



**MARINERS IN BUSINESS**



# INTRO



## **OUR GOAL: To be the most innovative, entertaining and community minded sports brand in Australia.**

The Central Coast Mariners have always set the bar in the Hyundai A-league for community engagement and outstanding on field performance. It is with great pride that we are pleased to launch a new range of business packages to harness our ability on field and in the community to now drive excellence in business.

The Mariners brand is focussed on core values of Entertainment, Innovation and Community that is symbolised by our logo that highlights the ability of a coastal region to make serious waves both nationally and internationally through genuine community representation and engagement.

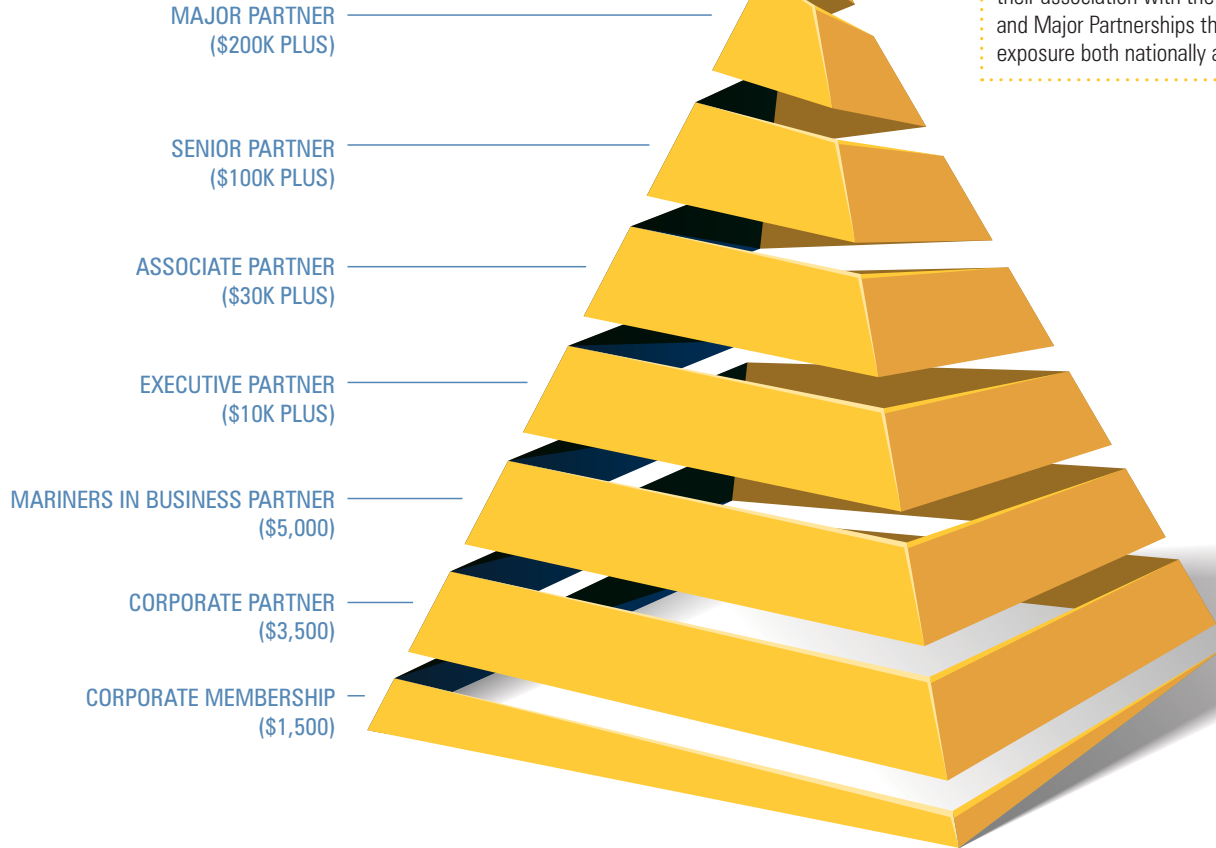
We look forward to meeting every partner along the journey and playing our part to ensure that the Central Coast Mariners are your primary destination to do business "in" the Central Coast that will trigger waves, build momentum and achieve unbelievable results.





# PARTNERSHIP STRUCTURE

Our new partnership structure is geared towards tailored packages to suit all business needs and budgets. From our new Corporate Memberships that will allow all small businesses to engage and leverage from their association with the Mariners, to Senior and Major Partnerships that gain massive exposure both nationally and internationally.





## CORPORATE MEMBERSHIP

Our new Corporate Memberships allow all small businesses on the Coast to engage and leverage their association with the Mariners. With premium Outdoor Corporate Box seating to all matches these can be used as staff or customer incentives combined with invitations to our Mariners in Business season launch.

### INCLUSIONS:

- Two Corporate Membership passes for 13 home games
  - These membership seats are in un-catered Outdoor Corporate Boxes in the Western Grandstand
- One official framed Central Coast Mariners team poster
- Two tickets to the Corporate Partner Launch
- Two invitations to an open Central Coast Mariners training session and BBQ
- One membership merchandise pack including cap, lanyard, scarf, bumper sticker and all members benefits

INVESTMENT:  
**\$1,500**



## CORPORATE PARTNER ACTIVATIONS

Our Corporate Partnership Activations package offers the essential benefits to ensure partners can engage and leverage our match day experience and community engagement. The Dane Drive activations allow businesses to promote directly to the members and fans on match day and showcase their company and products.

### INCLUSIONS:

- Five appearances in Dane Drive during the Hyundai A-League 2015/16 regular season
- Two tickets to the Corporate Partner Launch
- Two invitations to participate in the official team photograph
- One signed and framed Central Coast Mariners team poster
- Two Corporate Membership passes for 13 home games
- 10% off and priority booking on all Central Coast Mariners controlled events
- Inclusion as an Official Corporate Partner in a full page advertisement in the Central Coast Express Advocate
- Two Official Corporate Partner stickers for use on shop frontage or company vehicle
- Your company logo on the Central Coast Mariners website as an Official Corporate Partner
- Right to use the Official Corporate Partner logo on your website
- Priority booking rights on all Central Coast Mariners controlled events

INVESTMENT:  
**\$3,500**



## CORPORATE PARTNER HOSPITALITY

Our Corporate Partnership Hospitality package allows businesses to host their own clients or staff and leverage the entertaining match day experience to achieve your business objectives.

### INCLUSIONS:

- One un-catered Outdoor Corporate Box at six Hyundai A-League 2015/16 regular season home games held at Central Coast Stadium seating eight people
- Two Non-Ticketed Memberships
- Priority access to Corporate Hospitality and Tickets for the finals series if held at Central Coast Stadium
- Two tickets to the Corporate Partner Launch
- Two invitations to participate in an official team photograph
- One signed and framed Central Coast Mariners team poster
- 10% off and priority booking on all Central Coast Mariners controlled events
- Inclusion as an Official Corporate Partner in a full page advertisement in the Central Coast Express Advocate
- Two Official Corporate Partner stickers for use on shop frontage or company vehicle
- Your company logo on the Central Coast Mariners website as an Official Corporate Partner
- Right to use the Official Corporate Partner logo on your website
- Priority booking rights on all Central Coast Mariners controlled events

INVESTMENT:  
**\$3,500**



The new Mariners in Business partnerships offer a great range of targeted offerings to ensure your business goals are exceeded. The activations package is the premium offering to enable you to connect with the passionate Mariners Membership base and engage with the emerging business network or partners associated with the Mariners.

### INCLUSIONS:

- Nine appearances in Dane Drive during the Hyundai A-League 2015/16 regular season
- One un-catered Outdoor Corporate Box at one Hyundai A-League 2015/16 regular season home game held at Central Coast Stadium seating eight people
- Two Corporate Membership passes for 13 home games
- Priority access to Corporate Hospitality and tickets for the finals series if held at Central Coast Stadium
- Two tickets to the Corporate Partner Launch
- Two invitations to participate in an official team photograph
- Two invitation to the Mariners Medal Dinner
- One signed and framed Central Coast Mariners team poster
- 10% off and priority booking on all Central Coast Mariners controlled events
- Inclusion as an Official Corporate Partner in a full page advertisement in the Central Coast Express Advocate
- Two Official Corporate Partner stickers for use on shop frontage or company vehicle
- Your company logo on the Central Coast Mariners website as an Official Corporate Partner
- Right to use the Official Corporate Partner logo on your website
- Priority booking rights on all Central Coast Mariners controlled events

**INVESTMENT:**  
**\$5,000**

**MARINERS IN BUSINESS**  
**\$7,500**

Opportunity to upgrade to a **Mariners in Business +** partnership that includes a 6m fence line signboard



The Mariners in Business Hospitality Partnership offers a concise balance between match day hospitality to entertain clients or staff and the business networking opportunities to connect with other Mariners in Business partners. This is an essential partnership for businesses on the Coast looking to leverage their partnership with the Mariners to entertain and impress key stakeholders.

### INCLUSIONS:

- One un-catered Outdoor Corporate Box at ten Hyundai A-League 2015/16 regular season home games held at Central Coast Stadium seating eight people
- Four tickets to a Mariners in Business Networking Suite
- Priority access to Corporate Hospitality and tickets for the finals series if held at Central Coast Stadium
- Two tickets to the Corporate Partner Launch
- Two invitations to participate in the official team photograph
- Two tickets to a Mariners In Business mid-season event
- Two invitations to the Mariners Medal Dinner
- One signed and framed Central Coast Mariners team poster
- 10% of and priority booking on all Central Coast Mariners controlled events
- Inclusion as an Official Corporate Partner in a full page advertisement in the Central Coast Express Advocate
- Two Official Corporate Partner stickers for use on shop frontage or company vehicle
- Your company logo on the Central Coast Mariners website as an Official Corporate Partner
- Right to use the Official Corporate Partner logo on your website
- Priority booking rights on all Central Coast Mariners controlled events

**INVESTMENT:**  
**\$5,000**

**MARINERS IN BUSINESS**  
**\$7,500**

Opportunity to upgrade to a **Mariners in Business +** partnership that includes a 6m fence line signboard



This is the most exciting new addition to the Mariners Corporate Partnership offerings. The Mariners in Business networking partnerships offer the premium level of business networking opportunities both on match day and at Mariners events. The new Mariners in Business networking suite will provide a new platform for partners to connect and engage on match days in the luxury of a fully catered corporate experience.

### INCLUSIONS:

- Two tickets to the Mariners In Business Networking Suite for all Hyundai A-League 2015/16 regular season home games held at Central Coast Stadium
- Priority access to Corporate Hospitality and tickets for the finals series if held at Central Coast Stadium
- Two tickets to the Corporate Partner Launch
- Two invitations to participate in the official team photograph
- Two tickets to a Mariners In Business mid-season event
- Two invitations to the Mariners Medal Dinner
- One signed and framed Central Coast Mariners team poster
- 10% off and priority booking on all Central Coast Mariners controlled events
- Inclusion as an Official Corporate Partner in a full page advertisement in the Central Coast Express Advocate
- Two Corporate Partner stickers for use on shop frontage or company vehicle
- Your company logo on the Central Coast Mariners website as an Official Corporate Partner
- Right to use the Official Corporate Partner logo on your website
- Priority booking rights on all Central Coast Mariners controlled events

**INVESTMENT:**  
**\$5,000**

**MARINERS IN BUSINESS**  
**\$7,500**

Opportunity to upgrade to a **Mariners in Business +** partnership that includes a 6m fence line signboard



## EXECUTIVE PARTNERSHIPS

Our Executive Partnership packages are the first level of partnerships that reflect a targeted campaign to achieve specific business goals. There are a variety of offerings and whilst every package is uniquely tailored they are primarily focussed on the three options of Player Sponsorship, Match Day Sponsorship and Mariners in Business Executive Partner.

Each Executive Partnership starts from an investment of \$10k and allows the opportunity to add specific inventory as required to achieve targeted goals.

**MARINERS PLAYER PARTNERSHIPS** create a direct association with a specific Mariners player to leverage for branding, networking or promotional opportunities.

**MARINERS MATCH DAY PARTNERSHIPS** focus on a single match day for maximum campaign exposure. With half time entertainment and pre-match advertising this allows a huge marketing opportunity to leverage upon the exciting and entertaining atmosphere created at Central Coast Stadium.

**MARINERS IN BUSINESS EXECUTIVE PARTNERSHIPS** drive a premium business networking solution. With additional inclusions such as guest speaking rights at Mariners in Business events to opportunities to host or have Mariners players and senior management attend or speak at your own event. Mariners in Business Executive Partners will also gain recognition at all Mariners in Business events and the direct opportunity to promote their business to all other Mariners in Business partners.





## ASSOCIATE PARTNERSHIPS

Our Associate Partners are offered a custom tailored package with committed ROI outcomes. Our experienced corporate executive team will take the time to sit down, analyse and create a unique package with a variety of inclusions to achieve specific results. The ability to cut, paste and alter features and benefits will ensure that the inventory included is maximised and enhanced to formulate a strong and collaborative partnership. This level also activates the opportunity to include premium and limited inclusions such as match day signage and community engagement clinics.

For more information please contact one of our Corporate Partnership Executives for a consultation.



## SENIOR PARTNERSHIPS

Our Senior Partnerships enable companies to own and leverage a targeted business category within the Mariners Partnership offerings. Senior Partnerships are tailored to ensure guaranteed ROI's and the premium recognition on match days will include a range of signage, ground announcements and corporate networking inventory to maximise our partnership. Senior Partners will have access to sideline LED signage and category exclusivity which will ensure national exposure and promotion. Also the opportunity to network and leverage at away matches provides a platform for all major companies to consider a long term association with Mariners.





# SIGNAGE

The new Mariners in Business Partnerships offer an enormous range of signage and exposure opportunities. Match day on field signage drives huge exposure figures that broadcast nationally with mass media coverage. Match day signage also engages directly with the enthusiastic members, supporters and corporate guests in attendance that harness the new wave of exposure opportunities through digital and social media.

Signage partnerships also include a range of Mariners in Business inclusions that are tailored to provide a perfectly balanced package of hospitality, activations and networking opportunities supporting the exposure companies will receive.

## FENCE LINE SIGNAGE

**Investment level: Mariners in Business +**

This is the entry level for option for match day signage that ensures your brand association and partnership with the Mariners is recognised through a 6m signboard on the western sideline.



## PARAPET SIGNAGE

**Investment level: Executive Partnership**

Showcase your partnership with the Mariners through dedicated match day signage on the grandstand parapet. These 6m signboards are on both the eastern and western grandstands.



## BOLSTER SIGNAGE

**Investment level: Executive Partnership**

The on field bolster signage guarantees TV exposure and is as close to the action as you can possibly get. Combined with the benefits all Mariners in Business Partners gain this is a fantastic inclusion into any Executive Partnership.



## A-FRAME AND GOAL SIGNAGE

**Investment level: Associate Partner**

The A-frame Signage options are specifically targeted to gain exposure at the key moments of the match. Maximising the exposure gained on the goal scoring and saving excitement these signage positions provide huge media exposure nationally.



## SIDELINE LED AND 3D MATS

**Investment level: Senior Partner**

This is the premium signage opportunity that offers unrivalled exposure. Sideline LED and 3D Mat signage are only available within senior partnerships and is limited to only the top 10 Mariners in Business partners.







# HOSPITALITY OPTIONS

	MARINERS IN BUSINESS NETWORKING SUITE		CHAIRMAN'S LOUNGE		PRIVATE SUITE (minimum 12 PAX)	
	Per Match	Season	Per Match	Season	Per Match	Season
Value	\$160*	\$1,760*	\$180*	\$1,980*	\$2,280*	\$25,080*
Single Match	✓		✓		✓	
Full Season		✓		✓		✓
Additional Seat (per person)					\$190*	\$2,090*
Mariners In Business Luncheon		✓		✓		✓ (2)
Corporate Partner Launch Invite				✓		✓ (2)
Mariners Medal Dinner Invite				✓		✓ (2)
Fully Catered #	✓	✓	✓	✓	✓	✓
VIP Car Park		✓	✓	✓	✓	✓
Corporate Merchandise Pack						✓
Player Appearance						✓
Signed and Framed Team Photo						✓

## OUTDOOR BOXES

Box Quantity	8		10		12	
	Catered #	Un-catered	Catered #	Un-catered	Catered #	Un-catered
Per Match	\$980*	\$440*	\$1,200*	\$550*	\$1,420*	\$660*
Season	\$10,780*	\$4,840*	\$13,200*	\$6,050*	\$15,620*	\$7,260*

\* All prices exclude GST # All prices include a set food and beverage package



## NETWORKING EVENTS

Our Mariners in Business events create the essential opportunities for partners to engage, leverage and market their association with the Mariners. With access to a broad range of Mariners in Business members attending these functions and events there is the opportunity to purchase directly into any event or include additional event items onto any Executive, Associate or Senior Partnership. Mariners in business events also offer naming rights and specific activation sponsorships within the event. Simply contact one of our experienced corporate partnerships executives for more details. This year's mariners in Business events will include:

### MARINERS MEDAL DINNER

Celebrate the Hyundai A-League 2015/16 season with the players and coaches and recognise the contributions of some of our outstanding performers both on and off the field.

### MARINERS CORPORATE CUP

Grab a team of your colleagues and get ready or a great day of 5-a-side football, food and fun.



### CORPORATE GOLF DAY

Teams of 3 will be registered with the 4th player on each team being a first team Central Coast Mariners player. Don't miss out on your chance to spend the day with your favourite Mariner or the chance to network with Central Coast Mariners sponsors and other Central Coast businesses.

### CORPORATE PARTNER LAUNCH

The Central Coast Mariners will kick off their Hyundai A-League 2015/16 season with a Corporate Launch dinner that will connect all Mariners in Business partners for the first time.

Head Coach Tony Walmsley and Captain Nick Montgomery will speak on the night to provide an insight of their visions and expectations for the upcoming season.

### MARINERS IN BUSINESS LUNCHEONS

The Mariners In Business luncheons are a regular feature through the season that are hosted by associated Mariners in Business partners. This allows partners to showcase their company in events that are uniquely their own whilst also enabling players and senior Mariners staff to attend and help drive new business networking leads.



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