

# THE BUSINESS COMMUNITY FOR ALL



**network**  
Your business community





# MELBOURNE CRICKET GROUND

The MCG is colossal – a world-famous sporting ground and an Australian icon. But this place is more than just a stadium, it's a meeting place for generations past, present, and future. A place of firsts and lasts, victories and defeats, humanity's greatest achievements and rawest emotions. A place where upon entering, it is easy to feel small, because we're reminded just how much bigger the world is than ourselves.

We become more than ourselves, we become lost in our surroundings, lost in the action, lost in a sea of people and passion. We become one with each other – a single team, rising, fighting and falling as one. We become closer to the people around us, no longer seat by seat, but side by side.

We become part of the moment – this moment, our moment, our place in history, our piece of immortality.

## After an astounding debut year for the MCG Network, we present our partner and membership options for 2023.

While the MCG physically unites Victorians and is a symbol of community and passion, it also provides an unrivalled platform for business opportunities. MCG network partners and members are able to enjoy unforgettable functions at the MCG while the online destination amplifies awareness amongst the community.

Joining with the MCG Network provides a unique opportunity to grow your business or establish your brand amongst business leaders and our community. We put you and your business front and centre with like-minded business people and brands, who love being connected by some of Melbourne's premier events and experiences. Entertain and network with your key clients, staff and guests and do it all with the unforgettable backdrop of the MCG.





## OUR COMMUNITY

As an iconic global venue, the MCG has one of the largest and most connected communities of brands and business people in the country.



MCG engages with thousands of companies either as commercial partners, suiteholders, contractors, suppliers, sporting codes, clubs, charities and government. The reach then increases exponentially when we consider the millions of fans, members and tourists who annually visit the stadium and engage with the MCG online.

The MCG Network brings together the community by generating greater engagement, networking and new business opportunities.

## Inaugural MCG Network Partners



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## ANNUAL EVENT SERIES

01 **WINE AND DINE**  
**MCG ARENA**

FEBRUARY

02 **SPIRIT OF ANZAC**  
**LUNCHEON**

APRIL

03 **MCG INNER SANCTUM**  
**LUNCHEON**

JUNE

04 **FOOTY FINALS**  
**LUNCHEON**

SEPTEMBER

05 **GOLF**  
**CHALLENGE**

OCTOBER/ NOVEMBER



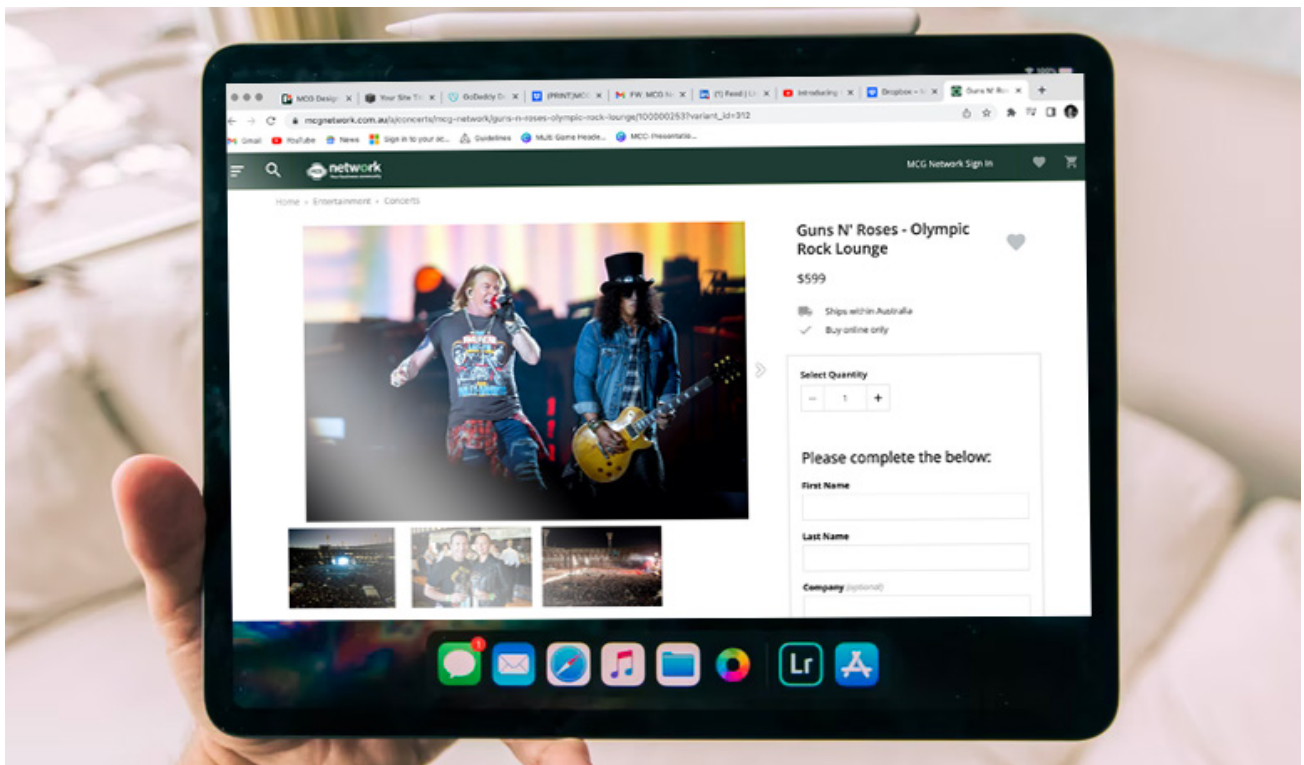
## MCG NETWORK ONLINE

Engage with the MCG Network Online through multiple channels:

### **MCG NETWORK ONLINE MARKETPLACE**

[www.mcgnetwork.com.au](http://www.mcgnetwork.com.au)

Providing the opportunity for partners and members to present a curated range of business products and services on our marketplace. Engage with MCG audiences to grow your business. You will have your own MCG Network Online account to generate sales or direct enquiry, supported by your dedicated MCG Network account manager.



### **LINKEDIN GROUP**

<https://www.linkedin.com/groups/6692243/>

Didn't get a chance to meet somebody in person at one of the functions? Make connections through the MCG Network Online Partner and Member-only LinkedIn group. This moderated platform will be a place to find other members, make introductions, promote your products, services and upcoming events (criteria applies) as well as hearing the news as it happens.



## HOW TO GET INVOLVED



### **BUSINESS CONNECT**

Join the MCG Network Online to trade and connect with other members and get a taste of the annual function series.

### **NETWORKER**

MCG Network Online inclusion plus a ticket package to experience all of the face to face functions.

### **ULTIMATE**

The ultimate networking membership for your business. Includes all face-to-face events to wow your staff, clients and prospects as well as your company logo on display at each function. All the MCG Network Online benefits are of course included.

### **PLATINUM PARTNERSHIP**

This includes all MCG Network Online benefits – full ticket package to all face-to-face functions, branding at all events, activation rights, MCG and MCG Network database promotion, priority listings online and sponsorship at the Golf Challenge.

All levels provide access to an MCG Network Account Manager to support you and facilitate connection opportunities with other Network members and partners where possible.

## MEMBERSHIP OPTIONS

### EARLY BIRD OFFER

With every membership purchased before 1 December 2022 you will receive a voucher for a **complimentary one night stay at QT Hotel Melbourne in a QT King Room<sup>#</sup>**.

BENEFIT	BUSINESS CONNECT	NETWORKER	ULTIMATE
MCG Network Online product listings*	Yes	Yes	Yes
Wine & Dine - MCG arena tickets (Feb)	2	5	10
Spirit of Anzac Luncheon tickets (Apr)		5	10
Inner Sanctum Luncheon tickets (June)		1	2
Footy Finals Luncheon tickets (Sept)	2	5	10
Golf Challenge tickets (Oct)		2	4
MCG Network LinkedIn group access	Yes	Yes	Yes
10% off additional tickets to all MCG Network Series Events	Yes	Yes	Yes
Welcome gift pack		Yes	Yes
Digital signage - logo rotating on screens at all MCG Network Events			Yes
MCG Tour for 10 people			Yes
Opportunity to make membership payment via two equal instalments			Yes
Support from dedicated MCG Network Account Manager	Yes	Yes	Yes
<b>PRICE (GST INCLUSIVE)</b>	<b>\$2,600</b>	<b>\$8,500</b>	<b>\$15,999</b>

\* E-commerce commission is payable on all MCG Network Online transactions.

# Room night selection will be subject to availability



## PLATINUM PARTNERSHIP

### INCLUSIONS

Designation: Official Partner of the MCG Network

Welcome gift pack

Wine and Dine - MCG Arena (Feb)	10 tickets
Spirit of Anzac Luncheon (April)	10 tickets
Inner Sanctum Luncheon (June)	2 tickets
Footy Finals Luncheon (Sept)	10 tickets
Golf Challenge (Oct)	4 tickets

One complimentary night of accommodation at QT Hotel Melbourne in a QT King Room\*

Digital inclusions:

- One annual promotion in an eDM to the MCG database
- Priority product listing at MCG Network Online
- Opportunity for a promotion through MCG social media channels†
- Logo to feature on all MCG Network eDMs.
- Fixed advertising tile on MCG Network Online

Branding inclusions:

- Logo on rotation on digital screen at all MCG Network events
- Logo to feature on MCG Network media wall
- Logo to feature on all event promotion, ie. e-brochures, event bookings.

1 x Event Activation

1 x Golf Challenge Hole Sponsorship

MCG Network LinkedIn group access for 4 people

10% off additional tickets to all MCG Network Series Events

Support from dedicated MCG Network Account Manager

**PRICE: \$44,000 INCL. GST**

Bespoke partnership options are available on investment over \$44,000 INCL. GST

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Contact James Webster on [james@mcgnetwork.com.au](mailto:james@mcgnetwork.com.au) or 0433 251 205 to discuss further.

\* Room night selection will be subject to availability.

† Subject to suitable and relevant content and platform appropriate.

# Room night selection will be subject to availability.

## OTHER OPPORTUNITIES

### EVENT PARTNER

Bring your brand to life at your choice of either of the Wine & Dine event on the MCG arena, Spirit of Anzac or Footy Finals Luncheons, benefits can include:

- Activation Zone built within event space or own content/segment within the event
- Event ticket allocation with priority seating
- Company logo included in rotation on screens
- Live reads from the MC
- Company logo on the official event flyer

**\$5,500 INCL. GST**



### GOLF CHALLENGE - HOLE SPONSORSHIP

A hit of golf, great company and entertainment at our MCG Network Golf Challenge. Display your company signage at your designated hole. You may also wish to conduct an activation with product giveaway or sampling with data collection.

**\$660 INCL. GST**



**If your business is interested in hosting an event for MCG Network members and partners, please let us know, we're happy to explore it.**



## SWISSE MCG NETWORK LOUNGE



The Swisse MCG Network Lounge is a corporate suite located on level 3 at half forward in the Shane Warne Stand. MCG Network members and partners can purchase tickets to AFL matches (subject to availability) in the lounge by booking online at [www.mcgnetwork.com.au/promo/swisse-mcgnetwork-lounge](http://www.mcgnetwork.com.au/promo/swisse-mcgnetwork-lounge)

Treat your clients, staff, friends and family to all the footy action while enjoying a delicious grazing menu and beverages.

Contact [james@mcgnetwork.com.au](mailto:james@mcgnetwork.com.au) for further details and availability.

JOIN THE MCG NETWORK NOW



## SIGN-UP YOUR BUSINESS TO JOIN THE MCG NETWORK IN 2023

**JOIN NOW >**

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**FOR ALL ENQUIRIES PLEASE CONTACT:**

**JAMES WEBSTER**

james@mcgnetwork.com.au

0433 251 205

**LILY JENKINS**

lily@mcgnetwork.com.au

0430 190 880

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THE MCG IS POWERED BY THE MCC



# TERMS AND CONDITIONS

These terms (including any incorporated terms) form a binding and enforceable legal agreement (Agreement or terms) between the Melbourne Cricket Club ABN 92 871 871 964 trading as the MCG Network (Club, we or us) and the person(s) or company (you, your or member) signing up to one or more of a corporate membership, marketplace membership or MCG Network event (Package or Event) as named on the relevant subscription details (ie the sign up or renewal or booking form) (Form).

By applying for or otherwise accepting a Package, or purchasing a ticket to any Event, you agree to be bound by and comply with this Agreement. If you have completed the Form on behalf of other persons (such as members of your household or company), you must ensure, and you warrant, that they have expressly authorised you to do so and they will be bound by these terms. Nothing in these terms excludes, restricts or modifies any consumer guarantee, right or remedy conferred on you by the Australian Consumer Law in Schedule 2 of the Competition and Consumer Act 2010 (Cth) or any other applicable law that cannot be excluded, restricted or modified by agreement (Non-Excludable Rights).

## APPLYING FOR AND OBTAINING A PACKAGE

Subject to your Non-Excludable Rights, a member or attendee who has purchased a ticket to an Event, will only receive a refund if at the time of processing the Form, the Club is unable to provide the requested Package.

The Club reserves the right not to:

- process any Form which is incomplete;
- accept any changes to the Form (except for a change of your contact details of which it is your responsibility to notify the Club); or
- otherwise accept any Form, in its reasonable discretion.

You must notify the Club of any relevant change in circumstance, including your contact details and any other relevant information that could affect your Package from time to time.

Upon receipt of your Form by us, the Club will send you a Tax Invoice via email requiring payments within 7 days. Payment for your Package must be made either by direct debit or via the secure credit card payment link that will be sent to you if you nominate payment by credit card. We accept Visa, Mastercard and American Express credit cards, as well as debit cards with a Visa or Mastercard logo.

If there are insufficient funds in your account, your bank or credit card provider may reject your payment or it may result in your account becoming overdrawn. Any fees associated with the rejection or overdrawing of your account is the responsibility of the paying cardholder. Your Package (and any benefit provided under it) will not be activated until your payment has been received by the Club. Please note that at least 24 hours is required to activate a Package once full payment is received. If your Package is suspended due to non-payment, it will be reinstated once the amount owing is paid.

The Club, reserves the right to, acting reasonably and subject to any applicable laws, vary or remove Package benefits if existing Package benefits cannot be provided due to a force majeure event, including if directives are

imposed by any Government Authority which result in limited seating inventory, prohibitions on attendance at matches or events or adjustments to the length of the season or location of matches or events and thereby inhibiting the Club from being able to provide to you all the benefits described in your Package. The Club will use reasonable endeavours to advise members of any material changes to the Package benefits. In such circumstances, the following remedies will be available to you:

- re-allocate your benefits to a future Event organised by the Club.
- store the value of the benefits not provided by the Club as credit towards the cost of your Package fee for the following calendar year.
- forego the value of the benefits not provided by the Club.
- if you are suffering from severe financial hardship you can request that the Club provide you a refund to the equivalent value of the benefits not provided, as determined by the Club.

You must abide by the policies set out by the Club, including in relation to attitude and behaviour and access. Any incident reports received by officials will be dealt with in an appropriate manner, and the Club reserves the right to immediately cancel a Package (or remove you from an Event) in its discretion based on violations incurred by members. If, for any reason, you fail to comply and your access to the venue is terminated, you remain obliged to pay for your entire Package, without any recourse against us.

Any representation, warranty, condition, guarantee or undertaking that would be implied in these terms by legislation, common law, equity, trade, custom or usage is excluded to the fullest extent permitted by law.

Subject to a member's Non-Excludable Rights, the Club will not be liable to you or any other person for indirect and consequential loss arising from or connected to these terms in contract, tort, under any statute or otherwise (including, without limitation, for loss of profits, failure to realise expected profits or savings and loss or corruption of data) unless such loss arises as a result of the Club's negligence or wilful misconduct.

Some of the goods or services which are offered or provided to you in addition to the benefits offered or provided by Club are supplied by third party suppliers. The provision of those goods or services will be subject, in each case, to the terms and conditions of those suppliers and any claims by you relating to the supply of those goods or services are to be made to the supplier.

If the Club is liable to a member for any:

- breach by the Club of any of these terms;
- breach by the Club of any term implied into these terms by law; or
- any tort committed by the Club (including negligence but not including fraud), the Club's liability to the member is limited to the amount of all payments paid by the member to the Club pursuant to these terms in respect of the then current season.

## SUSPENSION OR CANCELLATION OF PACKAGE

In the case of memberships, from the commencement of the year or in the case of ticketing and events, from 5 business days prior to the date of the relevant event, (Cut Off Time) there will be no refunds of Package payments, subject to a member's Non-Excludable Rights. Any cancellation request after the Cut Off Time must be made in writing to the Club, and cancellation of Packages is at the discretion of the Club, acting reasonably, and is not available purely on the basis of any force majeure event which includes any COVID-19 event or circumstance.

The Club reserves the right to suspend or cancel a Package or ticket without refund to any person that breaches these terms or, in the reasonable opinion of the Club, is guilty of conduct unbecoming of a member, or that is otherwise disruptive or prejudicial to the interests of the Club. An alternative resolution may be considered, at the sole discretion of the Club, in lieu of the Package suspension or cancellation, provided that any such resolution is sent to the Club's mailing address in writing within 7 days of the member receiving the suspension or cancellation advice. The Club is not obliged to consider any such alternative resolution proposed.

## COMMISSIONS

Product and service listings on the MCG Network Online Marketplace are subject to commissions payable to the Club. Commissions will be determined through consultation with the Club at the time of posting the business listing and will range upwards from 5% of transaction value. Commissions are also payable on customer referrals that lead to a completed transaction away from the MCG Network Online Marketplace. Full MCG Network Online Marketplace Terms and Conditions can be found at [www.mcgnetwork.com.au/termsandconditions](http://www.mcgnetwork.com.au/termsandconditions)

## PRIVACY

The information you provide to the Club (including in the Form) will be collected, used and disclosed in accordance with the Club's privacy policy which can be found at [www.mcc.org.au/privacy](http://www.mcc.org.au/privacy). This includes the provision of your personal information to sponsors and partners of the Club.

## GENERAL

The Club may choose not to enforce a term of this Agreement in some cases in its absolute discretion without affecting its right to enforce that term in other cases.

These terms:

- are governed by the law applicable in the state of Victoria and each party submits to the jurisdiction of the courts of that State; and
- are the entire agreement between the Club and you in respect of its subject matter and to the extent permitted by law, supersedes any prior agreement, representation or promotional material.

Neither party shall be liable for any delay or failure to perform its obligations under these terms, other than payment of any monetary sums due and owing to the other party, if such failure or delay is due to a force majeure event.