



**WHATEVER
IT TAKES
2013**



**2013
DIAMOND DONS
MEMBERSHIP
PACKAGE**





WHATEVER IT TAKES 2013

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 2013, EFC will play 7 home games at Etihad Stadium and 4 home games at the MCG.

Your Diamond Dons cost-effective membership provides access to wide ranging benefits and the opportunity to share your passion for the Bombers with like-minded supporters in a friendly and exclusive environment. Opportunities also exist for members to bring their children to games (please see page 6 for additional costs)

INCLUSIONS

As a Diamond Dons member you will receive the following inclusions;

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

- 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, including opportunity to mingle with players and coaches at our pre-event cocktail party.
- Two tickets to The Grand Final Comedy Debate **or** Crichton Medal
- Priority seating at all EFC events
- Diamond Dons name badge (new members only)
- 10 x tickets into the Diamond Dons major fundraising draw
- Recognition in the EFC's Year Book and Annual Report
- Free admission to 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



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MATCH DAY

- Match day hospitality at all 11 EFC home games; including a two course menu, full beverage service with premium Wolf Blass wines served pre-game, during each quarter break and post-game for one hour
- One car park for every EFC home game at Etihad Stadium or the MCG
- Half time snacks
- Guest speakers
- One copy of match day AFL record
- Opportunity to purchase guest passes at \$285 per person (car parking not included)
- A relaxed atmosphere in the Diamond Dons private function room overlooking the ground
Dress Code: Jacket and tie, strictly no denim.

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:** Ryder Room, Level 2, Great Southern Stand and reserved seating located undercover on Level 2 outside the dining room (excluding Anzac Day)
- **RD 5 – Anzac Day (MCG):** Miller Room, Level 2, Great Southern Stand and reserved seating located undercover on Level 2 outside the dining room





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RD	DATE	OPPONENT	VENUE	TIME	FUNCTION
2	Saturday, 6 April (Night – H)	Melbourne 	MCG	5.30pm	Diamond Dons Function Ryder Room
5	Thursday, 25 April (Day – H)	Collingwood 	MCG	12.00pm	Diamond Dons Function Miller Room
6	Saturday, 4 May (Day – H)	GWS 	Etihad Stadium	11.45pm	Diamond Dons Function Endeavour Room
8	Saturday, 18 May (Day – H)	Brisbane 	Etihad Stadium	11.45am	Diamond Dons Function Endeavour Room
11	Friday, 7 June (Night – H)	Carlton 	Etihad Stadium	5.30pm	Diamond Dons Function Ryder Room
12	Saturday, 15 June (Night – H)	Gold Coast 	Etihad Stadium	5.30pm	Diamond Dons Function Endeavour Room
15	Sunday, 7 July (Twi – H)	Port Adelaide 	Etihad Stadium	2.30pm	Diamond Dons Function Endeavour Room
18	Friday, 26 July (Night – H)	Hawthorn 	Etihad Stadium	5.30pm	Diamond Dons Function Endeavour Room
19	Sunday, 11 August (Day – H)	West Coast 	Etihad Stadium	11.00am	Diamond Dons Function Endeavour Room
21	Saturday, 17 August (Twi – H)	North Melbourne 	Etihad Stadium	2.30pm	Diamond Dons Function Endeavour Room
23	Date to be announced	Richmond 	MCG	TBC	Diamond Dons Function Ryder Room



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PACKAGE	INCLUSIONS	INVESTMENT
Package 1 – Adult Dual Membership (2 adults)	<ul style="list-style-type: none">➤ Two Adult Bronze Basic Memberships with access to all EFC home games & away games (Melbourne games only)➤ Two tickets to attend the Diamond Dons official match day functions at 11 home games; including a two course menu with full beverage service pre-game, during the quarter breaks, post-game for one hour plus two premium reserve level 2 seats➤ Two tickets to attend the Season Launch; including opportunity to mingle with players and coaches at our pre-event cocktail party.➤ Two tickets to attend The Grand Final Comedy Debate or Crichton Medal➤ Diamond Dons badge (new members only)	\$6,700
Package 2 – Young Adult Membership (15-17 years)	<ul style="list-style-type: none">➤ Bronze Premium Concession Membership with access to all home & away games (Melbourne games only)➤ Reserved seat at home games outside the Diamond Dons dining room➤ Snack Pack at each home game➤ Opportunity to purchase tickets to weeks 1, 2 & 3 of finals if Essendon is competing. <p>Terms & Conditions: Subject to availability Not permitted to dine in the function room Permitted to enter dining room only at half time and the conclusion of the game 17 years or under prior to the 1st January 2013 for concessions (proof of concession must be provided)</p>	\$650



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PACKAGE	INCLUSIONS	INVESTMENT
Package 3 – Child Membership (5-14 years)	<ul style="list-style-type: none">➤ Bronze Premium Squadron Membership with access to all home & away games➤ Reserved seat at home games outside the Diamond Dons dining room➤ Snack Pack at each home game➤ Ability to purchase tickets to weeks 1, 2 & 3 of finals if Essendon is competing <p>Terms & Conditions: Subject to availability Not permitted to dine in the function room Permitted to enter dining room only at half time and at the conclusion of the game Must be 14 years or under prior to the 1st January 2013</p>	\$480
Package 4– Children 17 & Under Casual Rate (Non Dining)	<ul style="list-style-type: none">➤ Premium reserve seat (Level 2) outside function room➤ Snack Pack <p>Terms & Conditions: This does not include an Essendon Membership; it is for one off purchases only. Subject to availability Not permitted to dine in the function room Age deadline for above option is: 17 years or under prior to the 1st January 2013</p>	\$80 per game



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ADDITIONAL UPGRADES

ANZAC Day

Anzac Day's Diamond Dons function will be a members only event. If you are interested in purchasing additional tickets for this function please contact Nicole Slattery on 03 9230 0357 or nslattery@essendonfc.com.au to place your name on a wait list.

Interstate Games

Diamond Dons members have the opportunity to purchase two tickets to interstate games during 2013:

Rd 1	Friday, March 22 (Night) v Adelaide	AAMI Stadium, Adelaide
Rd 3	Friday, April 12 (Night) v Fremantle	Patersons Stadium, Perth
Rd 10	Saturday, June 1 (Twilight) v Sydney	SCG, Sydney
Rd 14	Thursday, June 27 (Night) v West Coast Eagles	Patersons Stadium, Perth
Rd 17	Saturday, Jul 20 (Night) v GWS	Skoda Stadium, Sydney

RD 10 Sydney V Essendon Corporate Function

Diamond Dons 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 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 Diamond Dons member, you have the opportunity to purchase 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 DIAMOND DONS APPLICATION / RENEWAL FORM

Name

Spouse / Partner

Business

Address

Suburb P/Code

Phone [H] [B] [M]

E-mail Fax

Name (Young Adult) [DOB]

Name (Child) [DOB]

Name (Young Adult) [DOB]

Name (Child) [DOB]

Diamond Dons Membership Package Selection

Diamond Dons Package 1 - Dual Membership at \$6,700 (Inc. GST) Sub Total: \$

Diamond Dons Package 2 - Young Adult Membership at \$650 (Inc. GST) Sub Total: \$

Diamond Dons Package 3 - Child Membership at \$480 (Inc. GST) Sub Total: \$

Events (Entitlement - two tickets per function)

Season Launch - Monday 4 March, Peninsula, Central Pier 2 tickets

Please select ONE of the following events

Grand Final Comedy Debate - Thursday 26 September, Crown Palladium 2 tickets

OR

Crichton Medal – Date and venue TBC 2 tickets

Optional Package Extras*

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: \$





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Match Day Hospitality

- | | | |
|--|--|---------------------|
| <input type="checkbox"/> Anzac Day guest pass | quantity of tickets at \$285 per person+ | Sub Total: \$ |
| <input type="checkbox"/> Rd 7 Corporate Function | quantity of tickets at \$350 per person | Sub Total: \$ |
| <input type="checkbox"/> Rd 10 Interstate Function | quantity of tickets at \$395 per person | Sub Total: \$ |

Events

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

+ Anzac Day is strictly a members only event. If you have selected a number of guest passes, your name will be place on a waitlist.

*If any Optional Extras are selected and paying by instalments they will be charged in full on top of the first Diamond Dons Package Instalment.

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

TOTAL: \$

