



THE  
est. EFC 1872  
NETWORK

CREATING MEANINGFUL BUSINESS CONNECTIONS THROUGH SPORT

CO-MAJOR PARTNERS



PLATINUM PARTNERS





# THE EFC NETWORK



## One of the most powerful corporate networks in Australian Sport.

The EFC Network is specifically designed to connect like-minded businesses to achieve B2B outcomes and allows your business to maximise its potential by forming valuable relationships and connections with more than 2,500 corporates within the Essendon Football Club's extensive business network.

As an EFC Network Business Member, you will have the support of a dedicated Account Manager who will play a pivotal role in working with you to understand your business, its services and products, your target market and assist with facilitating valuable connections that lead to genuine business outcomes. We understand that each business is unique, which is why we prioritise tailoring our approach to meet your specific requirements.

As a Business Member, you will also be entitled to a range of benefits including business branding, tickets to first-class events, access to intimate leadership and connection sessions with key decision makers, the opportunity to market and communicate directly to other EFC Business Members through our state-of-the-art network digital platform and much more.

Developing meaningful corporate connections has always been a core strategic focus of the Club. The EFC Network will provide an exciting opportunity for your business to unlock the full potential of what is one of Australia's most powerful business communities.

*At Fujitsu General, we pride ourselves on building strong partnerships with like-minded organisations. Our collaboration with Essendon and the EFC Network has been incredibly fruitful, fostering a thriving and mutually beneficial relationship. Through our engagement with the EFC Network, we have expanded our connections within a diverse community of esteemed commercial partners, corporate clients, and coterie groups.*



- Dave Smith - Director of Sales, Marketing and Product at Fujitsu General Australia

*NEC is a proud partner of the EFC Business Network. The range of networking opportunities that our company can engage with really drives the ability to enable new sales opportunities. From the varied types of networking events arranged by the EFC Network to the personal introductions to other members, the NEC membership partnership with the EFC Business Network is highly valued. To date, NEC has secured genuine business outcomes through the Essendon Network, and we look forward to the future opportunities.*



Kylie Smith, Vice President - Marketing and Communications

*As a Co-Major Partner of the EFC Network, Bluestar Global Logistics' experience has been an exceptional one. The platform's vibrant community and diverse range of networking opportunities have significantly elevated our brand's visibility. The collaborative environment has allowed us to forge invaluable connections, driving growth and fostering lasting partnerships. The EFC Business Network truly exemplifies excellence in facilitating meaningful business engagements making it an indispensable asset for any organisation seeking to thrive in today's dynamic market.*



Mos Kassaby, Chairman and Strategic Investor - Bluestar Global Logistics

# EFC NETWORK PROGRAM



Driving B2B outcomes is at the core of the EFC Network ethos with the program being underpinned by a unique event series to help elevate connection opportunities. Each event is carefully curated to allow you to engage with industry experts, network with like-minded business leaders, develop strategies and promote your business to drive significant commercial outcomes.

Most importantly, throughout the year you will be supported by a dedicated EFC Network Account Manager to facilitate introductions and meetings with business prospects and help drive your B2B activity.

## OUR EVENTS

### **EFC NETWORK - GUNS IN PROPERTY - (WEDNESDAY 24TH APRIL 2024)**

Supported by Band of Bombers, this event has a key focus on the property sector, on the eve of the biggest home and away game of the year- the Essendon v Collingwood Anzac Day clash.

### **EFC NETWORK LEADERS IN BUSINESS - INDUSTRY ROUND TABLE EVENT (JULY 2024)**

Exclusive to our EFC Network Business Members, delve into the opportunity to participate in a round table discussion, and share your business strategies with key leaders in the business world and representatives from the EFC Board and Executive team.

### **EFC NETWORK FINE FOOD & WINE NIGHT - (AUGUST 2024)**

Indulge in an evening of fine food & wine as you hear from keynote speakers and deepen your connections with fellow EFC Network Business Members.

### **EFC NETWORK PREMIUM EXPERIENCE - (OCTOBER 2024)**

Join us for a unique experience as we take you on a premium escape. This day trip will be one to remember as you are immersed in a prestigious and exclusive setting.

### **EFC NETWORK GOLF DAY - (LATE NOVEMBER 2024)**

Business Members will enjoy a day on the green alongside EFC talent, at Heritage Golf & Country Club in the heart of the Yarra Valley.

### **EFC NETWORK DREAMTIME AT THE G' CORPORATE HOSPITALITY EXPERIENCE (SATURDAY 25TH MAY 2024)**

#### **PREMIUM MEMBERS ONLY**

Enjoy the ultimate corporate hospitality experience in the Nissan Lounge for Dreamtime at the 'G, as Essendon take on the Tigers in the Sir Doug Nicholls Round.

### **EFC NETWORK RACE DAY EXPERIENCE - (DATE TBC)**

#### **PREMIUM MEMBERS ONLY**

Immerse yourself amongst the Victorian Spring Racing Carnival and enjoy a premium corporate experience at one of the marquee race days.





# BUSINESS MEMBER PACKAGES & BENEFITS



## EFC NETWORK PREMIUM BUSINESS MEMBERSHIP

### CONNECTOR:

- Access to an EFC Network Account Manager to facilitate introductions and meetings with business prospects.

### EFC NETWORK EVENTS:

- Five (5) tickets to the EFC Network Guns in Property Luncheon
- Two (2) tickets to Game Day Experience
- Two (2) tickets to the EFC Network Leaders in Business - Industry Round Table Event
- Two (2) tickets to EFC Network Fine Food & Wine Night
- One (1) ticket to EFC Network Premium Experience
- Two (2) tickets to Race Day Experience
- Two (2) tickets to the EFC Network Golf Day

### RECOGNITION & BENEFITS:

- One (1) EFC Network Member Pack
- \$500 RUNWAY Voucher – Essendon Football Club Digital Agency
- Guest Pricing on EFC Hospitality Products
- Recognised as an EFC Network Premium Member on Essendon Football Club corporate hospitality & EFC Network website
- Company logo and description displayed on the EFC Network platform
- Company recognition at EFC Network events
- Access to EFC Network digital platform and EFC Network app
- One (1) promotional video or article published on EFC Network social platforms
- 20% off Essendon Football Club's state-of-the-art function centre located at the NEC Hangar. With breath-taking views over our training facilities, the highly flexible event space is perfect for your next event, conference, workshop or meeting.

### PRICE: \$16,495 (INC GST)

Upon registering with the EFC Network, your dedicated account manager will contact you to complete a discovery session with your business to learn more about your objectives and to assist in identifying key connection opportunities.

## EFC NETWORK BUSINESS MEMBERSHIP

### CONNECTOR:

- Access to an EFC Network Account Manager to facilitate introductions and meetings with business prospects.

### EFC NETWORK EVENTS:

- Five (5) tickets to the EFC Network Guns in Property Luncheon
- Two (2) tickets to the EFC Network Leaders in Business - Industry Round Table Event
- Two (2) tickets to EFC Network Fine Food & Wine Night
- One (1) ticket to EFC Network Premium Experience
- Two (2) tickets to the EFC Network Golf Day

### RECOGNITION & BENEFITS:

- One (1) EFC Network Member Pack
- \$500 RUNWAY Voucher – Essendon Football Club Digital Agency
- Guest Pricing on EFC Hospitality Products
- Recognised as an EFC Network Business Member on Essendon Football Club corporate hospitality & EFC Network website
- Company logo and description displayed on the EFC Network Platform
- Company recognition at selected EFC Network events
- Access to EFC Network digital platform and EFC Network app
- 20% off Essendon Football Club's state-of-the-art function centre located at the NEC Hangar. With breath-taking views over our training facilities, the highly flexible event space is perfect for your next event, conference, workshop or meeting.

### PRICE: \$10,495 (INC GST)

Upon registering with the EFC Network, your dedicated account manager will contact you to complete a discovery session with your business to learn more about your objectives and to assist in identifying key connection opportunities.



# THANK YOU TO OUR 2023 EFC NETWORK MEMBERS



## EFC NETWORK CO-MAJOR PARTNERS



## EFC NETWORK PLATINUM PARTNER



## EFC NETWORK BUSINESS MEMBERS



TO SECURE YOUR PLACE IN THE EFC NETWORK FOR 2024, FILL OUT THE [BOOKING FORM HERE](#),  
OR CONTACT THE TEAM TODAY.





**Carli Cook**

Head of Fundraising and EFC Network

0421 523 944

[ccook@essendonfc.com.au](mailto:ccook@essendonfc.com.au)

**Caroline Lowe**

EFC Network Account Manager

0439 686 538

[clowe@essendonfc.com.au](mailto:clowe@essendonfc.com.au)

**Adrian Crawford**

Head of Business Development

0439 399 923

[acrawford@essendonfc.com.au](mailto:acrawford@essendonfc.com.au)

**Alex Kater**

Business Development Manager

0400 200 081

[akater@essendonfc.com.au](mailto:akater@essendonfc.com.au)

**Charters Harding**

Business Development Executive

0455 497 684

[charding@essendonfc.com.au](mailto:charding@essendonfc.com.au)