

THE AFL'S OFFICIAL FUNCTION

**AFL**  
EVENTS &  
HOSPITALITY





# AFL EVENTS & HOSPITALITY

## THE AFL'S OFFICIAL FUNCTION



During the Toyota Premiership Season, the AFL hosts its official function at selected games. These games are played either at the MCG, where the function is held in the Legends Room, or at Telstra Dome where various rooms are utilised. The official function in round one is at Sydney's Telstra Stadium.

You and your guests will attend the official function along with AFL sponsors, football club executives, AFL executives, past football greats, AFL life members, politicians, sporting identities and many of Australia's top business leaders.

### THE CORPORATE DINING PACKAGE INCLUDES:

- Pre-function drinks
- Three-course meal
- Premium wines, ales and soft drinks
- Afternoon tea or supper
- Post-match refreshments
- Black-tie steward service
- Prime reserved viewing seats directly outside the dining room
- Complimentary *AFL Record* per person
- Stadium entry ticketing

\* Dress code for the functions is suit and tie (smart attire for ladies – no denim), and children under the age of 18 years are not admitted to AFL functions. All dining rooms are non-smoking areas.

### 2007 AFL OFFICIAL FUNCTION LISTINGS

#### Round 1

Telstra Stadium  
Saturday, March 31  
Sydney v West Coast (N)  
Sit-down Dinner

#### Round 3

MCG  
Friday, April 13  
Collingwood v Richmond (N)  
Cocktail

#### Round 5 (ANZAC Day)

MCG  
Wednesday, April 25  
Essendon v Collingwood  
Sit-down Lunch

#### Round 6

MCG  
Saturday, May 5  
Essendon v Hawthorn  
Sit-down Lunch

#### Round 7

MCG  
Saturday, May 12  
Collingwood v Carlton  
Sit-down Lunch

#### Round 8

MCG  
Saturday, May 19  
Hawthorn v St Kilda (N)  
Sit-down Dinner

#### Round 11

MCG  
Monday, June 11  
Melbourne v Collingwood  
Sit-down Lunch

#### Round 13

Telstra Dome  
Saturday, June 30  
St Kilda v Richmond (N)  
Sit-down Dinner

#### Round 14

MCG  
Saturday, July 7  
Collingwood v St Kilda  
Sit-down Lunch

#### Round 15

Telstra Dome  
Friday, July 13  
St Kilda v Adelaide (N)  
Sit-down Dinner

#### Round 16

MCG  
Saturday, July 21  
Collingwood v Essendon  
Sit-down Lunch

#### Round 17

Telstra Dome  
Friday, July 27  
Western Bulldogs v West Coast (N)  
Sit-down Dinner

#### Round 19

MCG  
Friday, August 10  
Richmond v Collingwood (N)  
Sit-down Dinner

#### Round 21

Telstra Dome  
Friday, August 24  
St Kilda v West Coast (N)  
Cocktail

#### Round 22

Telstra Dome  
Friday, August 31  
Collingwood v Adelaide (N)  
Sit-down Dinner

### EVENT

AFL Official Function

### VENUE

Legends Room (MCG)  
Endeavour Room/Crest Room (TD)

### DATE

See listings on this page

### DRESS

Jacket and tie

### PACKAGE

Cocktail food or three-course meal with pre-game drinks, full service during the game, and post-match refreshments

### SEATING Premium

PAX 10 pax

### PRICE (INC GST)

Sit-down meal \$3200  
Cocktail \$3000





AFL CORPORATE SUITE AND ELITE SUITE  
AT THE MCG AND TELSTRA DOME





**AFL**  
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**AFL CORPORATE SUITE AND ELITE SUITE  
AT THE MCG AND TELSTRA DOME**



The AFL Corporate Suites at the MCG and Telstra Dome offer the perfect vantage point to enjoy everything that these two great stadiums have to offer.

At the MCG, the AFL Corporate Suite is situated on the 50-metre line at the city end of the venue. It is on the third level of the Great Southern Stand and can entertain 16 guests in style.

At Telstra Dome, the AFL Corporate Suite is situated on the centre wing on the Corporate Suite Level. It too can entertain 16 guests in comfort.

**HIRE OF CORPORATE SUITES INCLUDES:**

- 16 admission tickets
- Two VIP car parking spots
- Snacks on arrival
- Superb three-course meal served from the buffet
- Full bar
- Black-tie steward service
- Afternoon tea or supper served at half-time
- Complimentary *AFL Record* per person
- Each facility comes complete with closed-circuit television and private amenities

**AFL ELITE SUITE**

Located on level three in the exclusive corporate area of the Great Southern Stand, the AFL Elite Suite is an intimate facility where companies can entertain guests in an atmosphere that captures the character of the MCG. For 2007, the Elite Suite will operate a Stand-Up Lounge program for any MCG game.

The Elite Suite accommodates up to 100 guests in a stand-up format and can be hired for private match-day functions. Price for private functions is available upon application.

**STAND-UP COCKTAIL LOUNGE PROGRAM PACKAGE INCLUDES:**

- Pre-function drinks
- Sumptuous cocktail food
- Premium wines, ales and soft drinks
- Afternoon tea or supper
- Post-match refreshments
- Black-tie steward service
- Prime reserved viewing seats
- Complimentary *AFL Record* per person
- Stadium entry ticketing
- Relaxed corporate environment in a lounge setting

**EVENT**

AFL Corporate Suite

**VENUE**

Level 3 Southern Stand (MCG)  
Level 3 Corporate Suites (TD)

**DATE**

Every MCG and Telstra Dome match

**DRESS**

Client discretion

**PACKAGE**

Three-course buffet or cocktail style with full bar throughout the entire game and post-game

**SEATING** Premium

**PAX** 16 pax

**PRICE (INC GST)** \$6240

**EVENT**

AFL Elite Suite

**VENUE**

AFL Elite Suite (MCG)

**DATE**

Every MCG match

**DRESS**

Smart casual

**PACKAGE**

Cocktail style pre-game, half-time and post-game

**SEATING** Premium

**PAX** 10 pax

**PRICE (INC GST)**

Available on application







# AFL EVENTS & HOSPITALITY

## 2007 TOYOTA AFL FINALS SERIES PACKAGES



### LEGENDS/HASSETT DINING ROOM PACKAGE A

Spectacular dining in the Southern Stand's Legends Room or Hassett Room for all four weeks of the finals series at the MCG. Includes a qualifying final, a semi-final, a preliminary final and the Toyota AFL Grand Final. The Legends dining room is located on the centre wing and the Hassett dining room is located near the forward pocket at the Punt Road end of the ground. Both rooms offer sensational views of the playing field.

### RYDER ROOM/MELBOURNE PARK FUNCTION CENTRE PACKAGE B

This package offers hospitality for a table of 10 at the four MCG series ticket finals. Includes a qualifying final, semi-final and preliminary final in the Jack Ryder Room overlooking the ground from the Great Southern Stand, with the Grand Final Luncheon being held at the Melbourne Park Function Centre.

### TOYOTA AFL GRAND FINAL DAY PACKAGE C

This package offers hospitality, spectacular dining and great views of the ground for a table of 10 in the Hassett Room or another Level 2 dining room on Toyota AFL Grand Final day.

### FINALS SERIES PACKAGE ENTITLEMENTS

AFL Finals Series Packages include:

- Three-course meal
- Premium wines, ales and soft drinks
- Pre-function drinks
- Full afternoon tea/supper\*
- Post-match refreshments
- Black-tie steward service
- Company identification on table
- Closed-circuit television
- Premium reserved viewing seats
- Complimentary *AFL Record* per person
- All entry ticketing

### ELITE SUITE PACKAGE

This package includes the four finals series matches at the MCG – a qualifying final, a semi-final, a preliminary final and the Toyota AFL Grand Final. Please note that this room does not overlook the ground.

**The cost for a table of eight is \$19,000 (inc GST)**

\* Companies that purchase a Ryder Room/Melbourne Park Function Centre finals package should be aware that on Grand Final day the luncheon does not include afternoon tea. In the event that a qualifying final, a semi-final, or a preliminary final is not held at the MCG, the AFL will remit an amount of money equivalent to the cost of the admission ticket and at-game hospitality benefits lost as a result of the final not being held at the MCG. Dress code for the functions is suit and tie (smart attire for ladies – no denim), and children under the age of 18 years are not admitted to AFL functions. All dining rooms are non-smoking areas.

### EVENT

#### Finals Package A

Includes four matches:

- Qualifying final
- Semi-final
- Preliminary final
- Toyota AFL Grand Final

### VENUE

Dining room options:

- Hassett Room, Level 2, Southern Stand (MCG)
- Legends Room, Level 2, Southern Stand (MCG)

### DATE

September

### DRESS

Jacket and tie

### PACKAGE

Three-course meal with pre-game drinks, full service during the game, and post-match refreshments

**SEATING** Premium

**PAX** 10 pax

**PRICE (INC GST)** \$26,500

### EVENT

#### Finals Package B

Same as Finals Package A

### VENUE

- Ryder Room (first three finals)
- Melbourne Park Function Centre (Grand Final)

### DATE

September

### DRESS

Jacket and tie

### PACKAGE

Same as Finals Package A

**SEATING** Premium

**PAX** 10 pax

**PRICE (INC GST)** \$23,000

### EVENT

#### Finals Package C

Toyota AFL Grand Final day only

### VENUE

- Hassett Room, Level 2, Southern Stand (MCG) or other Level 2 dining room

### DATE

Saturday, September 29

### DRESS

Jacket and tie

### PACKAGE

Same as Finals Package A

**SEATING** Premium

**PAX** 10 pax

**PRICE (INC GST)** \$19,500



AFL PREMIERSHIP CLUB

  
EVENTS &  
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**AFL**  
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**AFL PREMIERSHIP CLUB**



The AFL Premiership Club is one of Australia's most prestigious clubs. Launched in 2000, the AFL Premiership Club has been designed to take advantage of Australia's greatest stadium, the MCG, and Melbourne's most modern stadium, Telstra Dome. The AFL Premiership Club is the AFL's most impressive and exclusive membership, offering the very best facilities and service to its members and their guests.

**BENEFITS OF THE AFL PREMIERSHIP CLUB INCLUDE:**

- Premium, centre-wing reserved seating for every AFL match at the MCG
- Access to modern dining and bar facilities at the MCG for every match
- All-inclusive Toyota AFL Grand Final day package
- Premium, centre-wing seat for every Telstra Dome match
- Opportunity to access the Medallion Grille and Telstra Dome restaurants with arena views
- A reserved seat for all NAB Cup matches played in Victoria, including the NAB Cup Grand Final (if played in Victoria)
- The opportunity to purchase guest passes for most matches
- Fully transferable match tickets and benefits
- A club feel with personalised service
- Additional benefits such as access to the Sandhurst and Sanctuary Lakes Golf Courses, AFL World, the International Rules Series and more

**EVENT**

AFL Premiership Club

**VENUE**

MCG or Telstra Dome

**DATE**

Every match at the MCG and Telstra Dome

**PACKAGE**

Premium seat for every MCG and Telstra Dome match, modern dining and bar facilities and an all-inclusive Toyota AFL Grand Final day package

**SEATING** Premium

**PRICE PER MEMBERSHIP (INC GST)**

Single \$5100 each  
 Double \$4995 each  
 Four \$4850 each  
 Six or more \$4650 each







# EVENTS & HOSPITALITY

## TOYOTA AFL SEASON LAUNCH



The wait is over. Let the siren sound! March in Melbourne means that the 2007 Toyota AFL Premiership season is set to begin. The biggest and most exciting sporting show is set to take top billing all over Australia, and Australian Football's stars are ready to give the performances of a lifetime. But first ... there's the season launch.

Attended by some of the code's biggest names – past and present – members of the AFL community, club captains and coaches, and football celebrities, it is a complete night of entertainment. You'll hear an exclusive preview directly from the clubs on their chances for the 2007 season, and get close to the 2007 Premiership Cup. There is no better way to prepare for the season ahead.

### CORPORATE PACKAGE INCLUDES:

- Pre-function drinks
- Sumptuous cocktail food
- Premium beverages supplied by Foster's Australia
- Entertainment throughout the evening
- Black-tie steward service

### EVENT

Toyota AFL Season Launch

### VENUE

Carousel, Albert Park

### DATE

Thursday, March 22

### DRESS

Lounge Suit

### PACKAGE

Cocktail food, with pre-function drinks, and premium beverages and entertainment throughout the evening

**PRICE (INC GST)** \$275 per person







# EVENTS & HOSPITALITY

## AUSTRALIAN FOOTBALL HALL OF FAME



Each year, a selection of greats of the game are admitted as members to the Australian Football Hall of Fame. The Hall of Fame Induction Dinner is one of football's most prestigious black-tie evenings.

In exquisite surrounds at Melbourne's Crown Palladium, football's 'royalty' will gather for the announcement of the game's newest Hall of Fame members. Their identities are always a hotly debated topic and a fiercely protected secret. Be on the spot when all is revealed.

Enjoy the finest food and beverages as several players and personalities join over 200 members already honoured. One member may also be elevated to Legend status and join the likes of Ron Barassi, Leigh Matthews and 'Polly' Farmer.

### CORPORATE PACKAGE INCLUDES:

- Pre-function drinks
- Three-course meal
- Premium wines, ales and soft drinks
- Entertainment throughout the evening
- Black-tie steward service

### EVENT

Australian Football Hall of Fame dinner

### VENUE

Crown Palladium Ballroom

### DATE

Thursday, July 19

### DRESS

Black tie

### PACKAGE

Three-course meal with wines, ales and soft drinks, pre-function drinks and entertainment

**PAX** 10 pax

**PRICE (INC GST)** \$5500







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COCA-COLA AFL ALL-AUSTRALIAN AWARDS



One of the highlights of the AFL season is the announcement of the Coca-Cola AFL All-Australian Team. Be the first to find out which players have been selected in the team of the year, which players have missed the cut, and who has been chosen as captain. The evening is also notable for the presentation of the John Coleman Medal to the leading goalkicker of the home and away season. A night for the football purist, with the chance to hear from a number of stars from the 2007 season.

**CORPORATE PACKAGE INCLUDES:**

- Pre-function drinks
- Three-course meal
- Premium wines, ales and soft drinks
- Entertainment throughout the evening
- Black-tie steward service

**EVENT**

Coca-Cola AFL All-Australian Awards

**VENUE**

TBC

**DATE**

September

**DRESS**

Lounge suit

**PACKAGE**

Three-course meal with wines, ales and soft drinks, pre-function drinks and entertainment

**PAX** 10 pax

**PRICE (INC GST)** \$4500







## BROWNLOW MEDAL COUNT



### CROWN PALLADIUM BALLROOM

The ultimate individual prize for any AFL footballer is to win the Brownlow Medal, awarded each year to the fairest and best player in the competition. The medal count is one of the highest rating programs on prime-time television and always attracts great media and public interest. Only a fortunate few are able to attend this fantastic black-tie event.

### CROWN PALLADIUM PACKAGE INCLUDES:

- Exclusive VIP red carpet arrival
- Pre-function drinks as you soak up the atmosphere and rub shoulders with AFL stars and Brownlow Medallists
- Immerse yourself in the glamour and drama of the vote-counting
- Video highlights of the red carpet arrivals
- Interviews with past Brownlow Medallists and current champions
- A delicious four-course meal with premium wines, ales and non-alcoholic beverages
- Entry to the official Brownlow Medal after-party

### EVENT

Brownlow Medal Count

### VENUE

Crown Palladium Ballroom

### DATE

Monday, September 24

### DRESS

Black tie

### PACKAGE

Four-course meal with wines, ales and soft drinks, pre-function drinks, entertainment, and entry to Brownlow Medal after-party

**PAX** 10 pax

**PRICE (INC GST)** \$9000







# EVENTS & HOSPITALITY

## AFL WORLD



AFL World offers a unique and diverse range of experiences under the one roof.

Beyond the Australian Football Hall of Fame – the nation's greatest tribute to Australian Football and all Australian Football Hall of Fame Legends and Inductees – lies the AFL Adventure. Visitors are taken on a football experience offering an electric blend of sound, vision and interaction designed to get the blood pumping. Groundbreaking technology allows visitors to get active, vocal and even a little nervous as they kick for goal, feel what it's like to commentate on the biggest game in town or break the news story of the round.

The experience also sees visitors become 'players' as they embark on football's greatest adventure – Toyota AFL Grand Final week. From media commitments and training sessions to the Toyota AFL Grand Final Parade, 'players' are put to the test, culminating with the walk onto the hallowed turf to play in their own Grand Final.

Energy and experience combine in this unique venue. Enjoy breakfast with a Brownlow Medallist, lunch with a legend or have dinner with a dynasty in the Australian Football Hall of Fame. Motivate your team in the members' wing, celebrate with cocktails, provide the ideal

interactive backdrop for a corporate family day or create an occasion to suit your event in Melbourne's premier sports-themed venue. Floor-to-ceiling glass windows offer stunning views of Melbourne from this CBD location – only at AFL World and only with Peter Rowland.

Immerse yourself in the culture and passion of Australian Football and discover why it is an integral part of Australian life.







# AFL EVENTS & HOSPITALITY

## OTHER AFL EVENTS



### BUSINESS NETWORK LUNCHESES

The AFL Business Network Lunches are an excellent opportunity to entertain clients and network with AFL sponsors and associates. Hear the latest football news straight from the source, and discuss key issues surrounding business and our great game. Rub shoulders with high-profile guests and enjoy a two-course meal with premium beverages. Hosted by the 'voice of football', Craig Willis, these events are not to be missed for those looking for a unique client experience with an insight into the AFL.

### TOYOTA AFL GRAND FINAL EVE LUNCH

A sell-out every year, the AFL Grand Final Eve Lunch has become a highlight of Grand Final week and is the only way to prepare for 'that one day in September'. With an electric atmosphere in a packed Crown Palladium Ballroom, experience the countdown to football's biggest day. Enjoy a superb three-course meal as well as premium wines, ales and soft drinks, while enjoying live entertainment, video packages and a host of special guests, sporting legends and celebrities.

### AFL GOLF DAY

The AFL Golf Classic offers a golf day that gives you and your key clients an opportunity to become actively involved with elite sporting and media personalities, while participating in a first-class sporting event. The AFL Golf Classic has evolved into a permanent fixture on the AFL sporting calendar. More than a golf day, it's the biggest day on the calendar, and limited numbers ensure the day remains an event your clients will always remember as that 'other day in September'.

### BIRDIE PACKAGE INCLUDES:

As a corporate sponsor for the AFL Golf Classic 2007, you will receive the following hospitality, branding and promotional benefits in the Birdie Package:

- One group of three golfers in the AFL Golf Classic
- One AFL player or media celebrity to play with your corporate golf team
- Access to the course and hospitality areas in the AFL Golf Classic, including full lunch and beverages
- Three official merchandise packs for participating golfers
- Six tickets to Channel Nine's Grand Final edition of *The Footy Show*
- Company signage to be posted on a sponsored hole
- Opportunity to brand and theme company's designated hole (tee or green branding at sponsor's cost)
- Logo recognition on specific event literature and ticketing

**Cost: \$4400 inc GST**

### EAGLE PACKAGE INCLUDES:

As a corporate partner of the AFL Golf Classic 2007, you will receive the following hospitality, branding and promotional benefits in the Eagle Package, along with a table of 10 at Channel Nine's Grand Final edition of *The Footy Show* (regularly sold at auction for in excess of \$10,000 per table):

- One group of three golfers in the AFL Golf Classic
- One AFL player or media celebrity to play with your corporate golf team
- Access to the course and hospitality areas in the AFL Golf Classic, including full lunch and beverages
- Three official merchandise packs for participating golfers
- Company signage to be posted on a sponsored hole.
- Opportunity to brand and theme company's designated hole (tee or green branding at sponsor's cost)
- Logo recognition on specific event literature and ticketing
- Opportunity for exposure and familiarisation into and with the AFL
- Opportunity to link your brand name with the elite AFL and media players

**Cost: \$7700 inc GST**