



2016 CORPORATE PACKAGES



AFC.COM.AU

CONTENTS

📞 SEASONAL

- Premiership Club
- Vice Presidents
- Player Sponsors
- Adelaide Team Sponsor
- Melbourne Team Sponsor
- The Nova Deck
- Wine Bar

📞 CASUAL

- Hughes Limousines Chairman's Function
- Melbourne Match Day Function
- FIVEaa Locker Room
- Bird in Hand Premiership Suite
- Port Adelaide Home Games
- Cathedral Room

📞 EXPERIENCES

- Game Day Experience
- Travel with the Team
- Drummond Golf Crows Classic
- Home Match Sponsorship

📞 MAP



🍷 **SEASONAL** | 🍷 **CASUAL** | 🍷 **EXPERIENCES**

THE PREMIERSHIP CLUB

Our premier match day offering. Only a chosen few will enjoy the 2016 season from this unrivalled vantage point. The Bird in Hand Premiership Suite offers the finest environment for an exclusive group of Adelaide Football Club enthusiasts. Enjoy your own private bar, fine dining and world class wines from the best seats in the oval.



BENEFITS

- › Membership within the Bird in Hand Premiership Suite for eleven (11) home games and the away Showdown
- › Premium seating located within the suite behind opening glass windows
- › Three course fine dining meal and half time catering
- › Premium beverages including a selection of Bird in Hand wines throughout the game
- › Dedicated Adelaide Football Club Account Manager
- › Hosted by an Adelaide Football Club Premiership past player
- › Exclusive match day interviews with Club coaches, players and executives
- › Opportunity to access the changerooms post-match
- › Match day competitions and prizes
- › Official AFL Record
- › Complimentary invitation to attend 2016 Season Launch
- › Complimentary invitation to attend 2016 Gala Ball
- › Complimentary invitation to attend 2016 Club Champion Dinner
- › Complimentary Adelaide Football Club cap and scarf
- › 10% discount at CROWmania
- › Priority access to purchase tickets for the Toyota AFL Grand Final should the Crows participate, and all Adelaide Football Club events
- › Acknowledgement on the Club's website and in The Pride Magazine as a Premiership Club member

INVESTMENT

12 games Single **\$6,600** inc GST

Optional one (1) car park pass at Adelaide Oval.
Limited parking available

\$220 inc GST

ENQUIRIES

Morgan Selth

✉ mselfh@afc.com.au

☎ 8440 6647 or 0438 362 332

This event is restricted to guests 18 years and over

🍷 **SEASONAL** | 🍷 **CASUAL** | 🍷 **EXPERIENCES**

VICE PRESIDENTS

The Vice Presidents is the perfect environment to elevate your match day experience. Enjoy premium match day events, reserved seating in the Western Stand for all home matches along with exclusive non-match day events and benefits.

BENEFITS

- Exclusive Vice Presidents pre-match event at seven (7) home matches (matches TBC by the Club)
- Three course fine dining sit down meal and a 5 hour beverage package at seven (7) home matches (matches TBC by the Club)
- Pre-match events include an AFC host, special guest interviews and entertainment at all pre-game events
- Half time and post-match refreshments for all eleven (11) Crows home matches
- Reserved seat entry tickets in the Western Stand to all eleven (11) Crows home matches
- Option to purchase into the Hughes Limousines Chairman's Function for up to four (4) home matches (matches TBC by the Club). Any extra games can be included as part of your Vice Presidents package
- Complimentary invitation to attend the exclusive Vice Presidents dinner attended by the Club players, coaches & staff
- Complimentary invitation to attend the Club's Gala Ball
- Dedicated Adelaide Football Club Account Manager
- Complimentary 2016 Members Scarf
- Membership card providing 10% discount at our CROWmania store
- Access to purchase tickets to several casual Vice Presidents events throughout the season
- Access to purchase tickets to all Adelaide Football Club events and to the Toyota AFL Grand Final subject to the Crows qualifying
- Acknowledgement on the Club's website and in The Pride magazine as a Vice President

INVESTMENT

7 match Vice Presidents package Single **\$3,350** inc GST

7 match Vice Presidents package +4 Chairman's Functions Single **\$4,230** inc GST

Optional one (1) car park pass at Adelaide Oval, Limited parking available **\$220** inc GST

ENQUIRIES

Mary Billows
✉ mbillows@afc.com.au
☎ 8440 6637 or 0419 032 219

PLAYER SPONSORS

Be part of a unique opportunity to align yourself to an AFL player. This package will allow you and a guest exclusive interaction with the Club and players while experiencing the best seats in the stadium for every home game.



BENEFITS

- Exclusive Player Sponsor pre-season dinner where you will be aligned to your 2016 player
- Signed framed photo and guernsey of your sponsored player
- Your name/logo displayed on the super screen when your sponsored player is introduced prior to every home match
- Your name/logo displayed with your sponsored player's photo on the Club's website
- Exclusive invitation to attend a selected closed training session
- Reserved seats to all Crows home matches
- Access to the William Magarey room bar before home matches
- Complimentary invitation to attend the 2016 Gala Ball
- Dedicated Adelaide Football Club Account Manager
- Access to purchase into the Hughes Limousine Chairman's Function
- Membership card providing 10% discount at our CROWmania store
- Complimentary 2016 Members Cap
- Access to purchase tickets to all Adelaide Football Club events and to the Toyota AFL Grand Final subject to the Crows qualifying
- Acknowledgement on the Club's website and in The Pride Magazine as a Player Sponsor

INVESTMENT

Gold Player Sponsor* **\$5,500** inc GST

Red Player Sponsor* **\$4,300** inc GST

Optional one (1) car park pass at Adelaide Oval, Limited parking available **\$220** inc GST

*Player sponsors are inclusive of 2 people per package.

ENQUIRIES

Morgan Selth
✉ mselfh@afc.com.au
☎ 8440 6647 or 0438 362 332

LIMITED PACKAGES AVAILABLE



SEASONAL | CASUAL | EXPERIENCES

ADELAIDE TEAM SPONSOR

Fly as one with the team and be part of a full season of action on and off the field. In 2016 our team sponsors will experience premium reserved seats, exclusive match day functions, club events and a host of other benefits.



BENEFITS

- Premium reserved seat tickets to all Crows home matches
- Access to one (1) FIVEaa Locker Room event where you can see the team warm up and sing the Club song (matches to be confirmed by the Club)
- Invitation to attend an exclusive Team Sponsor match day event with player / coach interviews
- Exclusive access to the William Magarey room before home matches
- Complimentary invitation to attend the Club's Season Launch event
- Dedicated Adelaide Football Club Account Manager
- Complimentary 2016 Members Cap
- Membership card providing 10% discount at our CROWmania store
- Acknowledgement on the Club's website and in *The Pride* magazine as a Team Sponsor
- Access to purchase into the Hughes Limousines Chairman's Function
- Access to purchase tickets to all Adelaide Football Club Events and to the Toyota AFL Grand Final subject to the Crows qualifying

INVESTMENT

Team Sponsor Package Single **\$1,450** inc GST

Optional one (1) car park pass at Adelaide Oval, limited parking available **\$220** inc GST

ENQUIRIES

Mary Billows
 ✉ mbillows@afc.com.au
 ☎ 8440 6637 or 0419 032 219

MELBOURNE TEAM SPONSOR

Support the Adelaide Football Club on the road in Melbourne as a Melbourne Team Sponsor. Watch every match in Melbourne in style while enjoying premium food and beverages at the match day function combined with superior reserved seating.



BENEFITS

- Stadium entry tickets to all Crows matches played in Victoria (excluding pre-season and Toyota AFL Finals Series)
- Opportunity to visit the Club change rooms in Melbourne on one (1) occasion
- Complimentary invitation to attend the exclusive Melbourne Team Sponsor Dinner, attended by the Club's players, coaches and staff
- Complimentary invitation to attend the Crows Melbourne Business Event
- Complimentary invitation to attend the Crows Melbourne Members' Day
- Dedicated Adelaide Football Club Account Manager
- Complimentary 2016 Members scarf
- Acknowledgement on the Club's website and in *The Pride* Magazine as a Melbourne Team Sponsor
- Access to purchase tickets to all Adelaide Football Club events and to the Toyota AFL Grand Final subject to the Crows qualifying

INVESTMENT

Gold Melbourne Team Sponsor Package Single **\$2,250** inc GST

Silver Melbourne Team Sponsor Package Single **\$1,225** inc GST

ENQUIRIES

Mary Billows
 ✉ mbillows@afc.com.au
 ☎ 8440 6637 or 0419 032 219

GOLD MELBOURNE TEAM SPONSOR ADDITIONAL BENEFITS

- Invitation for four (4) guests to attend the Melbourne match day event across four (4) selected matches including a 4 hour beverage package, premium food, special guest interviews and entertainment with half time refreshments

SILVER MELBOURNE TEAM SPONSOR ADDITIONAL BENEFITS

- Invitation for one (1) guest to attend one of four (4) selected Melbourne match day events including a 4 hour beverage package, premium food, special guest interviews and entertainment with half time refreshments



SEASONAL | CASUAL | EXPERIENCES

THE NOVA DECK

This casual hospitality environment is perfect for entertaining family, friends or clients while enjoying the game from one of the best vantage points in the stadium. The NOVA Deck has a private bar and adjoining reserved seating and is one of the most sought after venues on match day.



BENEFITS

- Access to the NOVA Deck for eleven (11) home games
- Pre-match and half-time canapés
- Dedicated Adelaide Football Club Account Manager
- Complimentary Adelaide Football Club cap
- Access to purchase tickets to all Adelaide Football Club events and to the Toyota AFL Grand Final subject to the Crows qualifying
- Acknowledgement on the Club's website and in The Pride Magazine as a NOVA Deck member

INVESTMENT

Nova Deck
Optional package including
pass, seat, food and drink,
limited parking available
\$220 inc GST

ENQUIRIES
REGISTER YOUR INTEREST FOR 2017

Michelle Allen
✉ mallen@afc.com.au
☎ 8440 6686 or 0412 585 237

WINE BAR

The newest addition to our match day experience where fine wine and first class hospitality meet. Engage with others in your private suite with a stunning view of the oval behind glass or in reserved seating directly outside the room.



BENEFITS

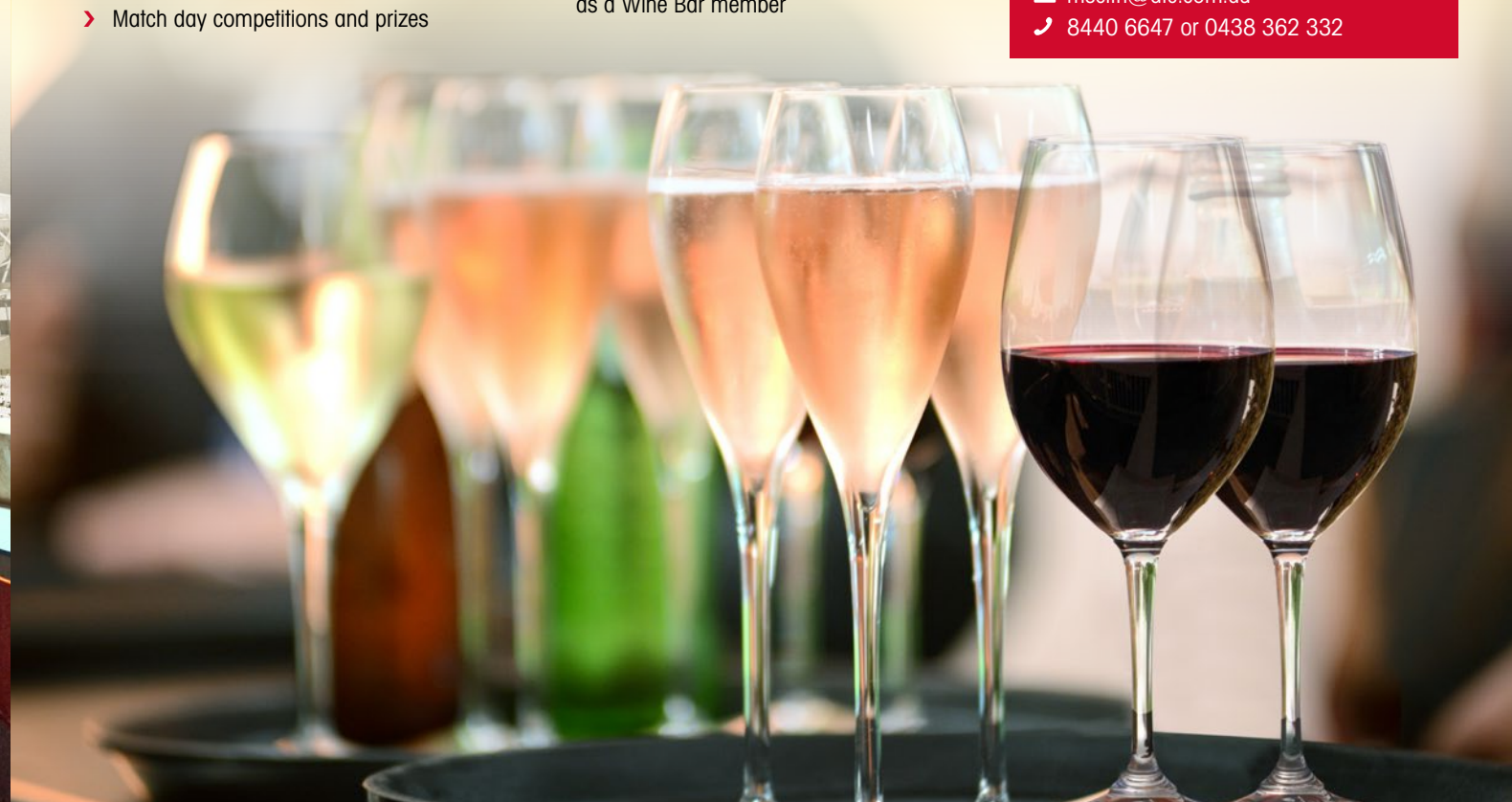
- Access to the Wine Bar for eleven (11) home games
- Premium reserved seating at eleven (11) home matches
- First class catering served throughout the game
- 4 hour premium beverage package including Bird in Hand wines
- Match day competitions and prizes
- Dedicated Adelaide Football Club Account Manager
- Complimentary Adelaide Football Club scarf
- Access to purchase tickets to all Adelaide Football Club events and to the AFL Toyota Grand Final subject to the Crows qualifying
- Acknowledgement on the Club's website and in The Pride Magazine as a Wine Bar member

INVESTMENT

Per person
Optional package including
pass, seat, food and drink,
limited parking available
\$220 inc GST

ENQUIRIES
REGISTER YOUR INTEREST FOR 2017

Morgan Selth
✉ mselth@afc.com.au
☎ 8440 6647 or 0438 362 332



SEASONAL | CASUAL | EXPERIENCES

HUGHES LIMOUSINES CHAIRMAN'S FUNCTION

Mix business with pleasure at the Hughes Limousines Chairman's Function. Impress your clients or reward your staff at this prestigious event. Hosted by Club Chairman, Rob Chapman, prior to every home match in the stadium's premier room overlooking Adelaide Oval.



IMAGE GALLERY



BENEFITS

- Three course fine dining sit down menu with a 5 hour beverage package, featuring Bird in Hand premium wines
- Half time & post-match refreshments
- Reserved undercover seating in the western stand to enjoy the match day atmosphere
- Reserved car park (one between two, location to be confirmed)
- Official address by Rob Chapman with special guest interviews and entertainment
- AFL Record

INVESTMENT

Per person, per game **\$390** inc GST

ENQUIRIES

Mary Billows
 ✉ mbillows@afc.com.au
 ☎ 8440 6637 or 0419 032 219

This event is restricted to guests 18 years and over



MELBOURNE MATCH DAY FUNCTION

Join the official Crows Melbourne match day function and support your team in comfort and style. Mix business with pleasure and impress your clients at these premium events held at Etihad Stadium and the MCG prior to all Crows Melbourne matches.



BENEFITS

- Events include a 4 hour beverage package, premium food, special guest interviews and entertainment with half time refreshments
- Exclusive coach interview prior to each game
- Special guest interviews and entertainment
- AFL Record

INVESTMENT

Per person, per game **\$390** inc GST

ENQUIRIES

Mary Billows
 ✉ mbillows@afc.com.au
 ☎ 8440 6637 or 0419 032 219



SEASONAL | CASUAL | EXPERIENCES

FIVEaa LOCKER ROOM

The ultimate football experience. Be an eyewitness to the team's pre-match, half-time and post-match rituals from a behind-the-scenes location in the FIVEaa Locker Room. Enjoy watching the game on big screen televisions in the private bar or from reserved seating in the Riverbank Stand. Hosted by Crows legend Tony Modra, this exclusive experience encompasses the unique atmosphere of football and delivers irreplaceable match day entertainment.

1395 AM
FIVEaa
LOCKER ROOM



BENEFITS

- > Private access bar for the duration of the game
- > Hosted by Club legend Tony Modra
- > 4 hour premium beverage package
- > First-class canapes pre-match and to half-time
- > Reserved seating in the Riverbank Stand
- > Car park (1 between 4, location to be confirmed)
- > Dedicated Adelaide Football Club Account Manager
- > Access to purchase tickets for all Adelaide Football Club events

INVESTMENT

Per person, per game **\$295** inc GST

ENQUIRIES

Erin Gray
✉ egray@afc.com.au
☎ 8440 6683 or 0421 104 290

BIRD IN HAND PREMIERSHIP SUITE PORT ADELAIDE HOME GAMES

Entertain clients in style no matter who they barrack for. As a guest in our Bird in Hand Premiership Suite, you will enjoy the finest viewing point at the ground as well as access to your own private bar and premium reserved seating. A three course meal, unrivalled in taste and quality, will be served pre-match, and you will be able to enjoy world-class wines from our key corporate partner, Bird in Hand.

**BIRD
IN
HAND**



BENEFITS

- > Premium seating located within the suite behind opening glass windows
- > Fine dining three course meal and half-time catering
- > 5 hour premium beverage package including a selection of Bird in Hand wines
- > Car park (one between two), location to be confirmed
- > Dedicated Adelaide Football Club Account Manager

INVESTMENT

Per person, per game **\$380** inc GST

ENQUIRIES

Morgan Selth
✉ mselth@afc.com.au
☎ 8440 6647 or 0438 362 332



SEASONAL | CASUAL | EXPERIENCES

CATHEDRAL ROOM

Entertain in elegance overlooking one of Adelaide's most impressive icons. Nestled in the Adelaide Oval Eastern Stand with views of the prestigious St Peter's Cathedral, you will enjoy first-class cuisine and premier wines from Bird in Hand. The match will then be enjoyed from the ultimate reserved seating section in the Eastern Stand.



With packages built to suit groups up to 300, this is an ideal environment to enjoy Australia's leading match day experience.

OPTIONS

- › Sit down a la carte menu
- › Cocktail service
- › Premium beverage packages
- › Room access pre-match, halftime and post-match
- › Audio-visual facilities

INVESTMENT

POA

ENQUIRIES

Morgan Selth

✉ mselfh@afc.com.au

📞 8440 6647 or 0438 362 332



SEASONAL | CASUAL | EXPERIENCES

GAME DAY EXPERIENCE

The ultimate experience, this Game Day Experience shows you firsthand what it's like to be a 'Crow'. First, head to a training session in the week leading up to the big match conducted by a current Crows Assistant Coach and current player to get a behind the scenes look at how they prepare for a game. Then, head to Adelaide Oval to be coached by Club legend, Darren Jarman, and run out onto the hallowed turf in front of a capacity crowd right before the AFL game gets underway. It will be an experience you will never forget!



BENEFITS

Match Day

- > 20 minute warm up prior to game
- > Coached on the day by Club Legend, Darren Jarman\Team Photo with Darren Jarman
- > Reserved seat and entry ticket for each participant
- > Match day officials (umpires)
- > Best on Ground award (signed merchandise)
- > Post-event refreshments including immediately after match as well as at half time of the AFL game
- > Car Park (one between two)
- > 2 minute video package
- > Photo and certificate
- > 15 minute match on Adelaide Oval

Training

- > 1 hour training session at AAMI Stadium with a current Assistant Coach and Player
- > Use of Crows home or away kit including guernsey, shorts and socks
- > Pre-training briefing and insight into players game day preparation
- > Post training refreshments

INVESTMENT

Game Day Experience **\$22,000** inc GST

ENQUIRIES

Michelle Allen

✉ mallen@afc.com.au

☎ 8440 6686 or 0412 585 237

TRAVEL WITH THE TEAM

Join our official traveling party and be a part of the team when we play interstate. Be on the same flight, stay at the same hotel and experience the game in premium comfort at our Club match day function including a behind the scenes visit to our change room.



BENEFITS

- > Flights with official Crows traveling party
- > Access to the Virgin Australia Lounge prior to departure
- > Photo with current player inside the Virgin Australia Lounge
- > Transfers to and from the interstate airport
- > Accommodation at team hotel (twin share including breakfast)
- > Personalised note from a current player on arrival
- > Briefing at the team hotel from an Assistant Coach on insights to the selected game
- > Transfers to and from the game (optional)
- > Invitation to attend official Crows match day function
- > Entry ticket and reserved seat
- > Acknowledgement at the official match day function (Melbourne only)
- > Change room access (either prior to the game or post-match)
- > Official Crows scarf
- > Dedicated Adelaide Football Club account manager to facilitate the experience

INVESTMENT

Travel With The Team Price from
(maximum 6 per away game) **\$3,850** inc GST

ENQUIRIES

Michelle Allen

✉ mallen@afc.com.au

☎ 8440 6686 or 0412 585 237



SEASONAL | CASUAL | EXPERIENCES

DRUMMOND GOLF CROWS CLASSIC



Walk the fairways of one of Adelaide's most challenging and picturesque golf courses while testing your skills against the likes of Taylor Walker, Don Pyke and Tony Modra.



The 2016 Drummond Golf Crows Classic will be played on Monday 1 February 2016 from 12pm at the Crows Official Golf Club – the spectacular Glenelg Golf Club.

Enter a full team of four players or enter as a team of three and go into the pre-event draft to have your fourth player randomly selected and have a current coach, current player or past legend join your team!

BENEFITS INCLUDE

- › Play 18 holes at one of South Australia's top golf courses – ranked inside the top 30 in the nation
- › A full team of 4 or a team of 3 plus a Crows identity
- › Enjoy on-course activities, competitions and challenges
- › On-course beverages and snacks
- › Gourmet presentation dinner including beer, wine and prizes

INVESTMENT

Per Team **\$1,300 + GST**

ENQUIRIES

Michelle Allen
✉ mallen@afc.com.au
☎ 8440 6686 or 0412 585 237



HOME MATCH SPONSORSHIP

Let your brand own and activate at an Adelaide Crows home game in front of one of the largest crowds in the AFL. Communicate with a highly passionate supporter base in the week leading into the game, then engage with our fans through multiple platforms during and after one of our 2016 home games.



BENEFITS

- › Significant Club website presence for 48 hours prior to the game
- › Logo recognition on Club collateral relating to the match e.g. Members update, eDM, Match Day preview eDM
- › Match day promotions including live reads by on ground MCs, superscreen advertising and three quarter time promotional giveaway
- › Half page printed advertisement in AFL Record (local edition)
- › Corporate function acknowledgements including in our largest match day event - the Chairman's Function
- › Pre-game activation footprint in both the southern and eastern plazas
- › 15 minutes of 600m LED signage in-break on both levels
- › Branding on the back of Club run-through banner
- › Ownership of the coin toss between both AFL Team captain
- › On-ground activation during Club time pre-game for 10 minutes
- › Substantial corporate ticketing package or casual corporate hospitality
- › 2016 signed football and guernsey

INVESTMENT

Home Match Sponsorship **\$55,000 inc GST**

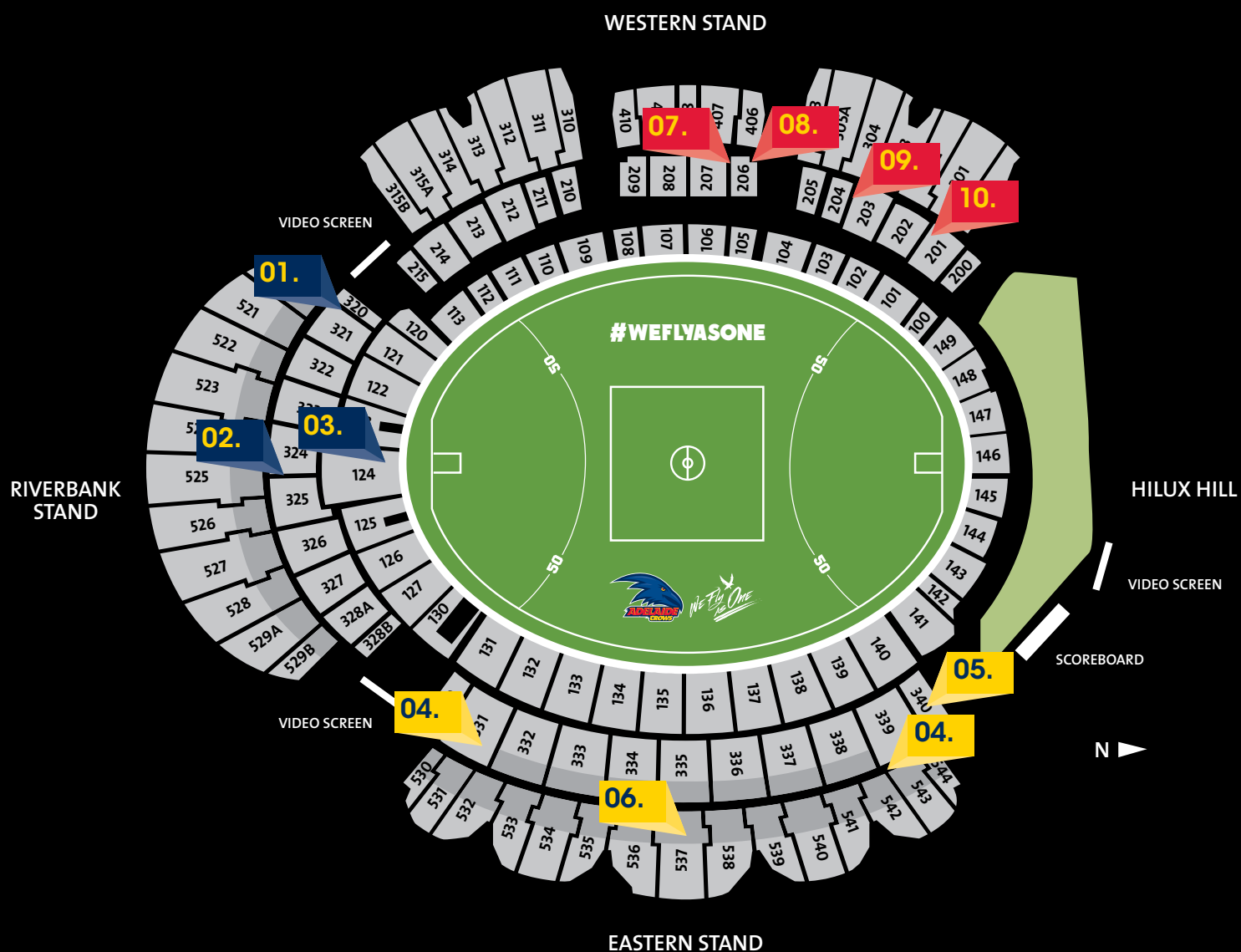
ENQUIRIES

Michelle Allen
✉ mallen@afc.com.au
☎ 8440 6686 or 0412 585 237



AFC.COM.AU

ADELAIDE OVAL MAP



RIVERBANK STAND

1. Bird in Hand Premiership Suite (Level 3)
2. William Magery Room – West (Level 3)
3. FIVEaa Locker Room (Level 1)

EASTERN STAND

4. Open Corporate Boxes (Level 3)
5. The Nova Deck (Level 3)
6. Corporate Suite (Level 4)

WESTERN STAND

7. Open Corporate Boxes Mid Tier (Level 3)
8. Ian McLachlan Room (Level 3)
9. Open Corporate Boxes (Level 1)
10. Wine Bar (Level 1)



AFC.COM.AU

f facebook.com.au/adelaidecrows
 🐦 twitter.com.au/adelaide_fc
 📷 instagram.com.au/adelaide_fc