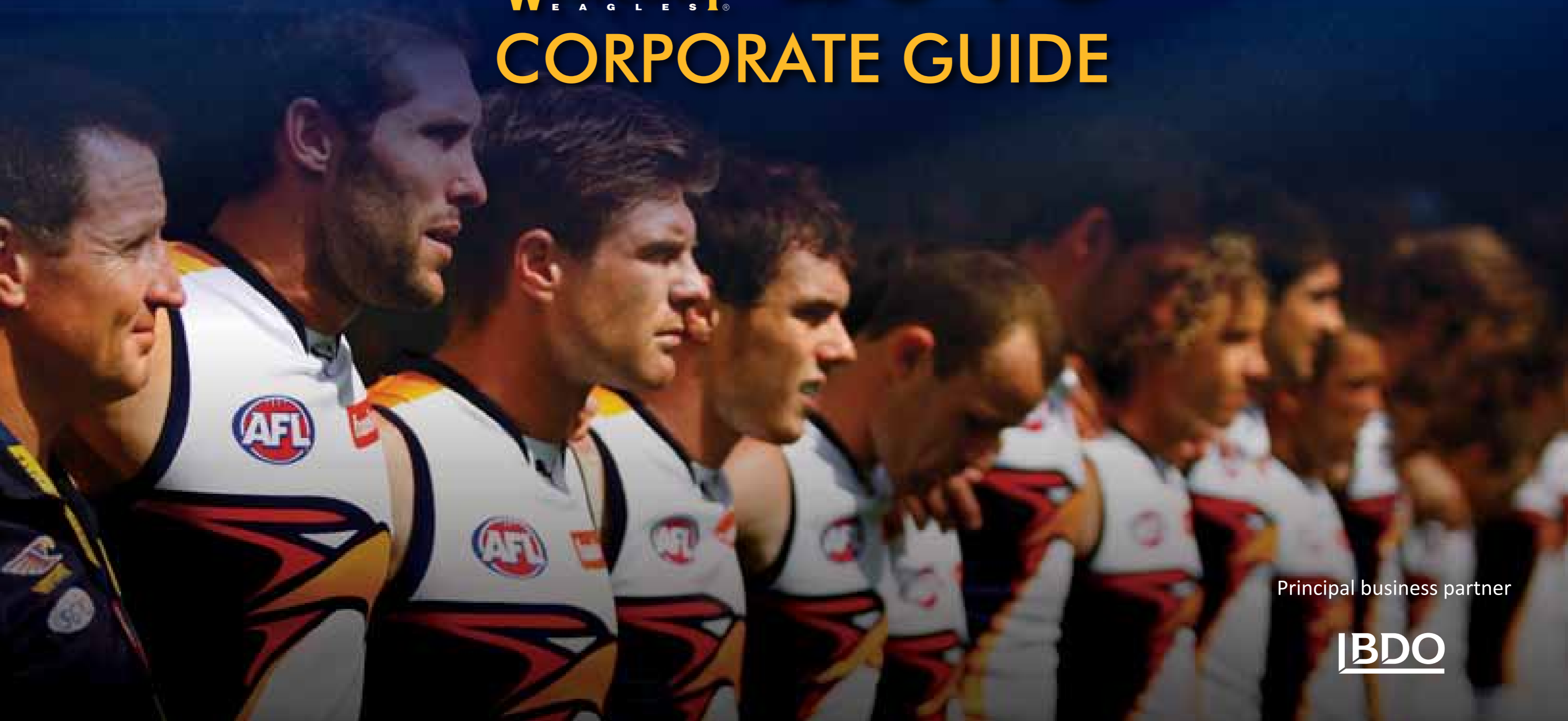




# 2013

## CORPORATE GUIDE



Principal business partner



INSPIRED  
2013

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**CORPORATE**  
GUIDE 2013

# HISTORY

## WEST COAST EAGLES

Since its inception in 1986, the West Coast Eagles Football Club has become widely recognised as one of Australia's most successful sporting franchises. Through its strong tradition of professionalism and leadership, the club has appeared in 18 finals series from 1987 to 2011. The most of any other football club within the same timeframe, competing in five grand finals for three premierships in the last 25 years.

Off the field, the club is also known for kicking goals, with the ability to retain its large and loyal membership base, while recording healthy operating profits. The club is conscious of its social responsibility and is proud of its commitment to giving back to the community through a number of programs and initiatives.

## LEARNING TO FLY

In 1986, the Victorian Football League voted in favour of the inclusion of two new clubs, one from Western Australia and one from Queensland. The West Australian Football Commission would have to pay \$4 million up front with just 160 days to assemble a team and establish its infrastructure. Inaugural coach Ron Alexander and the original 32 players were revealed to the Western Australian football public at a glittering event at the Merlin (now Hyatt) Hotel in October that year.

The West Coast Eagles played its first match for premiership points on March 29, 1987, hosting Richmond at Subiaco Oval in front of thousands of new Eagles supporters. Initially, the visitors had West Coast's measure and the VFL newcomers were 33 points down at three-quarter-time. At the final change, then senior coach Ron Alexander made the decision to move captain Ross Glendinning from defence to centre half-forward, before addressing his players, reminding them that they were representing Western Australian to the rest of the country. A nine-goal fourth quarter saw the Eagles defeat the Tigers 20.13 (133) to 16.23 (119) in a memorable day for our state and Australian football history.

The club's first season saw the team reach eighth on the premiership ladder, just one game out of the top five, with an 11-11 win-loss ratio. In October, John Todd replaced Ron Alexander as coach, a position he would hold until the end of the following year when Mick Malthouse was signed.

Season 1988 saw West Coast compete in its first finals match, going down to Melbourne by two points in a brave elimination final, an effort they would back-up in 1990 when the club reached the preliminary final against Essendon. The Eagles had travelled for six consecutive weeks to the east coast and the Bombers prevailed by 63 points.

A new era dawned in 1991 with the appointment of tough defender John Worsfold as captain. That year, West Coast earned the right to host the first final ever played outside of Melbourne, with Hawthorn prevailing in front of 44,142 fans by 23 points. However, the club went on to defeat Melbourne in the first semi-final at Waverley, backing it up with a 15-point win over Geelong to book a place in the club's first ever grand final. After a bold start, kicking the first four goals, West Coast slipped to a 53-point loss to the Hawks in the only grand final played at Waverley, losing 13.8 (86) to 20.19 (139).





## HISTORY

### PREMIERSHIPS

The landscape of Australian football was changed forever on September 26, 1992 when the West Coast Eagles became the first non-Victorian club to win the premiership. Trailing by two goals at half-time, the Eagles recovered to defeat Geelong by 28 points, with Peter Matera winning the Norm Smith Medal as best afield.

West Coast again tasted the ultimate victory in 1994 after a disappointing finals appearance the previous year. The Hawks were dominated by the electric Eagles and lost the grand final by 80 points. The 1994 Norm Smith medal went to Dean Kemp.

It would be 12 years and 18 finals matches before the club reclaimed the Holy Grail. The rivalry between the West Coast Eagles and Sydney Swans is perhaps the most intriguing in modern football history, the clashes between the sides in the mid-2000s typically decided by two goals or less. The most memorable of those matches are the grand finals of 2005 and 2006, with Sydney winning the first by four points and West Coast reaping its revenge the following year by a single behind.

### BROWNLOW MEDALLISTS

Star midfielder Chris Judd became the first West Coast Eagle to claim the competition's highest individual award in 2004. The then 21-year-old, who received All Australian honours for the first time two weeks earlier, polled 30 votes to win from 2003 medallist Mark Ricciuto, who finished with 23.

The following year, then West Coast captain Ben Cousins polled 20 votes to beat teammate Daniel Kerr by a solitary vote. The quinella, with the top two players from the same club, was the first of its kind for 79 years.

## AUDIENCE

The West Coast Eagles have a diverse member and supporter base maintaining highly engaged, regular contact with the following audience:

- 57,236 official members in 2012.
- 615,000 supporters Australia wide (Roy Morgan, 2011).
- 133,000+ regular followers on the official WCE Facebook Page.
- 22,700+ regular followers on the official WCE Twitter Profile.
- Patersons Stadium total season crowd attendance for 2012 of 452,000.
- 682,422 average television viewers per match tuned in to national coverage of West Coast Eagles qualifying home games at Patersons Stadium in 2012, peaking at 1,172,883 views against Carlton in round 12
- Over 600,000 official website views each month with more than 150,000 unique visitors
- More than 250 school visits throughout the state with various community programs including Eagles Rock My School and Kicking Goals.



## MEMBERSHIPS

West Coast takes great pride in its loyal membership base and values their commitment which has helped build the club's solid foundation, while serving to inspire players, coaches and club administration. High renewal rates continue to build West Coast's reputation as an AFL powerhouse, with just 1 per cent of members failing to renew in 2012, while the AFL average turnover stands at approximately 15 per cent. With current membership figures over 57,000, the club's next step is to reach the 60,000 milestone.

Demographic breakdown of West Coast Eagles members:

- Average age across all members is 31 years (Men) and 32 years (Women)
- Men make up 62% of total members (57% of WA seated members)
- Women make up 38% of total members (43% of WA seated members)
- Derived from the WA fan base 47% are located Metro North, 28% are located Metro South and 26% are Regional.

Members are profiled into 9 categories:

- WA Members – seated season members
- Captains Club – exclusive club for long serving members
- In The Wings – seater member waitlist
- Eagles Nest – non-seated supporter
- Eagles Rising Stars – 15-18 years
- Rookie Eagles – 4-14 years
- Baby Eagles – 3 years and under
- Beyond The Border – interstate members
- Global Eagles – overseas members



## MATCH DAY HOSPITALITY

The West Coast Eagles offers the best entertainment value and business networking experience of any sporting club in the country.

To achieve this, we set an extremely high standard of quality and service with our extensive range of corporate hospitality options.

Whether it's entertaining your clients, or treating your family or friends to a day at the football they will never forget, the West Coast Eagles can build your business networks while you enjoy the excitement of our great game.

### HOSPITALITY OPTIONS

- Chairman's Function
- Guy McKenna Club
- Golden Eagles
- Dean Kemp Club
- Chris Mainwaring Club
- John Worsfold Room
- Corporate Suites
- VIP Open Boxes
- Interstate Travel





# MATCH DAY HOSPITALITY

## CORPORATE SUITES

The ultimate in private hospitality, relax in the confines of your fully enclosed corporate suite with top class premium seating. Whether its a delicious meat carvery for all guests or options from a huge range of à la carte quality mains, Mustard Catering's corporate suite menu can be tailored to suit your needs. Sit back and enjoy all the action on-field in the company of family, friends or clientele, as a dedicated waitperson will look after all of your catering requests. Corporate suites are available on a full season basis for all eleven (11) home games and range in size from 10 to 28 seats.

## VIP OPEN BOXES

Experience all the West Coast Eagles match day excitement in the privacy of your own open-air enclosure with personal steward service. These open boxes offer a premium viewing platform at Patersons Stadium which your company and guests can enjoy at each match day. VIP open boxes are available on a full season basis for all eleven (11) home games and range in size from 4 to 12 seats.





## MATCH DAY HOSPITALITY

### CHAIRMAN'S FUNCTION

Situated in the Polly Farmer Room, the Chairman's Function offers the ultimate fine dining match day experience. This exclusive function includes the major partners of the West Coast Eagles along with directors and other VIP guests. A sumptuous three course meal is served pre-game and all invitee's receive premium match day seating within close proximity of the function. Pre-match entertainment includes MC, guest speakers and player interviews.

### GUY MCKENNA CLUB

The Guy McKenna Club gives you access to exquisite match day dining and the opportunity to mix with a very diverse and well established network of corporate members. Before the game and at half-time, sit down, relax with your guests and enjoy fine food and wine whilst taking in all the match day hype and hearing from one of our special guest speakers about the big game. During all the footy action, enjoy the game in style from your own premium gold seating located on the northern wing. Post-match, savour the experience in a relaxed environment and take advantage of a stand-up function and the opportunity to network with other passionate footy lovers.



# MATCH DAY HOSPITALITY

## GOLDEN EAGLES

Situated in the Ross Capes Room, the Golden Eagles is the premier coterie of the West Coast Eagles. With the best seats in the house, you will enjoy a sumptuous three course meal paired with premium beverages. Professionally hosted every week, this exclusive coterie is limited to just 44 members, providing an intimate atmosphere for guests and a view rivalled only by the coaches box.

## DEAN KEMP CLUB

Located in the Barry Cable Room, Dean Kemp Club members enjoy all the comforts of a formal sit-down dining with the ease of premium gold seating for the game located immediately outside the room. Sit down and relax with your guests and indulge in fine food and wine before the game and at half-time. Enjoy all the formalities with an address from one of our special guest speakers each match.



## MATCH DAY HOSPITALITY

### CHRIS MAINWARING CLUB

If you're looking for fine dining, but in a relaxed and casual environment, the Chris Mainwaring Club offers the perfect mix with a stand-up buffet meal in the exclusive Chairman's Lounge with a range of beers and fine wines. Take the opportunity to network with others, or simply relax and take in all the hype of the game while you hear from a special guest speaker about the big match. Enjoy the best seats in the house, with premium gold seating located in the middle of the ground on the northern wing.

### JOHN WORSFOLD CLUB

For those interested in casual dining, the John Worsfold Club offers the perfect environment with a stand-up buffet meal and a variety of beers and fine wines pre-game, at half-time and post-game. During the game, members can choose between taking in the atmosphere from their reserved undercover premium seats and enjoying the comforts of the function room and watching from behind the glass.



# CORPORATE EVENTS

## SEASON LAUNCH

In March each year, the West Coast Eagles kick off its season campaign with the club's traditional Season Launch. This breakfast function is a terrific opportunity to hear from our chairman, senior coach and selected players before the season gets under way and the formal welcoming of the new playing group with the traditional guernsey presentation.

## DERBY LUNCH

Experience all the excitement of WA's biggest football match at the club's annual derby function. This fantastic formal luncheon includes a three-course meal, complimentary beer, wine and soft drinks, as well as a fantastic line-up of panellists to discuss all your footy questions before this blockbuster match.

## GALA AUCTION

Support the club and get behind the West Coast Eagles major fundraising event for the season. Showcasing premium auction items and fantastic entertainment, this event has quickly become one of the highlights of Perth's social calendar.

## CLUB CHAMPION AWARDS

Join the West Coast Eagles to celebrate the clubs night of nights and crown the season's Club Champion. Players, coaches, staff, sponsors, members and supporters will enjoy this black tie dinner, which boasts all the glamour of the Brownlow Medal.

## HALL OF FAME

Join past and present players, coaches and fellow supporters at the West Coast Eagles Hall of Fame as we celebrate the true champions of our past. Witness club history unfold as the Hall of Fame inductees are announced.







## INTERSTATE EXPERIENCES

### TOYOTA AFL GRAND FINAL PACKAGES

Be a part of all the Grand Final action and join fellow supporters in a huge prelude to the season's ultimate match. Toyota AFL Grand Final tickets are the most sought after in Australian sport and provide a perfect way to compliment your client relationship calendar of events. Packages include reserve ticketing and an invitation to the West Coast Eagles Grand Final Eve Dinner.

### ULTIMATE FOOTY WEEKEND

Each season, the West Coast Eagles host the Ultimate Footy Weekend corporate trip, providing a great opportunity to get invaluable time away with important clients and the chance to network with our corporate members. This package includes flights, accommodation, match day hospitality, transfers and West Coast Eagles host.

Round 13: Hawthorn v West Coast Eagles - Friday, June 21, Etihad Stadium

### AWAY HOSPITALITY

Experience the excitement of an interstate West Coast Eagles match in Melbourne, with fellow club supporters at an exclusive corporate function. The West Coast Eagles host a number of away hospitality functions at both Etihad Stadium and the MCG for marquee West Coast matches, including premium seating, player interviews and special guests.

Round 13: Hawthorn v West Coast Eagles - Friday, June 21, Etihad Stadium

Round 22: Collingwood v West Coast Eagles - Friday, August 23, MCG

### CORPORATE GOLF TRIP

Enjoy a fun weekend away on the annual West Coast Eagles Golf Trip, a great way to combine golf and footy into the complete weekend. Each year a different destination and a chance to network with other partners and club associates, suitable for both golf enthusiasts and the golfing novice.

### RESERVE TICKETS

Access reserve ticketing to all interstate West Coast Eagles matches for clients and staff use over east, or for a travelling group heading across for the game.

## EXPERIENCES

### THE CAGE

Experience the ultimate behind the scenes experience by standing in 'The Cage' pre-game while the players are warming up on a match day. Get an inside look at the team and match-ups with special comments from inaugural West Coast Eagles captain Ross Glendinning.

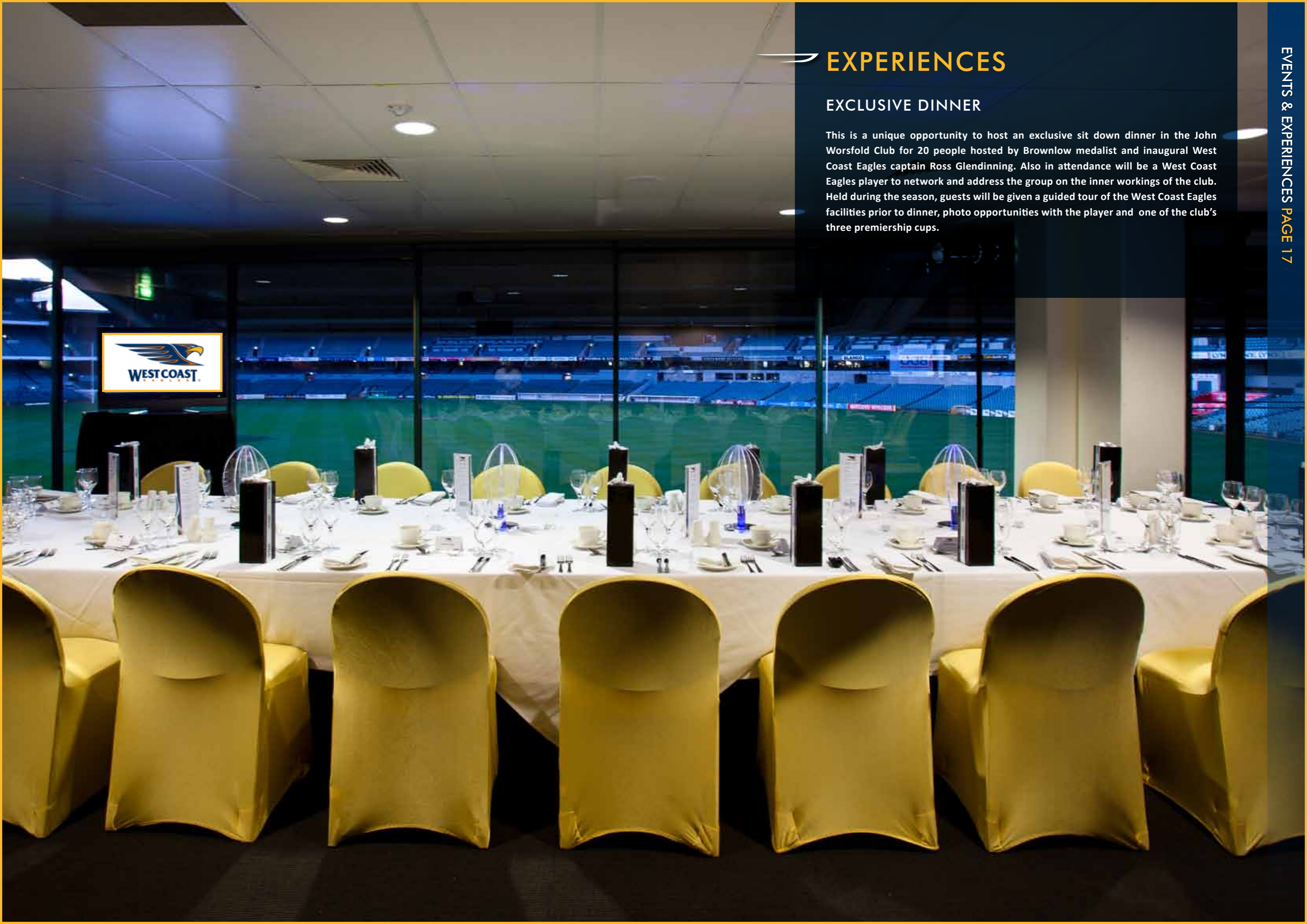




## EXPERIENCES

### EXCLUSIVE DINNER

This is a unique opportunity to host an exclusive sit down dinner in the John Worsfold Club for 20 people hosted by Brownlow medalist and inaugural West Coast Eagles captain Ross Glendinning. Also in attendance will be a West Coast Eagles player to network and address the group on the inner workings of the club. Held during the season, guests will be given a guided tour of the West Coast Eagles facilities prior to dinner, photo opportunities with the player and one of the club's three premierships cups.



# SIGNAGE & SCOREBOARD

AFL is the most watched sport in Australia and as the cameras follow the game, your brand, message or logo can be boldly promoted to a large national TV audience.

## LED SIGNAGE

A massive 120 metres of LED signage is strategically located in the middle of the ground within the main TV arc for all West Coast Eagles home qualifying games at Patersons Stadium. With the ability to have a dynamic message and logos, LED signage boasts 4 times more recall than other fence signage.

## LED BREAKS PACKAGE

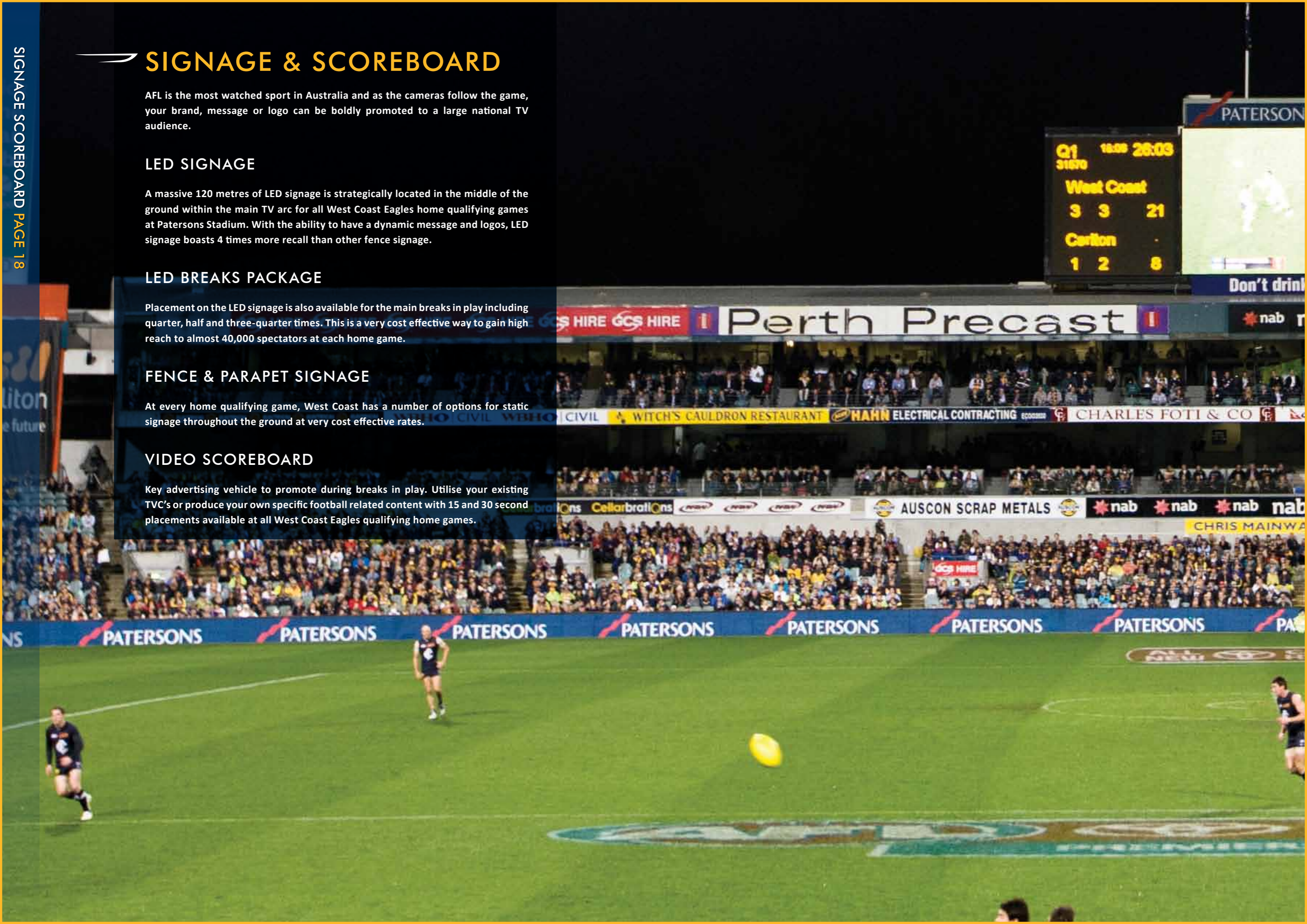
Placement on the LED signage is also available for the main breaks in play including quarter, half and three-quarter times. This is a very cost effective way to gain high reach to almost 40,000 spectators at each home game.

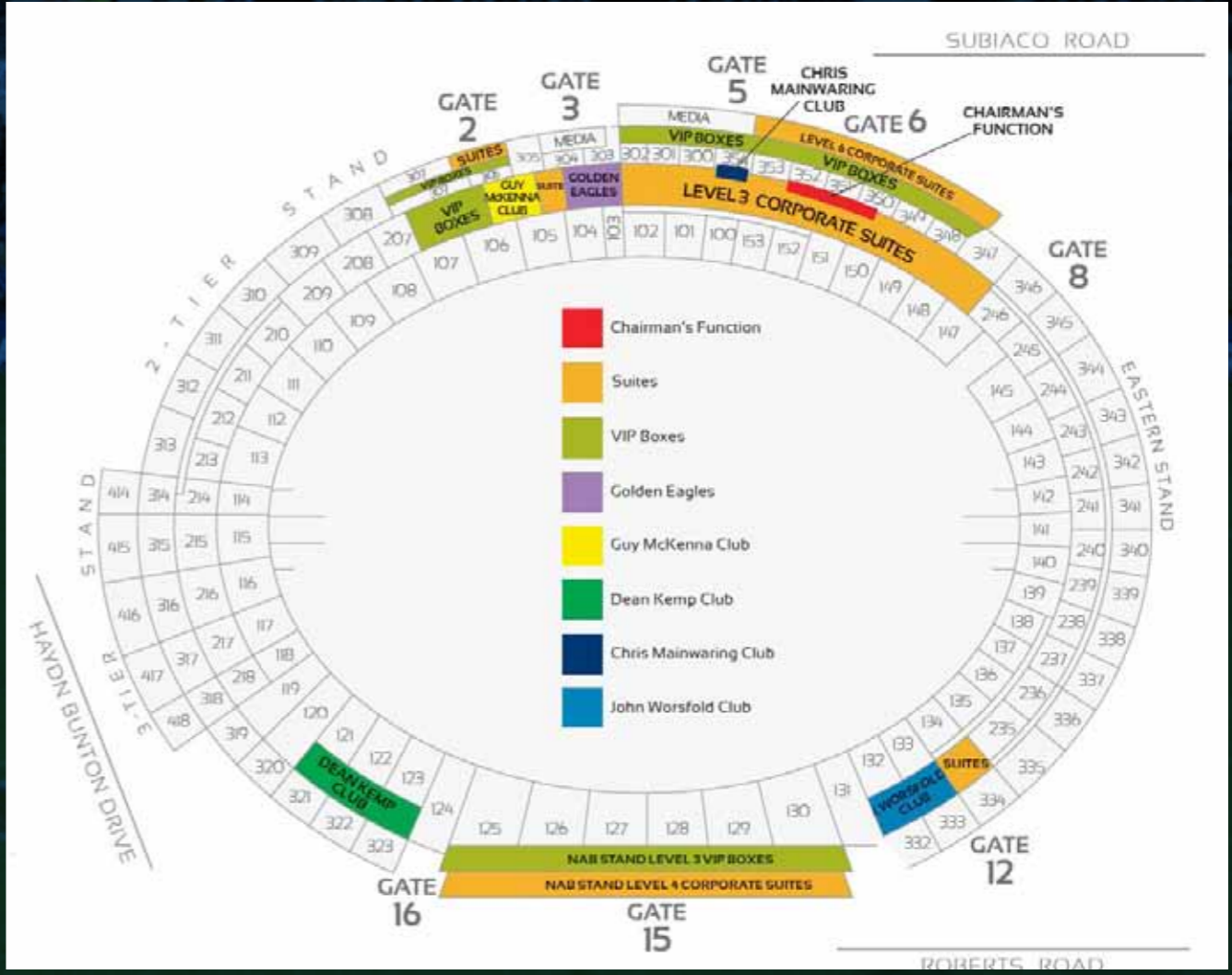
## FENCE & PARAPET SIGNAGE

At every home qualifying game, West Coast has a number of options for static signage throughout the ground at very cost effective rates.

## VIDEO SCOREBOARD

Key advertising vehicle to promote during breaks in play. Utilise your existing TVC's or produce your own specific football related content with 15 and 30 second placements available at all West Coast Eagles qualifying home games.





# FAN ENGAGEMENT

Fan engagement involves a range of elements including the West Coast Eagles official website, Facebook and The Swoop. This is an ever evolving platform for the West Coast Eagles to communicate with supporters and the general public.

Facebook - This social media channel continues to be a growing medium for the club with follower numbers increasing daily, providing the West Coast Eagles with a substantial channel to interact with fans and direct them to other areas of the clubs digital network. Partners can leverage Facebook to target the clubs massive audience, directing traffic to your webpage or existing social media pages.

Official Website - Each month westcoasteagles.com.au receives more than 600,000 page views and 150,000 unique page visits. This has fast become the main portal for fans to obtain their regular West Coast Eagles "fix" of information with page views continuing to increase. Advertising on the official website can be secured on a cost per impression (CPM) basis, guaranteeing a dedicated reach according to any budget. Forms of advertising can range from island banners to skins, with the option to target the locations to specific pages for a full run of site.



## FACEBOOK

133,000 Followers (Jan, 2013)



WESTCOASTEAGLES.COM.AU  
540,000 Page Impressions (2012)



## THE SWOOP

2,500 Users (Jan, 2013)



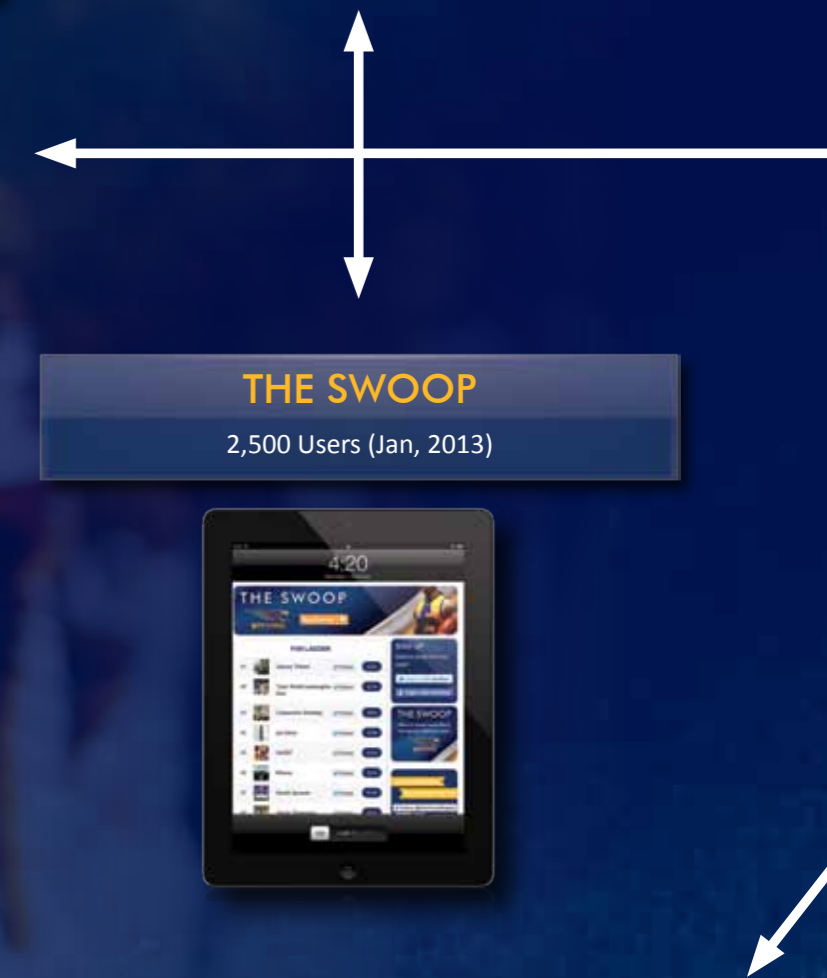
## MEMBER E-NEWS

57,179 Members (2012)



# MEMBER SERVICES

The digital component of West Coast Eagles memberships extend beyond the clubs members portal via the website. It also includes weekly e-newsletters, SMS notifications, mascot networking and interactive competitions.



# WEST COAST EAGLES DIGITAL NETWORK



**WEST COAST**  
EAGLES®

**YOUR BRAND**

## TWITTER

22,700 Followers (Jan, 2013)



## MICROMEDIA

Micromedia consist of quick audio or video messages published to a trusted social community. It's often created and consumed using mobile technology, and distributed using other social media tools.

Twitter – This is the social community that the West Coast Eagles utilise to interact with fans and communicate breaking news. Aside from Facebook it's the most popular mobile platform utilised by West Coast Eagles supporters, experiencing continued growth in followers.

## LINKEDIN

190 Followers (Jan, 2013)



## NICHE NETWORK

The alternative to general social networking websites is niche social networking sites, which are social networks targeted at a specific audience. Niche networks are becoming more popular amongst our fans and the West Coast Eagles have embraced this developing channel, allowing the club to create an automatic bond between supporters. LinkedIn and Instagram are examples of niche networking.

## INSTAGRAM

4,628 Followers (Jan, 2013)



## YOUTUBE

758,375 views (2012)



## EAGLE VISION

25,000 Impressions (2012)



## VIDEO

Video content is a significant part of the West Coast Eagles digital network. Several channels are available through the club to reach supporters, providing them with insider information on the West Coast Eagles, member offers, partner promotions and much more.

YouTube – The West Coast Eagles channel is comprised of a vast range of video content. This includes Eagle Eye TV, Eagle Vision, Club Events and Press Conferences.



MAJOR PARTNERS



PREMIER PARTNERS

Principal Community Partner

Principal Media Partners



OFFICIAL PARTNERS

Principal Business Partner

Principal Membership Partner

Principal Events Partner



CORPORATE PARTNERS





# WEST COAST EAGLES 2013 FIXTURES

ROUND	DATE	OPPONENT	VENUE	TIME (LOCAL)	HOME/AWAY
1	Saturday, Mar 23	Fremantle (A)	Patersons Stadium	4.40pm	Away
2	Sunday, Apr 7	Hawthorn	Patersons Stadium	2.40pm	Home
3	Saturday, Apr 13	Melbourne	MCG	2.10pm	Away
4	Saturday, Apr 20	Carlton	Patersons Stadium	5.40pm	Home
5	Saturday, Apr 27	Port Adelaide	AAMI Stadium	7.10pm	Away
6	Sunday, May 5	Western Bulldogs	Patersons Stadium	2.40pm	Home
7	Saturday, May 11	Brisbane Lions	Gabba	2.10pm	Away
8	Friday, May 17	North Melbourne	Patersons Stadium	6.40pm	Home
9	Saturday, May 25	GWS GIANTS	Skoda Stadium	2.10pm	Away
10	Monday, Jun 3	Richmond	Patersons Stadium	5.40pm	Home
11	Sunday, Jun 9	St Kilda	Etihad Stadium	4.40pm	Away
12	BYE				
13	Friday, Jun 21	Hawthorn	Etihad Stadium	7.50pm	Away
14	Thursday, Jun 27	Essendon	Patersons Stadium	6.10pm	Home
15	Saturday, Jul 6	Adelaide Crows	AAMI Stadium	7.10pm	Away
16	Sunday, Jul 14	Fremantle (H)	Patersons Stadium	2.40pm	Home
17	Sunday, Jul 21	Sydney Swans	Patersons Stadium	2.40pm	Home
18	Sunday, Jul 28	Western Bulldogs	Etihad Stadium	3.15pm	Away
19	Saturday, Aug 3	Gold Coast SUNS	Patersons Stadium	2.40pm	Home
20	Sunday, Aug 11	Essendon	Etihad Stadium	1.10pm	Away
21	Saturday, Aug 17	Geelong Cats	Patersons Stadium	5.40pm	Home
22	Friday, Aug 23	Collingwood	MCG	7.50pm	Away
23	TBC	Adelaide Crows	Patersons Stadium	TBC	Home



## CONTACT US

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