



PLAYER SPONSORSHIP 2011 PACKAGES

ESSENDON FOOTBALL CLUB

Napier Street Essendon • PO Box 17 Essendon VIC 3040
Ph 1300 GO BOMBERS (1300 46 26 62) • Fax 03 9370 6804
essendonfc.com.au ABN 22 004 286 373



Major Partner



TURN ON TOMORROW



INTRODUCTION

Season 2011 will see the development of the Essendon Football Club playing group following the appointment of James Hird and his new coaching panel. With this appointment, the Club has taken a significant step towards achieving its goal of premiership success.

Player Sponsorship can help you engage with the Club, fellow supporters and business networks. Whether it is one of the Club's established leaders or one of the stars of the future, we have a selection of packages to suit everyone's needs.

Player Sponsor Package Inclusions

PLAYER SUPPORTER

- Two tickets to attend the Player Sponsors' Cocktail Function
- Signed framed photograph of your sponsored player recognising your sponsorship
- Full subscription to the Bomber Magazine (which includes two bumper editions, one pre-season and one post-season)
- Recognition as a Player Sponsor on the Player Sponsor Board at Windy Hill
- Recognition as a Player Sponsor on the official Essendon Football Club website alongside player profiles, on the Player Sponsorship page and in the post-season edition of the Bomber Magazine

Investment - \$620 (inc. GST)

PLAYER BENEFACTOR

Benefits included are as per supporter level, plus:

- Two tickets to attend the following Essendon Football Club events throughout the year:
 - 2011 Hall of Fame Induction, where sponsors will sit with their sponsored player
 - 2011 Crichton Medal
- Your choice of two tickets to one of the following Essendon Football Club events:
 - Dick Reynolds Club Lunch 1
 - Dick Reynolds Club Lunch 2
 - EWN Grand Final Comedy Debate
- Guaranteed access to purchase two tickets to:
 - Any final in which Essendon participates (*including the 2011 AFL Grand Final*)
 - Grand Final Dinner if Essendon is a participating Club

Investment - \$2,200 (inc. GST)

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PLAYER PATRON ***Please contact Michelle Ferrari for Patron sponsorship availability*

Benefits included are as per Supporter and Benefactor levels, plus:

- Two tickets to the 2011 Essendon Football Club Grand Final Brunch
- Invitation for two people to attend a Chairman's Function at an Essendon home match held at Etihad Stadium
- Invitation for one person to attend two Business Networking Functions during season 2011
- One player appearance by your sponsored player during the 2011 home and away season *
- Two standard AFL Finals Series tickets for the 2011 AFL nominates matches in weeks one, two and three of the finals, including the 2011 AFL Grand Final **
- Guaranteed access to purchase two tickets to:
 - Any final in which Essendon participates (*excluding the Grand Final*)
 - Grand Final Dinner if Essendon is a participating Club

** A minimum of 6 weeks' notice must be provided to the club for player appearance requests*

*** There is no guarantee nominated Finals Series matches will be Essendon games*

Investment - \$6,000 (inc. GST)

Terms & Conditions:

- 2010 Player Sponsors have first right to renew the sponsorship of their player in 2011, and will have first choice of another available listed player if their 2010 sponsored player has retired or been de-listed
- Applications for player renewal must be received no later than Friday February 4th 2011. After this date the player will be open to nomination from other sponsors
- There are only five sponsorship opportunities available for each player
- Sponsorship payments can be made in full or in four instalments, however any Finals ticketing will not be dispatched until all sponsorship payments have been received in full, no exceptions
- The Essendon Football Club has the right to discontinue sponsorship benefits should any monies be outstanding after June 30th 2011

Enquiries

Michelle Ferrari

Corporate Sales Coordinator

<P> 03 9230 0340

<E> mferrari@essendonfc.com.au.

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PLAYER AVAILABLE FOR SPONSORSHIP

- Tom Bellchambers
- Alex Browne
- Jake Carlisle
- Travis Colyer
- Stewart Crameri
- Darcy Daniher
- Alwyn Davey
- Luke Davis
- Courtney Dempsey
- Ricky Dyson
- Scott Gumbleton
- Kyle Hardingham
- Dyson Heppell
- Michael Hibberd
- Heath Hocking
- Cale Hooker
- Ben Howlett
- Josh Jenkins
- Leroy Jetta
- Anthony Long
- Nathan Lovett-Murray
- Michael Quinn
- Kyle Reimers
- Michael Ross
- Taite Silverlock
- Tyson Slattery
- Brent Stanton
- Ariel Steinberg
- James Webster
- Mark Williams
- Jason Winderlich

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2011 Player Sponsorship Application Form

Name: _____
 Address: _____ Suburb: _____ State: _____ P/C: _____
 Phone : (H): _____ (W): _____ (M): _____
 Fax: _____ Email: _____
 Name to be used for Sponsorship Recognition: _____

Package Selection

Player Patron - \$6,000 (per sponsorship)

Player: _____ Player: _____
 Sub Total \$ _____

Player Benefactor - \$2,200 (per sponsorship)

Player: _____ Player: _____
 Player: _____ Player: _____
 Sub Total \$ _____

Player Supporter - \$620 (per sponsorship)

Player: _____ Player: _____
 Player: _____ Player: _____
 Sub Total \$ _____

TOTAL SPONSORSHIP \$ _____

Payable as follows

In Full On Application **OR** In Four Instalments - 25% Payable on sponsorship application
 - 25% Payable on February 28th
 - 25% Payable on April 30th
 - 25% Payable on June 30th

Note: Essendon Football Club has the right to discontinue sponsorship benefits should any monies be outstanding after June 30th 2011

PAYMENT METHOD

CASH CHEQUE (payable to the Essendon Football Club)
 VISA MASTERCARD AMEX / DINERS (3.5% surcharge applies to all AMEX & Diners transactions)

Card No: ____ / ____ / ____ / ____ ____ / ____ / ____ / ____ ____ / ____ / ____ / ____

Name on Card: _____ Exp: ____ / ____

Signed: _____ Date: _____

Information requested in this application form is necessary for Essendon Football Club to confirm your player sponsorship. By completing & returning this form, you consent to the Club collecting, retaining & using the personal information provided by you for the development of the Club, to keep you informed about the Club, its activities & products & for direct marketing purposes. Personal information held about you by EFC can be accessed by contacting the Corporate Sales department on 03 9230 0300.

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