



MELBOURNE
FOOTBALL CLUB

| 2014 CORPORATE PACKAGES |

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» 2014 MELBOURNE FIXTURE

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RD	DATE	OPPONENT	VENUE	HOME/AWAY	LOCAL TIME
1	Saturday, March 22	St. Kilda	Etihad Stadium	Away	7.40pm
2	Sunday, March 30	West Coast Eagles	MCG	Home	3.20pm
3	Sunday, April 6	GWS GIANTS	Sydney Showgrounds	Away	1.10pm
4	Saturday, April 12	Carlton	MCG	Away	1.45pm
5	Sunday, April 20	Gold Coast SUNS	MCG	Home	3.20pm
6	Saturday, April 26	Sydney Swans	MCG	Home	7.40pm
7	Saturday, May 3	Adelaide Crows	Adelaide Oval	Away	4.10pm
8	Saturday, May 10	Western Bulldogs	MCG	Home	7.40pm
9	Saturday, May 17	Richmond	MCG	Away	1.40pm
10	BYE				
11	Saturday, May 31	Port Adelaide	TIO Traeger Park	Home	1.10pm
12	Monday, June 9	Collingwood	MCG	Home	3.20pm
13	Sunday, June 15	Essendon	MCG	Away	4.40pm
14	Sunday, June 22	North Melbourne	MCG	Home	4.40pm
15	Sunday, June 29	Western Bulldogs	Etihad Stadium	Away	1.10pm
16	Saturday, July 5	Fremantle	TIO Stadium	Home	7.10pm
17	Saturday, July 12	Geelong Cats	MCG	Home	1.45pm
18	Sunday, July 20	Port Adelaide	Adelaide Oval	Away	12.40pm
19	Sunday, August 3	Brisbane Lions	Etihad Stadium	Home	1.10pm
20	Saturday, August 9	Hawthorn	MCG	Away	4.40pm
21	Sunday, August 17	GWS GIANTS	MCG	Home	3.20pm
22	Saturday, August 23	West Coast Eagles	Patersons Stadium	Away	5.40pm
23	TBC	North Melbourne	Etihad Stadium	Away	TBC



Enjoy an exciting day at the football, with the Melbourne Football Club President as your official host, in the outstanding Olympic Room, on the centre wing at the MCG.

You will receive a premium dining experience and first class entertainment, amongst Club sponsors, high profile officials and special guests. A truly VIP experience for corporate clients, family and friends.

The President's Club in 2014 will evolve to satisfy the dining patterns of the changing AFL fixture. Please see the new dining and event structure available at the nine Melbourne Home games in season 2014.

COST

- » 9 Game Membership Red – 8 x sit down, 1 x stand up = **\$2,500pp**
- » 9 Game Membership Blue – 4 x sit down, 5 x stand up = **\$2,300pp**
- » Child (Aged 4-17) 5 game booking – **\$600pp**

MEMBER GUEST RATES

- » Sit down – **\$290pp**
- » Stand up – **\$240pp**
- » Child – **\$120pp**

CASUAL BOOKINGS

- » Sit Down – **\$330pp**
- » Stand Up – **\$270pp**
- » Child – **\$130pp** (5 games only)

RD	DATE	OPPONENT	VENUE	SIT DOWN/ STAND UP – BOTH	KIDS AREA
2	Sunday, March 30	West Coast Eagles	MCG	Both sit down and stand up	Available
5	Sunday, April 20	Gold Coast SUNS	MCG	Both sit down and stand up	Available
6	Saturday, April 26	Sydney Swans	MCG	Sit down only	Not available
8	Saturday, May 10	Western Bulldogs	MCG	Sit down only	Not available
12	Monday, June 9	Collingwood	MCG	Sit down only	Not available
14	Sunday, June 22	North Melbourne	MCG	Stand up only	Available
17	Saturday, July 12	Geelong Cats	MCG	Sit down only	Not available
19	Sunday, August 3	Brisbane Lions	Etihad	Both sit down and stand up	Available
21	Sunday, August 17	GWS GIANTS	MCG	Both sit down and stand up	Available

INCLUSIONS

- » Two course dining (sit down package) and gourmet grazing menu (stand up package), including half time afternoon tea/supper
- » Beverage package throughout the day
- » Ground entry and premium reserved seat on level two
- » Guest speakers and entertainment
- » Official AFL Record and car parking passes
- » Access to the Family Zone facilities, to entertain children aged 4-12

Dress code: Smart casual, collar required – No denim

9 game packages include a Melbourne Football Club Adult membership.



» INNER SANCTUM

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If you want an exclusive behind the scenes look into the inner workings of the Melbourne Football Club, then look no further. The Inner Sanctum group will have the closest association with the Melbourne Football Club and Senior Coach Paul Roos in season 2014.

Be part of one of the Club's most respected and informed groups who, in their eight year history, have witnessed it all.

Look forward to pre-game briefings from coaching staff at home games, exclusive events and invitations, along with the privilege of spending an afternoon with the match committee as they discuss that weekend's game.

Cost: \$13,500 pp

INCLUSIONS

- » Match Committee – Meet with Melbourne Football Club coaching staff for lunch as you discuss the team for the first NAB Cup game v Richmond. Wednesday February 12
- » Match Committee – Meet with Melbourne Football Club coaching staff for lunch as you discuss the team for the Round 15 away game v Western Bulldogs on Wednesday June 25
- » Privileged pre-game briefing before home games at the MCG with Senior Coach Paul Roos and MFC assistant coaches
- » Exclusive Pre Season Dinner with Inner Sanctum members and the Senior Coach, CEO and President. Wednesday March 26

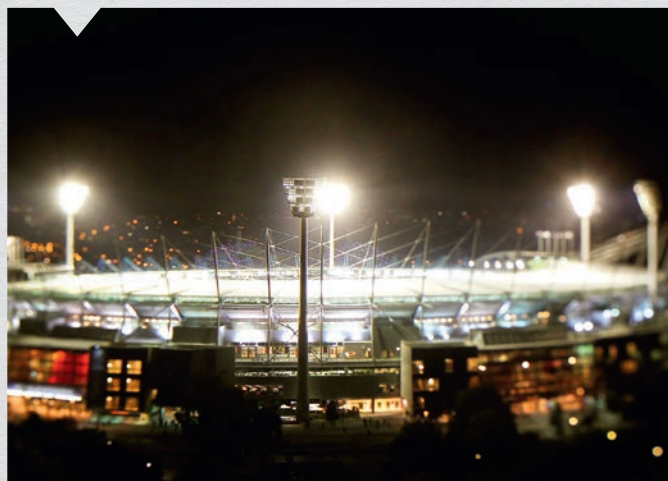
- » Inner Sanctum Interstate trip to Adelaide with the team for our Round 18 game v Port Adelaide

Inclusions:

- Return flights and accommodation
- Dinner with Senior Football Department members the night before the Round 18 away game v Port Adelaide
- Corporate Hospitality option at Adelaide oval to watch the game
- Transfers in Adelaide

- » Game Day – Watch Richmond v Fremantle from the Melbourne Corporate Suite with MFC assistant coaches as they discuss the tactics and strategies of an AFL game – Saturday June 14
- » Coffee with the coach – One on one catch up with Senior Coach Paul Roos
- » Privileged invitations throughout the year
- » Invitation to the 2014 AFL Charles Brownlow Medal count.
- » Exclusive Post Season Dinner with Inner Sanctum members and the Senior Coach, and recruiting staff to discuss the 2014 season and the recently help AFL draft
- » Opportunity to sit inside the Stats Box during one game of the 2014 season

All prices include GST.



The Melbourne Football Club Boardroom, located on level three on the centre wing of the MCG Southern Stand, transforms into a unique onsite dining facility. It is the perfect setting for entertaining clients, rewarding staff or enjoying a day at the football.

The Boardroom hosts the best games during the 2014 AFL Season, or is available for private hire, with tailored packages to suit your needs both match day and non match days.

Cost: from \$290pp

INCLUSIONS

- » All entry ticketing and premium reserved seating
- » Premium two course meal with afternoon tea/supper
- » Full beverage package
- » Black tie waiter service
- » MC and guest speaker
- » Car parking
- » Giant closed circuit television

RD	MATCH	DATE	TIME
4	Richmond v Collingwood	Friday, April 11	7.50pm
6	Collingwood v Essendon	Friday, April 25	2.40pm
7	Carlton v Collingwood	Friday, May 2	7.50pm
11	Essendon v Richmond	Saturday, May 31	7.45pm
13	Carlton v Hawthorn	Friday, June 13	7.50pm
20	Richmond v Essendon	Friday, August 8	7.50pm

Functions commence 90 mins prior to the start of the game.

All prices include GST.

A unique corporate entertaining experience, your guests will revel in this exclusive environment as they enjoy private dining with their own personal waiter in theatre style seating.

Our two corporate suites are available for all 2014 AFL games at the MCG including the AFL Finals Series and 2013/14 summer of cricket. Each suite will accommodate all your personal needs to ensure this is a truly memorable day at the football.

Suites available to seat 12 or 16.

COST – AFL

Premium Game **\$550pp**

A+ Game – **\$495pp** (All limited over and Twenty20 Internationals)

A Game – **\$420pp**

B Game – **\$375pp** (All Big Bash games)

**Please see over for a full 2014 MCG AFL Season fixture.*

INCLUSIONS

- » Private dining, with a range of premium dining and beverages
- » Theatre style seating behind sliding glass windows, and television
- » All entry ticketing and undercover car park passes
- » Official match day program, *AFL Record*
- » Private black tie waiter and bathroom facilities

All prices include GST.



RD	MATCH	DATE	LOCAL TIME	RATING
2	Richmond v Carlton	Thursday, March 27	7.45pm	A
2	Melbourne v West Coast Eagles	Sunday, March 30	3.20pm	B
3	Hawthorn v Fremantle	Friday, April 4	7.50pm	A
3	Collingwood v Geelong Cats	Saturday, April 5	1.45pm	A+
3	Essendon v Carlton	Sunday, April 6	7.10pm	A
4	Richmond v Collingwood	Friday, April 11	7.50pm	A+
4	Carlton v Melbourne	Saturday, April 12	1.45pm	B
5	Collingwood v North Melbourne	Saturday, April 19	1.40pm	A
5	Melbourne v Gold Coast SUNS	Sunday, April 20	3.20pm	B
5	Geelong Cats v Hawthorn	Monday, April 21	3.20pm	B
6	Collingwood v Essendon	Friday, April 25	2.40pm	Premium
6	Melbourne v Sydney Swans	Saturday, April 26	7.40pm	B
6	Richmond v Hawthorn	Sunday, April 27	3.20pm	A
7	Carlton v Collingwood	Friday, May 2	7.50pm	Premium
7	Hawthorn v St Kilda	Saturday, May 3	1.45pm	B
7	Geelong Cats v Richmond	Sunday, May 4	3.20pm	A
8	Melbourne v Western Bulldogs	Saturday, May 10	7.40pm	B
9	Richmond v Melbourne	Saturday, May 17	1.40pm	A
10	Collingwood v West Coast Eagles	Saturday, May 24	4.40pm	A
10	Carlton v Adelaide Crows	Sunday, May 25	4.40pm	B
11	Essendon v Richmond	Saturday, May 31	7.45pm	Premium
11	Hawthorn v GWS GIANTS	Sunday, June 1	4.40pm	B
12	Melbourne v Collingwood	Monday, June 9	3.20pm	A

RD	MATCH	DATE	LOCAL TIME	RATING
13	Carlton v Hawthorn	Friday, June 13	7.50pm	A+
13	Richmond v Fremantle	Saturday, June 14	1.45pm	B
13	Essendon v Melbourne	Sunday, June 15	4.40pm	B
14	Richmond v Sydney Swans	Friday, June 20	7.50pm	A
14	Hawthorn v Collingwood	Saturday, June 21	2.10pm	A
14	Melbourne v North Melbourne	Sunday, June 22	4.40pm	B
15	Collingwood v Carlton	Sunday, June 29	7.10pm	A
16	Richmond v Brisbane Lions	Saturday, July 5	1.45pm	B
17	Melbourne v Geelong Cats	Saturday, July 12	1.45pm	B
17	Essendon v Collingwood	Sunday, July 13	3.20pm	A
18	Hawthorn v Sydney Swans	Saturday, July 26	7.40pm	A
18	Collingwood v Adelaide Crows	Sunday, July 27	4.40pm	B
19	Richmond v GWS Giants	Saturday, August 2	4.40pm	B
19	Collingwood v Port Adelaide	Sunday, August 3	4.40pm	B
20	Richmond v Essendon	Friday, August 8	7.50pm	A+
20	Hawthorn v Melbourne	Saturday, August 9	4.40pm	B
21	Collingwood v Brisbane Lions	Saturday, August 16	7.40pm	A
21	Melbourne v GWS Giants	Sunday, August 17	3.20pm	B
22	Hawthorn v Geelong Cats	Saturday, August 23	7.40pm	A+
22	Richmond v St Kilda	Sunday, August 24	4.40pm	B
23	Carlton v Essendon	Friday, August 29 (TBC)	TBC	A
23	Collingwood v Hawthorn	Friday, August 29 (TBC)	TBC	A



Develop a connection to the Melbourne Football Club like no other as you establish a personal relationship with your favourite player in Season 2014.

With three levels of sponsorship available, there are packages to suit all your needs.

» Elite Player Sponsorship

Cost: \$3,600

» Player Sponsorship

Cost: \$2,200

» Guernsey Club Sponsorship

Cost: \$1,150

All prices include GST.

INCLUSIONS

	GUERNSEY CLUB	PLAYER SPONSOR	ELITE PLAYER SPONSOR
Match worn and signed player guernsey	•		
Framed and signed photo with your player		•	
Leather bound Guernsey presentation box containing a photo of you and your player, and signed guernsey			•
Player signed team poster	•	•	•
Two Player Sponsor lapel pins	•	•	•
Acknowledgement on the Melbourne Football Club website	•	•	•
Acknowledgement in the 2014 Season Guide and Yearbook	•	•	•
Invitation for two to exclusive Melbourne Football Club Season Launch, including private pre-event cocktail party		•	•
Invitation for two to exclusive after match Player Sponsor Cocktail function	•	•	•
Invitation for two to a President's Club Function in the Blue Stand Up section		•	
Invitation for two to a President's Club Function in the Red Sit Down section			•
Invitation for two to the Keith 'Bluey' Truscott Memorial Trophy Best and Fairest Dinner		•	•
Invitation for two to attend a designated home game in a MFC Corporate Suite at the MCG with fellow Player Sponsors			•
Invitation for two to the Business of Sport luncheon			•
Attendance by your sponsored player to an event organised by you, to be coordinated through Melbourne Football Club*			•

**All appearances to be within 30 minutes of the Football Club, and subject to Melbourne Football Club approval.*

The AFL's original and pre-eminent supporter group, made up of prominent, passionate and committed individuals who supported the Melbourne Football Club's finances, players, values and heritage.

Enjoy a premium dining experience in the Hans Ebeling Room in an atmosphere of great fellowship. Hear from prominent guest speakers and view each game from reserved seats on level two of the MCC.

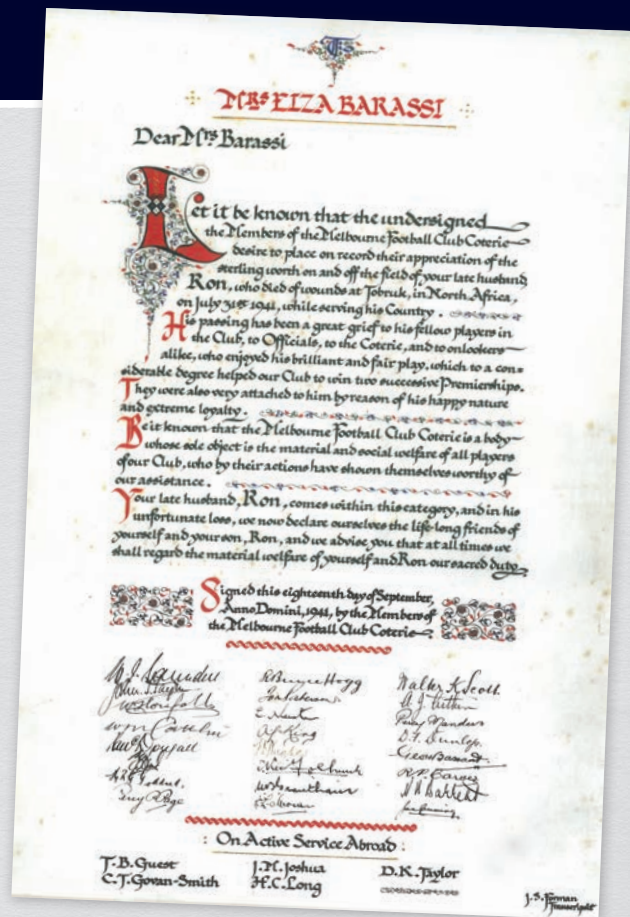
COST

3 Game Introductory Offer – **\$1,250**

4 Game Membership – **\$2,200**

Full Member 8 Games – **\$3,700pp**

All prices include GST.



	3 GAME INTRODUCTORY	4 GAMES MEMBERSHIP	FULL MEMBERSHIP
Membership inclusions:	✓	✓	✓
Coterie tie, scarf, lapel name badge and handbook			
Opportunity to advertise on Coterie Sponsor Board in Members' handbook			
Match day functions include:	✓	✓	✓
Two course catering			
Reserved seat on level 2 of the MCC			
AFL record			
Prominent guests speakers			
Home games of choice at the MCG	3	4	All 8
Additional games and guest rate (Including President's Club home game at Etihad)	\$275	\$275	\$195
Additional guests for missed games	X	X	2
Change room access for one game	X	X	✓
Invitation for two to Coterie pre-season Dinner with Coterie members and MFC CEO, Coach, President and Captain	✓	✓	✓
Invitation for one to Coterie mid season function with MFC CEO, Coach, President and Leadership Group	X	X	✓
Two tickets to the Coterie AGM Dinner in MCC Committee Room	If next year membership confirmed	✓	✓
Business of Sport tickets	X	1	2
Access to exclusive Coterie events:			
Coterie Golf Day	✓	✓	✓
Coterie Brownlow Calcutta	✓	✓	✓
Bendigo Jockey Club Race Day	✓	✓	✓
Invitation to attend other Coterie for agreed away games	✓	✓	✓
Access to finals packages	✓	✓	✓
Price	\$1,250	\$2,200 (25 Year)	\$3,700 \$2,775



The Melbourne Business Community is a network of over 300 like-minded business professionals who are able to connect and build long term, mutually beneficial business relationships.

Our business community continues to evolve as we engage not only out traditional supporters, but also those with a general business interest who are able to benefit from the opportunities this unique community provides.

Cost: \$190pp

INCLUSIONS

- » Pre-game catch up Round 1 v St Kilda
- » MBC Networking breakfast – Friday April 4
- » MBC Networking event – Date TBC
- » MBC Trade talk forum, hear from Manager Player Personnel, Todd Viney and National Recruiting Manager, Jason Taylor as they analyse the 2014 Trade period
- » Access to the MBC website and business directory
- » Club and industry insights from behind the scenes of the Melbourne Football Club

All prices include GST.

Get the unique opportunity to represent Melbourne in a curtain raiser match on the hallowed turf of the MCG. Be coached by Melbourne legends while taking part in a range of match day experiences and functions.

Cost: \$1,750pp

INCLUSIONS

- » Training
- » Full Melbourne Football Club playing kit (excluding boots)
- » Cheer squad run through banner
- » Team photo on ground
- » Play two 15 minute halves, broadcast live on the MCG big screen
- » Enjoy after match function for awards presentation, food and beverages and level two reserved seating for the Melbourne home game to follow

All prices include GST.



Experience AFL's biggest day of the year in style with the exclusive Melbourne Football Club Grand Final brunch, including first class entertainment and reserved seat to one game each week of the finals, including the 2014 AFL Grand Final.

GRAND FINAL SERIES PACKAGE

- » Reserved seat for every AFL nominated finals match played at the MCG
- » Ticket to the official Melbourne Football Club Grand Final Brunch

Packages start from \$1,600pp

GRAND FINAL BOARDROOM SERIES PACKAGE – ON SITE DINING

- » Hospitality and reserved seat for a nominated match each week of the finals played at the MCG, including the Grand Final

Packages start from \$2,900pp

CORPORATE SUITE FINALS SERIES PACKAGE

12 Seat Suite – **\$50,000**

16 Seat Suite – **\$75,000**

Price includes premium dining and full beverage package for a game of your choice (if more than one game played at the MCG) each week of the finals.

All prices include GST.



FISHING AND FOOTBALL IN THE TOP END

Wednesday 2nd – Sunday 6th July

Cost: \$4,900 pp

Land only: \$4,400 pp

Be part of the intimate group of no more than 30 to travel to Darwin, enjoying the sights and weather on this ultimate getaway.

Enjoy two days of spectacular fishing, and experience one of the most exotic destinations in Australia's Top End – Crab Claw Island. Including both deep sea and estuary fishing on board fully equipped and specially customised boats, you're sure to catch a prize winner to take home.

To end this amazing trip, you will attend the blockbuster Melbourne v Fremantle game at TIO Stadium, including official pre-match AFL NT function.

INCLUSIONS

- » All airfares, meals, beverages, transport and accommodation
- » Two days of fishing on board a charter boat
- » All fishing equipment, including tackle and bait
- » Entry and reserved seat to the game, including pre-match cocktail function

All prices include GST.

Please note: events, dates and prices subject to change.





MELBOURNE FOOTBALL CLUB SEASON LAUNCH

Friday March 14

Venue TBC

Join us as we launch the 2014 AFL Season

\$198pp

BUSINESS OF SPORT

Friday August 8

Venue TBC

Be entertained by some of the biggest names in sport at Melbourne's premier Business of Sport lunch.

\$198pp

KEITH 'BLUEY' TRUSCOTT MEMORIAL TROPHY – BEST AND FAIREST DINNER

Date TBC

Venue TBC

Enjoy an evening with Club greats, past winners and the 2014 team to announce the fairest and best players of the season.

\$198pp

FOUNDATION HEROES DINNER

Saturday May 17

Venue TBC

By invitation only

All prices include GST.

melbournefc.com.au has an extensive range of cross platform digital advertising solutions for partners and advertisers, twelve months of the year.

On average, digital campaigns on *melbournefc.com.au* provide a **450% increase in engagement**, compared to industry average.

Using customised creative, and aligning with our exclusive content, generates a **click through rate 10 times higher** than generic messages and advertising.



WEBSITE

- » **Most engaged** supporters in the AFL
- » **Highest number of page views, per unique visitor** in the AFL
- » **Over 830,000 page views** on average, per month (in season)
- » **17% increase in average unique visitors per month**, compared to 2011
- » Advertising performance, up to **10 times higher than the industry average**

DEE TV

- » Over **1 million video streams** from DeeTV and YouTube combined
- » **Exclusive** content sponsorship opportunities to maximize brand exposure
- » **Highest performing ad units** on the entire MFC website

MOBILE APP

- » **46% growth** in unique visitors
- » **Over 3 million page views in 12 months**
- » **Highest performing ad units** on the entire MFC website



"Foundation Heroes are our most powerful and influential group and we have a responsibility to fully engage each Foundation Hero so they have a strong understanding of our vision on and off the ground." – Jim Stynes

In 2008, Jim Stynes set the Melbourne Football Club one of the biggest challenges of its history. With the aim of eliminating the \$5 million dollar debt, our Foundation Heroes group was established.

Now we need to do more than just compete with other clubs, we need to resource every aspect of our club to the highest level to give our team the very best chance at success.

Jim's dream was 1000 Foundation Heroes and even though they are the most successful supporter group in the AFL we call upon more Melbourne supporters to be a part of something very special.

For your one off investment of \$5000 you will receive:

- » An invitation to an exclusive annual event
- » Football Forum access
- » AAMI Park tours
- » Match day tours (MCG games)
- » Priority access to the clubs Work Experience program for family members (students aged 15-18)
- » Priority access to the junior Guard of Honour on match days
- » Regular newsletter correspondence
- » A wide range of further exclusive offers and recognition, including: Honour board, yearbook and website listing, as well as an individually numbered Foundation Heroes certificate and lapel pin

Your legacy after the final siren

HELP SECURE OUR GREAT CLUB'S FUTURE

I am honoured to be patron and namesake of the Ron Barassi Bequest Society.

It means a lot to me to know that my name and my father's name will both be embedded in the foundation stone of the Club's long term future.

Making a bequest to the Melbourne Football Club is a unique way of supporting the red and blue football family, without impacting on your present income.

All bequests – however large or small – will make a difference for generations to come.

I hope you will join me in securing the future of this great Club by making a bequest as part of your estate planning.

Ron Barassi
17440 31

Ron Barassi



The Melbourne Football Club has developed an information booklet which outlines what is involved in making a gift in your will to the Club. For your copy of the booklet, or to find out more information about the Ron Barassi Bequest Society, **please contact Sharon Wangman, Bequest Manager, on (03) 9652 1157, or email bequests@melbournefc.com.au**

