



THE  
**EFC**  
NETWORK

CREATING MEANINGFUL BUSINESS CONNECTIONS THROUGH SPORT

MAJOR PARTNER

FUJITSU | GENERAL

PLATINUM PARTNER

NEC



# THE EFC NETWORK



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

The EFC Network is one of Australia's most influential corporate networks in Australian sport, specifically designed to connect like-minded businesses to achieve B2B outcomes. The EFC Network allows your organisation to maximise its potential by forming valuable relationships and connections with more than 2,500 industry professionals within the Essendon Football Clubs extensive corporate network.

As an EFC Network 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 and target market. Our team will proactively support you in facilitating quality introductions to key business prospects that lead to genuine commercial 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 company branding, tickets to first class events, access to intimate leadership and connection sessions with key decision makers, and much more.

**\$84M+**

worth of business generated through direct introductions facilitated by EFC Network Account Managers

\*over the past four years



**1000+**

direct introductions facilitated by EFC Network Account Managers

\*over the past 18 months



**26**

different industries represented amongst our EFC Network Members

*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 at NEC Australia**

*CHG-MERIDIAN's experience as a Platinum Partner of the EFC Network has been exceedingly positive. Through our partnership, we have formed valuable connections with other members, built our brand amongst a network of highly respected organisations and unlocked new business opportunities. The EFC Network's personalised approach to partner engagement is unlike anything we have ever experienced as they go above and beyond to support our growth journey and achieve our network objectives.*



**Todd Fortescue, Vice President Sales, Australia & New Zealand at CHG-MERIDIAN**



# 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 organisation to drive significant commercial outcomes.

## EVENTS

### **EFC NETWORK LEADERS IN BUSINESS** - Thursday 16th July

Exclusive to our EFC Network Business members, this event provides the opportunity to participate in a round table discussion, led by EFC Directors and executive team leaders and encourages senior executives within the network to share significant career experiences and current challenges in an intimate setting.

### **EFC NETWORK FINE FOOD & WINE NIGHT** - September

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

### **EFC NETWORK OVERNIGHT ESCAPE** Premium Members only

Join us for an overnight escape alongside fellow EFC Network premium members. Begin the afternoon with a business strategy session, before settling in for an evening of fine food and wine alongside EFC talent. Reconnect over breakfast before heading back to Melbourne the following day.

### **EFC NETWORK UNIQUE EXPERIENCE** - November

Our EFC Network Unique Experience is one to remember. Enjoy a full day of activities and prestige, connecting with senior executives from each of our EFC Network businesses.

### **EFC NETWORK CEO BOARDROOM BREAKFAST** Premium Members only - November

Exclusive to our EFC Network Premium Members, this CEO Boardroom Breakfast aims to bring together Executive leaders in an informal setting to share knowledge and leadership challenges in a collaborative environment.

### **EFC NETWORK CONNECTION SESSIONS** - June, August, October'

These additional touchpoints run three times throughout the year and aim to provide a dedicated time and space for business members to continue conversations and further explore new opportunities with fellow business members in an informal setting.



# EFC NETWORK EVENTS



EFC NETWORK MEMBERSHIPS	STANDARD BUSINESS MEMBERSHIP	PREMIUM BUSINESS MEMBERSHIP
<b>CONNECTOR</b>	Access to an EFC Network Account Manager to facilitate introductions and meetings with business prospects	
<b>EVENTS</b>	<b>TICKET INCLUSIONS</b>	<b>TICKET INCLUSIONS</b>
Unique Experience	1	1
Leaders in Business	2	2
Overnight Escape	-	2
Fine Food & Wine Night	2	2
Connection Sessions (3 events)	2	2
CEO Boardroom Breakfast	-	1
<b>RECOGNITION &amp; BENEFITS</b>	<b>INCLUSIONS</b>	<b>INCLUSIONS</b>
Guest Pricing on EFC Hospitality Products	✓	✓
Company branding and recognition on Essendon Football Club corporate hospitality & EFC Network website	✓	✓
Company branding and recognition at EFC Network events	✗	✓
One (1) promotional video or article published on EFC Network social platforms	✗	✓
<b>PRICE</b>	<b>\$8,000</b> EX GST	<b>\$12,000</b> EX GST



# EFC NETWORK MEMBERS

## EFC NETWORK MAJOR PARTNER



## EFC NETWORK PLATINUM PARTNER



## EFC NETWORK PREMIUM BUSINESS MEMBERS





# EFC NETWORK MEMBERS



## EFC NETWORK BUSINESS MEMBERS



**TO SECURE YOUR PLACE IN THE EFC NETWORK FOR 2026, 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 Cullen**

Senior EFC Network Account Manager

0439 686 538

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

**Alex Kater**

Senior Business Development Manager

0400 200 081

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

**Charters Harding**

Business Development Manager

0455 497 684

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

**Mason Tornerly**

Business Development Executive

0427 940 085

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