



**WHATEVER
IT TAKES
2013**

**2013
COLEMAN CLUB
MEMBERSHIP
PACKAGE**





WHATEVER IT TAKES 2013

INTRODUCTION

The Coleman Club coterie is named after Essendon legend John Coleman, who is recognised as one of the game's greatest full-forwards. After finishing his playing career prematurely due to injury in 1954, John Coleman went on to coach Essendon to premierships in 1962 and 1965.

John Coleman was named full-forward in the AFL's official Team of the Century, is ranked second in the Champions of Essendon and is one of the 12 original inductees into the Club's Hall of Fame. He is an ideal namesake for this prestigious coterie. Belonging to the Coleman Club allows you to be part of the Essendon family and to develop your own history with the Club.

The Coleman Club coterie provides members and their guests the opportunity to enjoy quality entertainment facilities at Etihad Stadium and the MC and enables members to enjoy first class hospitality at Essendon functions and events.





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INCLUSIONS

As a Coleman Club member you will receive the following inclusions;

Two people to attend 11 match day functions and events for the 2013 Season as outlined below;

- Two Adult Bronze Basic Memberships with access to all EFC home games & away games
- Guaranteed access to purchase two Finals tickets in weeks 1-3 should Essendon participate
- Guaranteed access to purchase two Grand Final ticket should Essendon participate
- Two tickets to the Season Launch / Hall of Fame Induction, including the opportunity to mingle with players and coaches at our pre-event cocktail party
- Two tickets to the Crichton Medal
- Intimate Coleman Club end-of-season function with Club representatives
- Priority seating at all EFC events
- Recognition in the EFC's Year Book and Annual Report
- Free admission for all Essendon VFL home games played at Windy Hill
- Exclusive monthly coterie e-newsletter
- Two editions of the 2013 Bomber Magazine publication
- Member voting rights

MATCH DAY

- Match day hospitality at 11 EFC games; including 10 Chairman's functions and 1 Corporate Function
- An Inner sanctum experience during a home game
- One car park at every included EFC match day function at Etihad Stadium or the MCG
- Fully-inclusive premium beverage package including; premium Wolf Blass wines
- Half time snacks
- Guest speakers
- One copy of match day AFL record
- Opportunity to purchase day guest passes at \$350 per person (car parking not included)

**excluding Anzac Day Culinary Chairman's Function*

Dress Code: Jacket and tie, strictly no denim. Match day dining is only applicable to guests 18 years+.



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RD	DATE	OPPONENT	VENUE	TIME	FUNCTION
2	Saturday, 6 April (Night – H)	Melbourne 	MCG	5.30pm	Culinary Chairman's Function Olympic Room
5	Thursday, 25 April (Day – H)	Collingwood 	MCG	12.00pm	Culinary Chairman's Function Olympic Room
6	Saturday, 4 May (Day – H)	GWS 	Etihad Stadium	11.45pm	Chairman's Function Limelight Room
6	Friday, 10 May (Day – A)	Geelong 	Etihad Stadium	5.30pm	Corporate Function Crest Room
8	Saturday, 18 May (Day – H)	Brisbane 	Etihad Stadium	11.45am	Chairman's Function Limelight Room
11	Friday, 7 June (Night – H)	Carlton 	Etihad Stadium	5.30pm	Culinary Chairman's Function Olympic Room
12	Saturday, 15 June (Night – H)	Gold Coast 	Etihad Stadium	5.30pm	Chairman's Function Limelight Room
18	Friday, 26 July (Night – H)	Hawthorn 	Etihad Stadium	5.30pm	Chairman's Function Limelight Room
19	Sunday, 11 August (Day – H)	West Coast 	Etihad Stadium	11.00am	Chairman's Function Limelight Room
21	Saturday, 17 August (Twi – H)	North Melbourne 	Etihad Stadium	2.30pm	Chairman's Function Limelight Room
23	Date to be announced	Richmond 	MCG	TBC	Chairman's Function Olympic Room



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ADDITIONAL UPGRADES

Home & Away Game Reserved Seating

You have the opportunity to upgrade your Coleman Club Membership Package to include away game reserved seats for \$288 per seat. Please note that the locations of the seats are on Level 3 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, 25th January 2013.**

RD 10 Sydney V Essendon Corporate Function

Coleman Club members also have the opportunity to purchase tickets to Rd 10 Sydney V Essendon's Corporate Function at the SCG.

Includes:

- Two course menu with full beverage service
- Premium reserve seat
- Guest speakers
- Half time snacks
- One copy of match day AFL record
- \$395 per person

Please contact Nicole Slattery on 03 9230 0357 or nslattery@essendonfc.com.au for more information.





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Toyota AFL Finals Matches – Grand Final Hospitality Packages

As a Coleman Club member, you have the opportunity to purchase into one of the amazing Toyota AFL Grand Final hospitality packages in 2013.

For more information please contact Nicole Slattery on 03 9230 0357 or

nslattery@essendonfc.com.au.

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





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2013 COLEMAN CLUB APPLICATION / RENEWAL FORM

Name

Spouse / Partner

Business

Address

Suburb P/Code

Phone [H] [B] [M]

E-mail Fax

Coleman Club Membership Package Selection

Coleman Club Package: \$9,950 (Inc. GST)

Events (Entitlement - two tickets per function)

- Season Launch – Monday 4 March, Central Pier, Peninsula x 2 tickets
- Crichton Medal – Date and venue TBC x 2 tickets

Optional Package Extra's*

Membership

- Away Game Reserved Seat quantity of tickets at \$288 per seat Sub Total: \$
- Dick Reynolds Club quantity of Membership at \$55 per person Sub Total: \$
- Essendon Women's Network quantity of Membership at \$65 per person Sub Total: \$

Match Day Hospitality

- Anzac Day guest pass quantity of tickets at \$425 per person Sub Total: \$
- Rd 7 Corporate Function quantity of tickets at \$350 per person Sub Total: \$
- Rd 10 Interstate Function quantity of tickets at \$395 per person Sub Total: \$



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Events

- Boundary Line Business Luncheon** quantity of tickets at \$195 per person Sub Total: \$
- Thursday 14 March, Etihad Stadium
- Season Launch** quantity of tickets at \$205 per person Sub Total: \$
- Monday 4 March, Peninsula, Central Pier
- Grand Final Comedy Debate** quantity of tickets at \$175** per person Sub Total: \$
- Thursday 26 September, Crown Palladium
- Crichton Medal** quantity of tickets at \$225 per person Sub Total: \$
- Date and venue TBC
- Cox Plate** quantity of tickets at \$650 per person Sub Total: \$
- Saturday 26 October, Monee Valley Racecourse

*If any Optional Extras are selected and you have selected to pay by instalments these will be charged in full on top of the first Coleman Club Package Instalment.

** Price indicated above is for a standard ticket, premium tickets are also available.

TOTAL: \$



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Payment Options:

I hereby agree to pay the Essendon Football Club the sum of \$ (Inc. GST) by one of the following payment options;

- In Full on Application **OR** In Three Installments - 25% Payable on **31 January 2013**
- 50% Payable on **31 March 2013**
- 25% Payable on **31 May 2013**

*All invoices due must be paid prior to attending any functions. Guests will be refused entry without successful payment

Please return this form to Nicole Slattery via email to nslattery@essendonfc.com.au or via fax to (03) 9230 0357 before **Friday 25th January 2013**

PAYMENT METHOD

- CASH VISA MASTERCARD AMEX / DINERS*

*3.5% surcharge applies to all AMEX & Diners transactions

Card No: ___/___/___/___ ___/___/___/___ ___/___/___/___ ___/___/___/___

Name on Card: _____ Exp: ___/___/___

Signed: _____ Date: _____

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. Refer to www.essendonfc.com.au for the club's privacy policy.

I hereby authorise collection of payment for all charges as indicated above. I understand that the nominated credit card is kept on file for additional charges throughout the year.

I would like to receive additional information on hospitality packages Essendon Football Club has to offer

I have a family member or friend that maybe interested in becoming a Coleman Club member in 2013

If so, please provide their details below:

Name

Phone

Email