



ESSENDON FOOTBALL CLUB
2025 EFC NETWORK



THE EFC NETWORK

CREATING MEANINGFUL BUSINESS CONNECTIONS THROUGH SPORT

MAJOR PARTNER

FUJITSU

AIRSTAGE

PLATINUM PARTNERS

NEC CHG

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 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, your target market and assist with facilitating valuable connections 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, the opportunity to market and communicate directly to other EFC Network members through targeted communications platforms 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 organisation to unlock the full potential of what is one of Australia's most powerful business communities.

At Fujitsu General Australia, 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 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.

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 FINE FOOD AND WINE NIGHT - THURSDAY 11TH SEPTEMBER 2025

Hosted by the **Scott Pickett Group**, 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 DAY EXPERIENCE

Our EFC Network Day 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 PREMIUM ESCAPE

- PREMIUM MEMBERS ONLY: THURSDAY 18TH - FRIDAY 19TH SEPTEMBER 2025

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.

GOLF DAY - ADDITIONAL COST: FRIDAY 28TH NOVEMBER 2025

Join us for the EFC Network Golf Day. Enjoy a day on the green alongside EFC talent, at **Heritage Golf & Country Club** in the heart of the Yarra Valley. This day will combine our EFC Business members with extended corporates associated with the Essendon Football Club.



2025 EFC NETWORK MEMBERS



EFC NETWORK MAJOR PARTNER



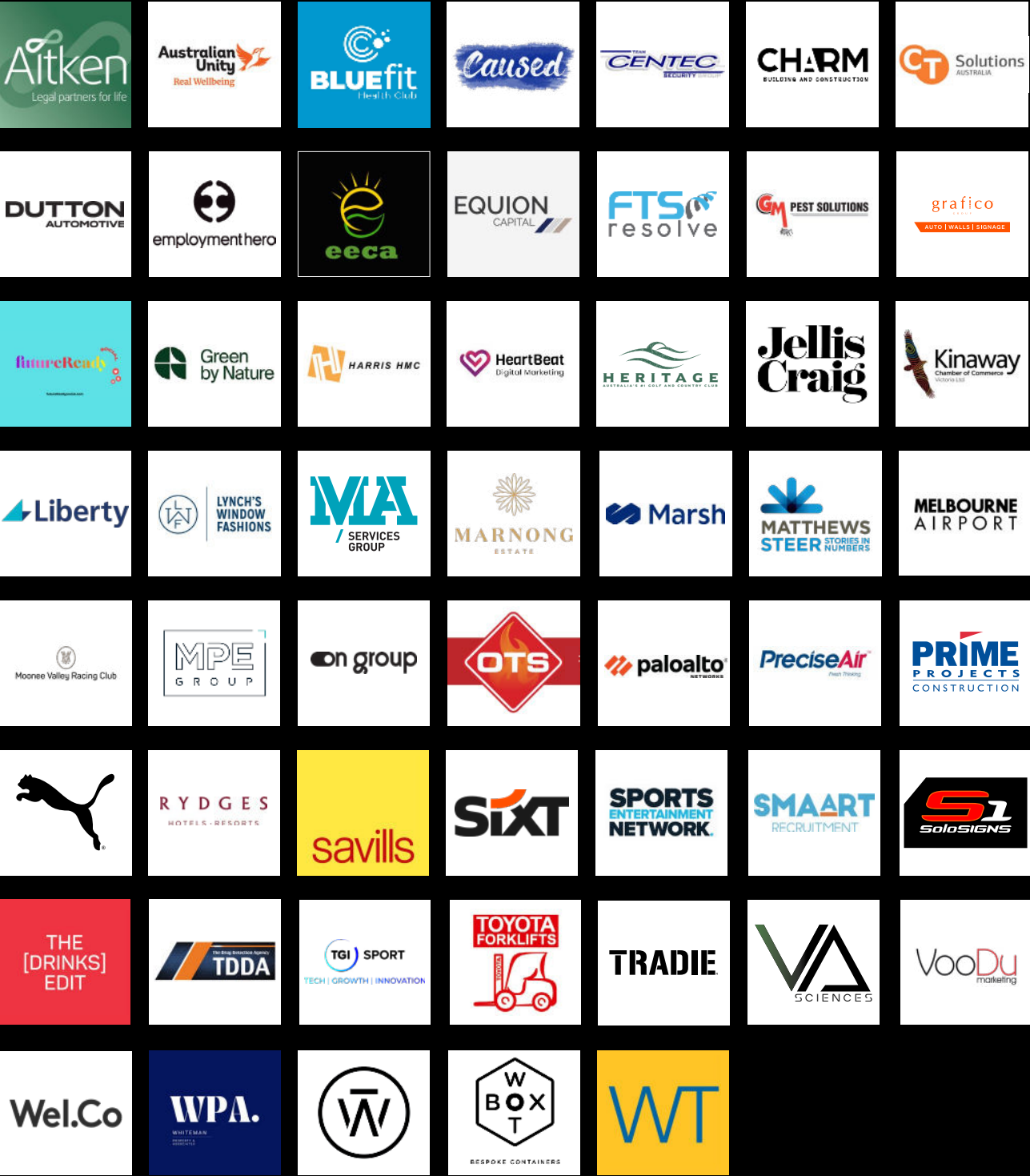
EFC NETWORK PLATINUM PARTNERS



EFC NETWORK PREMIUM BUSINESS MEMBERS



EFC NETWORK BUSINESS MEMBERS



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:

- Two (2) tickets to EFC Network Fine Food & Wine Night
- One (1) ticket to EFC Network Day Experience
- Two (2) tickets to EFC Network Premium Escape

RECOGNITION & BENEFITS:

- One (1) EFC Network Member Pack
- Guest Pricing on EFC Hospitality Products
- Recognised as an EFC Network Premium Business Member on Essendon Football Club corporate hospitality & EFC Network website
- Company logo and description displayed on the EFC Network website and app
- Access to EFC Network website and app
- Company recognition and branding at EFC Network events
- One (1) promotional video or article published on EFC Network social platforms

PRICE: \$8,999 (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.

TO SECURE YOUR PLACE IN THE EFC NETWORK FOR 2025, FILL OUT THE [BOOKING FORM HERE](#), OR CONTACT THE TEAM TODAY.

BUSINESS MEMBER PACKAGES & BENEFITS



EFC NETWORK BUSINESS MEMBERSHIP

CONNECTOR:

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

EFC NETWORK EVENTS:

- Two (2) tickets to EFC Network Fine Food & Wine Night
- One (1) ticket to EFC Network Day Experience

RECOGNITION & BENEFITS:

- One (1) EFC Network Member Pack
- 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 website and app
- Access to EFC Network website and app
- Company recognition at selected EFC Network events

PRICE: \$5,500 (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.

GOLF DAY – ADDITIONAL COST

Join us for the EFC Network Golf Day. Enjoy a day on the green alongside EFC talent, at Heritage Golf & Country Club. Price includes 18 holes on one of the most magnificent golf courses in the heart of the Yarra Valley, golf cart, all food and beverages (beer, wine & soft drinks) throughout the day including breakfast and a sit-down two course lunch.

PRICE: \$450 per person (INC GST)

THE EFC NETWORK

Carli Cook

Head of Fundraising and EFC Network

0421 523 944

ccook@essendonfc.com.au

Caroline Lowe

EFC Network Account Manager

0439 686 538

clowe@essendonfc.com.au

Jessica Fitzpatrick

EFC Network Account Manager

0439 065 620

jfitzpatrick@essendonfc.com.au

Adrian Crawford

Head of Business Development

0439 399 923

acrawford@essendonfc.com.au

Alex Kater

Business Development Manager

0400 200 081

akater@essendonfc.com.au

Charters Harding

Business Development Executive

0455 497 684

charding@essendonfc.com.au