE







2018

WELCOME | Corporate Hospitality | Coteries | Grand Final | AFLW | Partnerships | Events | 2018 Fixtures

CONTACTS



# Welcome

**Ranked #5**  
*in AFL for website engagement*

**Ranked #6**  
*in AFL for social media engagement*



**170,094**  
Facebook likes



**59,468**  
Twitter followers



**100,514**  
Instagram  
followers



**72,153**  
Mobile App  
Downloads

## Top Suburbs

3030 – Werribee, Point Cook  
3029 – Hoppers Crossing, Tarnait, Truganina  
3350 – Ballarat  
3012 – West Footscray, Brooklyn, Maidstone  
3023 – Caroline Springs, Deer Park, Burnside





# Presidents 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 in the Endeavour Room. 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

## BOOKINGS AVAILABLE FOR THE FOLLOWING GAMES.



**ROUND 3**  
VS **ESSENDON**  
3:20pm, Sun 8 Apr • ES



**ROUND 6**  
VS **CARLTON**  
7:50pm, Fri 27 Apr • ES



**ROUND 15**  
VS **GEELONG**  
7:50pm, Fri 29 Jul • ES



**ROUND 16**  
VS **HAWTHORN**  
7:25pm, Sat 7 Jul • ES

*If you would like further information please contact  
Jake Summers on 03 9680 6153 or [jake.summers@westernbulldogs.com.au](mailto:jake.summers@westernbulldogs.com.au)*





# 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 \$385 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 2018 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***





# WB Lounge

**Exclusively offered at selected Etihad and Mars Stadium matches, the WB Lounge is the perfect way to watch the footy in a relaxed yet stylish environment.**

Take your match day experience to the next level and enjoy all the club has to offer with its premium canape's, cash bar facilities, live entertainment and first-class reserved seating.

## Ticket Includes:

- Match Day ticket
- Access to exclusive lounge facilities
- First-class reserved seat
- Premium Canape's
- Live entertainment

## BOOKINGS AVAILABLE FOR THE FOLLOWING GAMES.



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



# The Garden

**'The Garden' presented by Two Birds, is a premium hospitality precinct located on the playing arena with guests treated to a boundary line view of the field.**

With a drinks package inclusive of Two Birds beer, wine and cider plus footy fare package during the game, 'The Garden' is an event space like no other.

**TICKETS ARE \$90P/P.  
BOOKINGS AVAILABLE FOR ALL  
THREE AFLW HOME GAMES.**



**VS ROUND 1  
FREMANTLE**  
4:35pm, Sunday 4 February 2018



**VS ROUND 4  
CARLTON**  
7:05pm, Friday 23 February 2018



**VS ROUND 7  
MELBOURNE**  
7:10pm, Saturday 17 March 2018

**If you would like further information please contact**

Jake Summers on 03 9680 6153 or [jake.summers@westernbulldogs.com.au](mailto:jake.summers@westernbulldogs.com.au) or  
Chris Speldewinde on (03) 9680 6157 or [chris.speldewinde@westernbulldogs.com.au](mailto:chris.speldewinde@westernbulldogs.com.au)

**PRESENTED BY**







# 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

**If you would like further information please contact**

Jake Summers on 03 9680 6153 or [jake.summers@westernbulldogs.com.au](mailto:jake.summers@westernbulldogs.com.au)





# Executive Boardroom

**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





# 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 9 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 nine home games which includes gourmet menu and continual service of beverages
- Premium Level 2 reserved seating outside the Limelight Room on the centre-wing
- MC and special guest speakers including interviews with coaching staff, past players and non-participating players

## Additional Benefits

- One ticket to the 2018 Western Bulldogs Season Launch
- One ticket to the Western Bulldogs CBD Business Lunch
- Recognition in the 2018 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

**Increase your involvement with the Western Bulldogs in 2018 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 memberships
- 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 day dining passes to be used at Etihad Stadium home games
- Option to purchase additional passes into the Player Sponsors Room (subject to availability)

## Additional Benefits

- Two tickets to the 2018 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 2018 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 2018 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)**







# 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
- Exclusive use of the Top Dogs Corporate room with cash bar facility at all Western Bulldogs home games at Etihad Stadium
- 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 2018 Western Bulldogs Season Launch
- One ticket to attend one of the monthly 2018 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 2018 Bulldogs Yearbook

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





# WITNESS HEROES BECOME IMMORTALS



**TAKE YOUR PLACE IN HISTORY AT THE  
2018 TOYOTA AFL GRAND FINAL**



## Grand Final Packages

### **THE ULTIMATE THE ATLANTIC, CROWN SEPTEMBER 29**

Exclusive lunch at The Atlantic, Crown, featuring the game's top-tier AFL players and coaches. Chauffeur transfers to the MCG for a genuine money-can't-buy experience, before taking your premium reserved seat at the 2018 Toyota AFL Grand Final.

### **CROWN GRAND FINAL BREAKFAST CROWN PALLADIUM SEPTEMBER 29**

Crown Palladium will play host to this outstanding event where guests will enjoy a gourmet breakfast while hearing from some of the game's greatest names, all giving their exclusive preview of what to expect for the 2018 Toyota AFL Grand Final.

### **CARLTON DRAUGHT GRAND FINAL FRONT BAR YARRA PARK, MCG SEPTEMBER 29**

Located on the doorstep of the MCG, join excited fans in the casual and relaxed pre-game Carlton Draught Grand Final Front Bar precinct, before taking your guaranteed reserved seat for the 2018 Toyota AFL Grand Final.

### **GRAND FINAL SERIES PASS SEPTEMBER 6-29**

Experience all of the drama, excitement, agony and ecstasy of the Toyota AFL Finals Series from start to finish with the hugely popular Grand Final Series Pass. Included in your Grand Final Series Pass is access to a match in each week of the 2018 Toyota AFL Finals Series.

*Book now! Places are strictly limited*

**If you would like further information please contact**

Jake Summers on 03 9680 6153 or [jake.summers@westernbulldogs.com.au](mailto:jake.summers@westernbulldogs.com.au) or  
Chris Speldewinde on (03) 9680 6157 or [chris.speldewinde@westernbulldogs.com.au](mailto:chris.speldewinde@westernbulldogs.com.au)





# Women's Football Overview

**Women's football is now firmly entrenched in the fabric of the Western Bulldogs Football Club. In its inaugural season, the Club attracted 1200 AFLW members and directed over \$300,000 in member donations to the development of the women's program. All AFLW members are motivated by a desire to empower women and to see women excel in sport.**

The phenomenal success of AFLW can be traced to its wide public appeal: with more than 5 million TV views in 2017 and a 50:50 male/female audience share, the women's national league has captured the attention of the public in unprecedented ways. More than one fifth of Australians describe themselves as "avid" consumers of the sport.

Across the season, an incredible 1,989,911 viewers tuned in to watch Western Bulldogs AFLW games on TV, and 32,500 patrons passed through the gates of VU Whitten Oval to watch their new sporting heroes live out their dreams.

***Women's Player Sponsorship Packages available***

*Contact Jake Summers on (03) 9680 6153  
or [jake.summers@westernbulldogs.com.au](mailto:jake.summers@westernbulldogs.com.au)*





**More than just a football club, the Western Bulldogs have a long and proud history as the Community Club of the AFL, delivering capability building programs with real outcomes. We celebrate diversity as an integral part of a united and cohesive community and aim to engage with multicultural, indigenous and all abilities communities via innovative programs across Victoria's west.**

The Western Bulldogs Community Foundation (formerly Spirit West) is the community services arm of the club that seeks to fulfil the club mission by providing people living in our backyard with the tools to succeed. It is registered as a Public Benevolent Institution with DGR (Deductible Gifts Recipient) status and has its own Board.

**What do we do?**

The Foundation works closely with the club and utilises the Bulldogs brand as a platform to engage a wide range of participants and positively influence their lives.

**How do we do it?**

*We work in partnership with government, corporate and community agencies to deliver services and programs to over 5,000 people annually through four streams:*

*Health and Wellbeing*

Our Health & Wellbeing stream aims to address some of the predominant health concerns through co-designed health and wellbeing programs.

*Social Inclusion & Diversity*

Our Social Inclusion & Diversity stream aims to build self-reliant and connected communities that participate in and contribute back to our diverse society.

*Youth Leadership & Development*

Our Youth Leadership & Development stream provides young people with hands on opportunities to become engaged in a learning pathway and grow as social leaders.

*Community Advocacy*

We believe in, stand for, and work to promote community harmony and work with the entire community to promote inclusiveness and equality for all, regardless of race, faith, gender or disability.





# Event Calendar

## 2018 SEASON LAUNCH & HALL OF FAME

7pm, Tuesday 13 March 2018, MCEC

Price From \$180 per person (inc. GST)

Join the Western Bulldogs as we launch the 2018 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 2018 playing Guernsey. Hear from Senior Coach, Luke Beveridge, and other Club officials all while enjoying three courses of MCEC's finest dining.

## 2018 AFLW BEST & FAIREST

7pm, Thursday 29 March 2018, Crown Palladium

Price From \$150 per person (inc. GST)

Join us to reflect on the past AFLW season and celebrate the outstanding achievements of individual players culminating in the presentation of the 2018 Best and Fairest Award. On the night you will enjoy a delicious two course meal and beverages.

## 2018 CBD LUNCHEON

12.30pm, Friday 24 August 2018, TBC

Price \$225 per person (inc. GST)

The Western Bulldogs CBD Luncheon 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.

## 2018 CHARLES SUTTON MEDAL

7pm, Wednesday 4 October 2018 (TBC), Crown Palladium

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

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 2018 Season and acknowledges the playing group and coaching staff for their efforts throughout the year.





# Barkers Cafe

**If you are looking for a venue to hold your next breakfast meeting, corporate lunch/dinner or an evening cocktail function, look no further than Barkers café at Whitten Oval.**

With a sizeable, flexible layout that looks out on to the expansive terrace of Whitten Oval, it is the perfect space to hold your next event.

Barkers has menu's to suit all function types as well as being able to tailor make menu's to suit your needs. The friendly staff at Barkers will work closely with you to ensure your next event is a huge success.

## Room Capacity

- Stand up cocktail style function – up to 200 people
- Sit down meal – up to 120 people

## What's Included

- Room set up
- Data Projector and wide pull-down screen and plasma TV's
- Laptop and audio connectivity
- Lectern and microphone

## Catering Packages

- Formal and casual sit down dining packages
- Canape style functions
- Buffett menu's
- Breakfast/brunch menu's
- Tailor made menu's
- Fully stocked bar packages

*For information please contact Tony Hobbs on 0411 208 484*





# FIXTURES



## 2018 NAB AFL WOMEN'S COMPETITION



**ROUND 1**  
VS **FREMANTLE**  
4:35pm, Sunday 4 February 2018  
Victoria University Whitten Oval *HOME*



**ROUND 2**  
VS **BRISBANE LIONS**  
3:35pm, Sunday 11 February 2018  
South Pines Sporting Complex *AWAY*



**ROUND 3**  
VS **ADELAIDE**  
1:35pm, Saturday 17 February 2018  
Norwood Oval *AWAY*



**ROUND 4**  
VS **CARLTON**  
7:05pm, Friday 23 February 2018  
Victoria University Whitten Oval *HOME*



**ROUND 5**  
VS **COLLINGWOOD**  
2:35pm, Sunday 4 March 2018  
Ted Summerton Reserve *AWAY*



**ROUND 6**  
VS **GWS GIANTS**  
7:10pm, Saturday 10 March 2018  
UNSW Canberra Oval *AWAY*



**ROUND 7**  
VS **MELBOURNE**  
7:10pm, Saturday 17 March 2018  
Victoria University Whitten Oval *HOME*



**MATCH 1**  
VS **HAWTHORN**  
2:05pm, Saturday 3 March 2018  
Mars Stadium *HOME*



**MATCH 2**  
VS **COLLINGWOOD**  
2:05pm, Saturday 10 March 2018  
Ted Summerton Reserve *AWAY*



## 2018 AFL TOYOTA PREMIERSHIP SEASON



**ROUND 1**  
VS **GWS GIANTS**  
1:10pm, Sunday 25 March 2018  
Manuka Oval *AWAY*



**ROUND 2**  
VS **WEST COAST**  
3:20pm, Sunday 1 April 2018  
Etihad Stadium *HOME*



**ROUND 3**  
VS **ESSENDON**  
3:20pm, Sunday 8 April 2018  
Etihad Stadium *HOME*



**ROUND 4**  
VS **SYDNEY**  
4:35pm, Saturday 14 April 2018  
Etihad Stadium *HOME*



**ROUND 5**  
VS **FREMANTLE**  
6:10pm, Saturday 21 April 2018  
Perth Stadium *AWAY*



**ROUND 6**  
VS **CARLTON**  
7:50pm, Friday 27 April 2018  
Etihad Stadium *HOME*



**ROUND 7**  
VS **GOLD COAST**  
1:45pm, Saturday 5 May 2018  
Mars Stadium *HOME*



**ROUND 8**  
VS **BRISBANE LIONS**  
7:25pm, Saturday 12 May 2018  
Etihad Stadium *HOME*



**ROUND 9**  
VS **ADELAIDE**  
7:20pm, Friday 18 May 2018  
Adelaide Oval *AWAY*



**ROUND 10**  
VS **COLLINGWOOD**  
7:50pm, Friday 25 May 2018  
Etihad Stadium *AWAY*



**ROUND 11**  
VS **MELBOURNE**  
1:45pm, Saturday 2 June 2018  
Etihad Stadium *HOME*



**ROUND 12**  
**BYE**



**ROUND 13**  
VS **PORT ADELAIDE**  
7:20pm, Thursday 14 June 2018  
Adelaide Oval *AWAY*



**ROUND 14**  
VS **NORTH MELB.**  
7:25pm, Saturday 23 June 2018  
Etihad Stadium *HOME*



**ROUND 15**  
VS **GEELONG**  
7:50pm, Friday 29 June 2018  
Etihad Stadium *HOME*



**ROUND 16**  
VS **HAWTHORN**  
7:25pm, Saturday 7 July 2018  
Etihad Stadium *HOME*



**ROUND 17**  
VS **MELBOURNE**  
4:35pm, Saturday 14 July 2018  
MCG *AWAY*



**ROUND 18**  
VS **WEST COAST**  
1:20pm, Sunday 22 July 2018  
Perth Stadium *AWAY*



**ROUND 19**  
VS **PORT ADELAIDE**  
3:20pm, Sunday 29 July 2018  
Mars Stadium *HOME*



**ROUND 20**  
VS **ST KILDA**  
7:25pm, Saturday 4 August 2018  
Etihad Stadium *AWAY*



**ROUND 21**  
VS **NORTH MELB.**  
1:10pm, Sunday 12 August 2018  
Etihad Stadium *AWAY*



**ROUND 22**  
VS **CARLTON**  
1:10pm, Sunday 19 August 2018  
Etihad Stadium *AWAY*



**ROUND 23**  
VS **RICHMOND**  
Time TBC, Date TBC  
MCG *AWAY*



For all your interstate travel packages in 2018, make sure you book through our membership partner Geelong Travel. Call Stuart & team on 5244 3666 today.





# Contacts

## **NICK TRUELSON**

**Chief Commercial Officer**

0438 650 408 or [nick.truelson@westernbulldogs.com.au](mailto:nick.truelson@westernbulldogs.com.au)

## **CHRIS SPELDEWINDE**

**Sales Manager**

0430 584 556 or [chris.speldewinde@westernbulldogs.com.au](mailto:chris.speldewinde@westernbulldogs.com.au)

## **MICHAEL TIPPING**

**Commercial Partnerships Manager**

0431 146 527 or [michael.tipping@westernbulldogs.com.au](mailto:michael.tipping@westernbulldogs.com.au)

## **JAKE SUMMERS**

**Business Development Executive – Corporate**

0400 363 852 or [jake.summers@westernbulldogs.com.au](mailto:jake.summers@westernbulldogs.com.au)

## **FINLEY EGGERS**

**Business Development Executive – Coteries**

0423 667 857 or [finley.eggers@westernbulldogs.com.au](mailto:finley.eggers@westernbulldogs.com.au)

## **SARAH START**

**Senior Commercial Partnerships Executive**

0431 677 115 or [sarah.start@westernbulldogs.com.au](mailto:sarah.start@westernbulldogs.com.au)

## **BEN JOYCE**

**Commercial Partnerships Executive**

0422 498 948 or [ben.joyce@westernbulldogs.com.au](mailto:ben.joyce@westernbulldogs.com.au)

## **TESS ARNOLD**

**Commercial Partnerships Coordinator**

0419 596 975 or [tess.arnold@westernbulldogs.com.au](mailto:tess.arnold@westernbulldogs.com.au)

## **LAURI MENZIES**

**Commercial Partnerships Activations Manager**

0411 159 369 or [lauri.menzies@westernbulldogs.com.au](mailto:lauri.menzies@westernbulldogs.com.au)



MAJOR PARTNER



**WHERE  
REAL  
STRENGTH  
LIVES**