



# DIAMOND DONS 2012 MEMBERSHIP



**Essendon Football Club**  
Napier Street, Essendon  
PO Box 17, Essendon 3040  
03 9230 0300  
essendonfc.com.au



JOINT MAJOR PARTNERS



## INTRODUCTION

The Diamond Dons coterie was established in 1982 and continues to provide members and their guests with the opportunity to watch the Bombers play from the comfort of prime locations at both Etihad Stadium and the MCG. In 2012, EFC will play 7 home games at Etihad Stadium and 4 home games at the MCG.

Your Diamond Dons cost effective membership will give you access to wide ranging benefits and the opportunity to share your passion for the Bombers with likeminded supporters in a friendly and exclusive environment. Opportunities also exist for Members to bring their children to games (additional costs apply see below)

### Diamond Dons Membership Inclusions

- Two people to attend Diamond Dons home game functions for the 2012 Season as outlined below
- One car park per home game at Etihad Stadium and the MCG, car park passes will be distributed at the start of the season
- Two Adult Bronze Basic Memberships with access to all EFC home and away games
- Opportunity to purchase two tickets in weeks 1,2 and 3 of the finals series if Essendon is a participating Club
- Opportunity to purchase two tickets to the Grand Final if Essendon is a participating Club
- Two tickets to the Essendon Women's Network Great Grand Final Comedy Debate
- Two tickets to the Essendon Football Club 2012 Season Launch
- 10 x tickets into the Diamond Dons major fundraising draw
- Priority seating at all Essendon Football Club events
- Recognition in the Essendon Football Club's Year Book and Annual Report
- Free admission for all Bendigo Bomber VFL home games played at Windy Hill or the Queen Elizabeth Oval in Bendigo
- Weekly e-newsletter (where email has been provided) during the season and fortnightly e-newsletter post season
- Two editions of the 2012 Bomber Magazine publication
- Member voting rights



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**Diamond Dons Home Game Functions**

Rd 2:	Saturday, 7 April (Day) v Port Adelaide	Etihad Stadium, Endeavour Room
Rd 6:	Saturday, 5 May (Day) v Brisbane	Etihad Stadium, Endeavour Room
Rd 7:	Saturday, 12 May (Night) v West Coast	Etihad Stadium, Endeavour Room
Rd 8:	Saturday, 19 May (Night) v Richmond	MCG, Ryder Room
Rd 10:	Saturday, 2 June (Night) v Melbourne	MCG, Ryder Room
Rd 11:	Saturday, 9 June (Night) v Sydney	Etihad Stadium, Endeavour Room
Rd 14:	Saturday, 30 June (Night) v Western Bulldogs	Etihad Stadium, Endeavour Room
Rd 18:	Friday, 27 July (Night) v Hawthorn	MCG, Ryder Room
Rd 20:	Sunday, 12 August (Twilight) v Kangaroos	Etihad Stadium, Endeavour Room
Rd 21:	Saturday, 18 August (Day) v Carlton	MCG, Ryder Room
Rd 23:	Date to be announced v Collingwood	MCG (TBC)

The above Match Day Functions will include the following hospitality inclusions;

- Two course menu with full beverage service pre-game, half time and post-game for one hour
- Half time refreshments
- Guest Speaker
- AFL Football Record
- The opportunity to bring additional guests at a special rate of **\$220 per person (inc GST)**  
*\*Dress code for match day is jacket and tie, strictly no denim.*
- A relaxed atmosphere in the Diamond Dons private function room overlooking the ground

Diamond Dons match day dining rooms:

- **Etihad Stadium:** Endeavour Room, Dining Room Level, entry via Gate 4 and reserved seating located directly outside the dining room
- **MCG:** Jack Ryder Room, Level 2, Great Southern Stand and reserved seating located undercover on Level 2 outside the dining room (Rd 23 details TBC)







## Events

### **2012 Season Launch @ Peninsula, Docklands**

Monday, 19 March 2012

Tickets to this event will include the opportunity to mingle with players and coaches at the VIP pre-function.

### **EWN Grand Final Comedy Debate @ Crown Palladium**

Thursday, 27 September 2012

### **Additional Ticketing Options:**

#### **Away Game Reserved Seating**

You have the opportunity to upgrade your Diamond Dons Membership Package to include an away game reserved seat for \$288 per seat.

The location of the seats are on level three of the Southern Stand at the MCG, and either Level 1 behind the goals or Level 3 at Etihad Stadium. Due to limited availability of away game reserved seating, the deadline for applications is **5pm Friday 27<sup>th</sup> January, 2012.**

Please advise Nicole Slattery on [nslattery@essendonfc.com.au](mailto:nslattery@essendonfc.com.au) or 03 9230 0357 prior to the above deadline if you would like to take up this offer.

Alternatively, Essendon Football Club Adult Bronze Basic members can pre-book a reserved seat at away games through contacting relevant ticketing agent.

Relevant ticketing agents for the MCG and Etihad Stadium are as follows:

- **MCG:** Ticketek 13 2849
- **Etihad Stadium:** Ticketmaster 1300 136 122

### **Interstate Games**

Diamond Dons members have the opportunity to purchase two tickets to interstate games during 2012:

Rd 3: Saturday, 14 April (Night) v Gold Coast Suns	Metricon Stadium, Gold Coast
Rd 9: Saturday, 26 May (Night) v Greater Western Sydney	Skoda Stadium, Sydney
Rd 16: Saturday, 14 July (Day) v Port Adelaide	AAMI Stadium, Adelaide
Rd 19: Sunday, 5 August (Twilight) v Adelaide Crows	AAMI Stadium, Adelaide



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**Toyota AFL Finals Matches – Essendon Participating**

As a Diamond Dons member, you have the opportunity to purchase two tickets in weeks 1, 2, and 3 of the 2012 AFL finals series, if Essendon is a competing club.

If Essendon competes in the 2012 AFL Grand Final, you will have the opportunity to purchase up to two tickets to this match and to the official Essendon Football Club Grand Final dinner.

Strict conditions apply to the issuing of tickets to the AFL Grand Final as enforced by the AFL and Victorian Government legislation.

**Investment**

\$6,500 (Inc. GST)

**Renewal Deadline**

Friday, 20<sup>th</sup> January 2012

**Enquiries**

Nicole Slattery

Events and Coterie Coordinator

<p> 03 9230 0357

<e> [nslattery@essendonfc.com.au](mailto:nslattery@essendonfc.com.au)



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**2012 Diamond Dons Application / Renewal Form**

Name .....

Spouse / Partner .....

Company .....

Address .....

Suburb ..... P/Code .....

Phone [H] ..... [B] ..... [M] .....

E-mail .....

Fax .....

**How did you hear about the Diamond Dons? (circle)**

- ◆ Current / Past Member
- ◆ EFC Staff member (please specify) .....
- ◆ Website
- ◆ Other (please specify) .....

**Diamond Dons Membership Confirmation**

I ..... hereby agree to pay the Essendon Football Club the sum of \$6,500.00 (Inc. GST) in FULL prior to **Tuesday 31 January 2012**

or

I ..... hereby agree to the following THREE

**AUTOMATED INSTALMENTS terms:**

- ◆ First instalment (25%) prior to **31 January 2012** \$1,625.00
- ◆ Second instalment (50%) prior to **31 March 2012** \$3,250.00
- ◆ Third instalment (25%) prior to **31 May 2012** \$1,625.00

NB: All invoices due must be paid prior to attending any functions. Guests will be refused entry without successful pre-payment

Please return this form to Nicole Slattery via email to [nslattery@essendonfc.com.au](mailto:nslattery@essendonfc.com.au) or via fax to (03) 9370 6804 before **Friday 20<sup>th</sup> January 2012**

**METHOD OF PAYMENT (circle)**

- ◆ Cheque
- ◆ MasterCard
- ◆ Visa
- ◆ Amex\*
- ◆ Diners\*

\* Payments made using Amex and Diners cards will incur a 3.5% surcharge  
 Total Amount \$ ..... (Inc. GST)

Card No: \_\_\_\_\_ / \_\_\_\_\_ / \_\_\_\_\_ / \_\_\_\_\_

Expiry: \_\_\_\_ / \_\_\_\_ Cardholder Name .....

Signature .....

**PRIVACY CLAUSE**

Information requested in this application form is necessary for Essendon Football Club to renew your application for membership. By completing and returning this form, you consent to the Club collecting, retaining and using the personal information provided by you for the development of the Club, to keep you informed about the Club, its activities and products and for direct marketing purposes. Personal information held about you by EFC can be accessed by contacting the Client Service Department on 03 9230 0390.



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