

2010



One Coterie

THE NORTHERNERS

The Northerners 2010



Welcome to Season 2010

The Northerners is the longest established traditional coterie of the North Melbourne Football Club. We are an incorporated association with the sole aim and objective of supporting the North Melbourne Football Club on and off the field.

2010 is a unification year for the group with two former groups, the Northerners and the Vice Presidents combining to become one strong coherent coterie. Together we will grow and position the Northerners as a second tier sponsor of the North Melbourne Football Club. By doing so, we will be able to improve and increase our service to you, our members, and at the same time increase the revenue return to the Club.

We are confident that we have been able to develop packages for 2010 that will suit the needs of all our members. Having said that, our aim is to be flexible, so if you cannot find a package that suits you, speak to one of our committee members about tailoring a package for you!

We look forward to welcoming you on board, and would be more than happy to answer any queries you may have. In the meantime, please take note of all the Northerners special functions and events and in particular, our Nine & Dine Night) on 4 March 2010, where all our memberships will be presented for the year!

Yours sincerely

Caroline Carnegie
President

On offer

- * 9 Standard packages
- * The ability to tailor your own package
- * Great functions and fundraisers
- * The ability to be a part of THE COTERIE of the North Melbourne Football Club

www.northerners.com.au

Plus

An amazing array of additional benefits, money can't buy experiences and inner sanctum events!

All members that join before Christmas will go into the draw to win the right to interview Brad Scott one on one for the Northerners new online Video Gallery in January!





Formal Dining Packages



Summary of entitlements

2 Person		Single Person	
11 Games	5 Games	11 Games	5 Games

Ideal for

- * Business professionals
- * Couples
- * Corporate Hospitality
- * Networking
- * Premium entertainment
- * Creating camaraderie
- * Inner sanctum experiences

www.northerners.com.au

Plus...

Enjoy our column by Northerners Patron Nathan Thompson, participate in a Northerners blog, maximise your business profile by adding a unique sponsorship or advertising package to your membership and enjoy all VFL affiliated team games.

	11 Games	5 Games	11 Games	5 Games
Season Ticketing				
Adult season entry ticket with reserved seat for all Melbourne home and away games in 2010.	2	2	1	1
Finals Ticketing				
Right to purchase AFL finals ticketing for each final NMFC participates in leading up to the AFL Grand Final.	4	4	2	2
Right to purchase AFL Grand Final tickets if NMFC participates.	2	2	1	1
Match Day Hospitality & Entertainment				
Complimentary invitation to the Northerners exclusive match day formal function (includes quality speakers & entertainment, professional MC, 3 course meal, beer, wine, soft drink, football record and half time Devonshire tea). <i>Guest passes can also be purchased for \$250pp</i>	2	2*	1	1*
Dressing room access (limited tickets per week, available on prior request).	✓	✓	✓	✓
Ability to purchase unique members game day sponsorship package and online banner advertising.	✓	✓	✓	✓
Other Networking & Entertainment				
Right to list your details in the Northerners e-business directory.	✓	✓	✓	✓
Complimentary invitation to the Northerners Nine & Dine Season Launch.	2	2	1	1
Complimentary invitation to the Northerners Coach's Dinner.	2	2	1	1
Complimentary invitation to the NMFC Gala Auction.	2	2	1	1
Opportunity to participate in the annual Player & Coterie Night.	✓	✓	✓	✓
VIP invitation to all other Northerners Events.	✓	✓	✓	✓
Additional Benefits				
Receive a Northerners exclusive name badge (if you don't have one already).	2	2	1	1
Enjoy the ability to book in to all games and events online (or via sms)	✓	✓	✓	✓
Enjoy exclusive access to player interviews and match reports together with weekly Northerners News updates.	✓	✓	✓	✓
Receive a personally signed welcome from 2010 Patron, Nathan Thompson.	✓	✓	✓	✓
Receive an exclusive Northerners tie or ladies scarf (if you don't have one already).	✓	✓	✓	✓
Package cost (including GST)	\$5,990	\$3,600	\$3,750	\$2,600

Package terms and conditions:

- * 5 game packages include hospitality at Round 3 v West Coast, Round 6 v Melbourne, Round 12 v Carlton, Round 19 v Fremantle and one game of your choice.
- * All memberships are subject to the standard terms and conditions of membership located at www.northerners.com.au.
- * Hospitality cannot be transferred to another game, after the event.
- * Members that purchase a formal dining option can elect to attend a casual function in lieu of the function in their package provided the election is made by no later than the Tuesday prior to the relevant function. No additional amounts will be charged and no surplus will be refunded in the event you elect to change your dining option.



Casual Dining Packages



Summary of entitlements

	2 Person		Single Person	
	11 Games	5 Games	11 Games	5 Games
Season Ticketing				
Adult season entry ticket with reserved seat for all Melbourne home and away games in 2010.	2	2	1	1
Finals Ticketing				
Right to purchase AFL finals ticketing for each final NMFC participates in leading up to the AFL Grand Final.	4	4	2	2
Right to purchase AFL Grand Final tickets if NMFC participates.	2	2	1	1
Match Day Hospitality & Entertainment				
Complimentary invitation to the Northernners exclusive match day casual function (includes quality speakers & entertainment, professional MC, substantial selection of canapés, beer, wine, soft drink, football record and half time Devonshire tea) at all home games other than Round 12 v Carlton, where you will join the formal Northernners function for the day. <i>Guest passes can be purchased for \$175pp (or \$250pp for the Carlton game)</i>	2	2*	1	1*
Dressing room access (limited tickets per week, available on prior request).	✓	✓	✓	✓
Ability to purchase unique members game day sponsorship packages and online banner advertising.	✓	✓	✓	✓
Other Networking & Entertainment				
Right to list your details in the Northernners e-business directory.	✓	✓	✓	✓
Complimentary invitation to the Northernners Nine & Dine Season Launch.	2	2	1	1
Complimentary invitation to the Northernners Coach's Dinner.	2	2	1	1
Complimentary invitation to the NMFC Gala Auction.	2	2	1	1
Opportunity to participate in the annual Player & Coterie Night.	✓	✓	✓	✓
VIP invitation to all other Northernners Events.	✓	✓	✓	✓
Additional Benefits				
Receive a Northernners exclusive name badge (if you don't have one already).	2	2	1	1
Enjoy the ability to book in to all games and events online (or via sms)	✓	✓	✓	✓
Enjoy exclusive access to player interviews and match reports together with weekly Northernners News updates.	✓	✓	✓	✓
Receive a personally signed welcome from 2010 Patron, Nathan Thompson.	✓	✓	✓	✓
Receive an exclusive Northernners polo.	✓	✓	✓	✓
Package cost (including GST)	\$5,550	\$3,500	\$3,550	\$2,550

Ideal for

- * Families
- * Casual dining
- * Informal entertainment
- * A relaxing day at the footy
- * Creating camaraderie
- * Inner sanctum experiences

www.northernners.com.au

Plus...

Enjoy our column by Northernners Patron Nathan Thompson, participate in a Northernners blog, maximise your business profile by adding a unique sponsorship or advertising package to your membership and enjoy all VFL affiliated team games.



Package terms and conditions:

- * 5 game packages include hospitality at Round 3 v West Coast, Round 6 v Melbourne, Round 12 v Carlton, Round 19 v Fremantle and one game of your choice.
- * All memberships are subject to the standard terms and conditions of membership located at www.northernners.com.au.
- * Hospitality cannot be transferred to another game, after the event.
- * Members that purchase a casual dining package are able to upgrade to attend one or more Northernners formal functions in lieu at any time, provided the election is made by no later than the Tuesday prior to the relevant function. An additional amount of \$75 per person will be charged in the event you elect to change your dining option. This can be done through our website.



Supporters Package



Ideal for

Our Supporters Package is ideal for anyone that cannot make it to NMFC games but still wants to be a part of the inner sanctum of NMFC and enjoy the camaraderie of the Northerners coterie!

Please note no season or match ticketing is included.

www.northerners.com.au

Plus...

Don't forget you still get to enjoy all the special coterie benefits away from game days! Alternatively if you would like to add a game day ticket (without dining) to the package, contact us for a tailored package today!

Summary of entitlements

Season Ticketing	
Adult season entry ticket with reserved seat for all Melbourne home and away games in 2010.	N/A
Finals Ticketing	
Right to purchase AFL finals ticketing for each final NMFC participates in leading up to the AFL Grand Final.	N/A
Right to purchase AFL Grand Final tickets if NMFC participates.	N/A
Match Day Hospitality & Entertainment	
Ability to purchase ticketing to the Northerners exclusive match day formal OR casual functions on a week to week basis. <i>Tickets for the formal function are \$250pp</i> <i>Tickets for the casual function are \$175pp</i>	✓
Dressing room access (limited tickets per week, available on prior request).	✓
Ability to purchase unique members game day sponsorship package and online banner advertising.	✓
Other Networking & Entertainment	
Right to list your details in the Northerners e-business directory.	✓
Complimentary invitation to the Northerners Nine & Dine Season Launch.	1
Complimentary invitation to the Northerners Coach's Dinner.	1
Complimentary invitation to the NMFC Gala Auction.	1
Opportunity to participate in the annual Player & Coterie Night.	✓
VIP invitation to all other Northerners Events.	✓
Additional Benefits	
Receive a Northerners exclusive name badge (if you don't have one already).	1
Enjoy the ability to book in to all games and events online (or via sms)	✓
Enjoy exclusive access to player interviews and match reports together with weekly Northerners News updates.	✓
Receive a personally signed welcome from 2010 Patron, Nathan Thompson.	✓
Receive your choice of an exclusive Northerners tie, silk scarf or polo shirt.	✓
Package cost (including GST)	\$990

Package terms and conditions:

- * All memberships are subject to the standard terms and conditions of membership located at www.northerners.com.au.
- * No match day ticketing is included in a Supporters Package.



Junior Northerners



Summary of entitlements

	11 GAMES	5 GAMES
Season Ticketing		
Junior AFL season entry ticket for all Melbourne home and away games in 2010.	1	1
Junior reserved seat for all Melbourne home and away games in 2010 in the Northerners allocated area.	1	1
Finals Ticketing		
Right to purchase a Junior AFL finals ticket for each final NMFC participates in leading up to the AFL Grand Final.	1	1
Right to purchase a Junior AFL Grand Final ticket if NMFC participates.	1	1
Match Day Entertainment & Hospitality		
Invitation to attend the Northerners exclusive casual or formal dining function at each relevant home game (includes children's meal, dessert and soft drink all day).	1	1*
Dressing room access (limited tickets per week, available on prior request).	✓	✓
Additional Benefits		
Receive a Kangaroos magic cube.	1	1
Receive an exclusive Harvey's Heroes cap.	1	1
Join Boomer and the team down at Arden Street for a footy clinic during season 2010.	1	1
Receive a birthday card signed by Brent Harvey.	1	1
Receive a Harveys Hero backpack, footy, pencil case, tattoo sheet and frisbee		
Receive a Kangaroos 2010 Members Essentials Pack.	1	1
Package cost (including GST)	\$350	\$295

Ideal for

Our junior packages allow you to bring along your whole family and enjoy a day at the football!

These are ideal for any members, whether formal or casual, single or double, 11 game or 5 games.

Alternatively, if you would like a special "Family Package" please contact us today!

www.northerners.com.au

Plus...

If you have a child aged between 1 – 4 years, we can also tailor a Junior Joey Northernners membership for you!



Package terms and conditions:

- * 5 game packages include hospitality at Round 3 v West Coast, Round 6 v Melbourne, Round 12 v Carlton, Round 19 v Fremantle and one game of your choice. The game of choice for a Junior must match the game of choice selected by their parents (if their parents have a 5 game membership).
- * Junior Northernners can choose to enjoy either the formal or casual dining option – the children's meals are the same for both.
- * To be eligible for a Junior Northernners membership, you must be under the age of 15 years as at 1 January 2010.



Tailored Packages



Why tailor?

If one of our 9 standard adult packages does not suit your family or business requirements, contact a member of the 2010 Northerners Committee to tailor a package for you today!

www.northerners.com.au

Plus...

Even if you tailor a package around your own requirements, you will still enjoy all the great benefits of being part of the coterie, including use of the website, exclusive access to player interviews and more...

Tailored Packages

While we hope that one of our 9 standard packages meets your requirements, we want you to be a part of our great coterie and the inner sanctum of the North Melbourne Football Club.

Accordingly, if you need a package to be tailored to your individual or family circumstances, please let a member of the committee know today, so we can assist you.

In tailoring a package you might consider:

1. Altering the number of functions included in your package;
2. Alternating the format of various functions included in your package (ie. selecting a combination of formal and casual functions);
3. Payment plans;
4. Whether you would like us to cost in one or more interstates trip to see the boys play;
5. an Interstate Membership; or
6. Various other benefits you require.

We look forward to speaking to you soon!

Package terms and conditions:

* All tailored packages are subject to the standard terms and conditions of membership located at www.northerners.com.au.



Sponsorship & Advertising



Summary of Packages

	PREMIUM <i>(games v Carlton & Essendon)</i>	STANDARD <i>(games v other Victorian opponents)</i>	BASE <i>(games v interstate opponents)</i>
Room Signage			
We are committed to ensuring you optimise brand awareness at our functions and will proudly display your company logo alongside ours on all place cards, menus and other literature at both our casual and formal dining options at your sponsored function.	✓	✓	✓
We will proudly display any other corporate information (to be provided by you) on our tables or around the room on the day.	✓	✓	✓
Advertising			
AFL Record We will acknowledge your support in the Club Corner area of the AFL Record on the day.	✓	✓	✓
Guest ticketing We will display your logo on all outgoing correspondence for guests to the relevant function.	✓	✓	✓
Website We will display your logo on our sponsors page of the Northerners website from the week leading up to your sponsored game until the end of season 2010.	✓	✓	✓
Newsletter We will display your logo on all newsletters sent out regarding the function.	✓	✓	✓
Match Day Promotion			
Change Room Passes You will receive 2 dressing room passes on the day of your sponsored function, which can be used before the match at half time and after the game.	✓	✓	✓
A minute at the Microphone We will provide you with an opportunity to explain and promote your business as only you can and to have a short question and answer time with our MC at the function (5-10 minutes).	✓	✓	✓
Package cost (including GST)	\$1,000	\$750	\$500

Perfect for

- * Gaining greater exposure for your business
- * Increasing your advertising
- * Getting more actively involved
- * Bolstering networks

www.northerners.com.au

Online Banner Advertising

You can take out an online banner advertising package today from just \$600! With increased traffic to the site due to the expansion of the group, our new video gallery and Northerners blog this would be a valuable investment. 3, 6 and 12 month packages are available!



Package terms and conditions:

- * Sponsorship packages can be tailored to increase your branding and options available if required. In addition, guest passes can be purchased to bring your client, family and friends along to your sponsored function in either the formal or casual dining formats.
- * A maximum of 2 match day sponsors will be allocated to each home game. Games will be allocated on a first come, first served basis.
- * All information to be included in the AFL Record must be provided to the Northerners no later than 2 weeks prior to the relevant game. A failure to do so may result in the advertising in the AFL Record being unavailable. No refunds or discounts will be provided if this occurs.



Calendar of Events



Northerners Key Fundraisers

The North Experience
Friday 9 July 2010

Wine Tasting & Auction Night
Saturday 4 September 2010

www.northerners.com.au

Plus...

In addition to the events listed opposite, don't forget about NMFC's away games, and the Club's own fundraisers and events, all of which will be available to book in to online through the Northerners website!

Event	Date	Start	Venue	Incl?	Cost
PRE-CHRISTMAS ARDEN STREET OPENING	Wed 9 Dec	6:30pm	Arden Street	N	\$35 pp <i>(discounted off your membership if you join up on the night)</i>
NINE & DINE LAUNCH PARTY	Thurs 4 March	5:00pm	TBA	Y	\$85 pp
RND 3 V WEST COAST	Sat 10 April	12:00 for 12:30pm	Etihad	Y	\$250 formal \$175 casual
RND 4 V SWANS	Sat 17 April	12:00 for 12:30pm	Etihad	Y	\$250 formal \$175 casual
RND 6 V MELBOURNE	Sat 1 May	12:00 for 12:30pm	Etihad	Y	\$250 formal \$175 casual
COACH'S DINNER	Thurs 6 May	6:30 for 7:00pm	TBA	Y	\$75 pp
RND 8 V ADELAIDE	Sat 15 May	5:30 for 6:00pm	Etihad	Y	\$250 formal \$175 casual
RND 9 V WESTERN	Sat 22 May	12:00 for 12:30pm	Etihad	Y	\$250 formal \$175 casual
PLAYER & COTERIE NIGHT	Tues 25 May	6:30 or 7:00pm	Your place	Y	N/A
RND 11 V BRISBANE	Sat 5 June	12:00 for 12:30pm	Etihad	Y	\$250 formal \$175 casual
RND 12 V CARLTON	Fri 11 June	6:00 for 6:30pm	Etihad	Y	\$250 formal only
RND 13 V PORT	Sun 20 June	11:00 for 11:30am	Etihad	Y	\$250 formal \$175 casual
HARVEY'S HERO DAY	Tues 29 June	TBA	Arden Street	Y <i>(for Juniors)</i>	N/A
THE NORTH EXPERIENCE	Fri 9 July	9:00am	Arden Street	N	\$750 pp
RND 17 V ESSENDON	Sat 24 July	5:30 for 6:00pm	Etihad	Y	\$250 formal \$175 casual
RND 19 V FREMANTLE	Sat 7 Aug	12:00 for 12:30pm	Etihad	Y	\$250 formal \$175 casual
NMFC GALA AUCTION	Sat 7 Aug	TBA	The Sebel	Y	\$195 pp
RND 20 V ST KILDA	Sun 15 Aug	2:00 for 2:30pm	Etihad	Y	\$250 formal \$175 casual
WINE TASTING & AUCTION NIGHT	Sat 4 Sept	7:00 for 7:30pm	TBA	N	\$160 pp
SYD BARKER MEDAL	Fri 1 Oct	7:00 for 7:30pm	TBA	N	\$195 pp

Note:

- * This events calendar is subject to change, without notice. Northerners Inc disclaims all liability associated with any such changes. Please check the Northerners website for up-to-date information on dates and times.
- * The format of all functions listed above is also subject to change, depending on minimum number requirements.
- * If you have purchased a 5 game membership only the games (plus one of your choice) listed above in blue text are included in your package. No pre-match functions are included in the Supporters Package.
- * If a function or event is included, the cost listed is for additional guests. Costs are subject to change.



Application Form



Member 1

Full Name			
Postal address		Postcode	
Mobile		Business phone	
Facsimile		Email address	
Name of business		Description of Business	
Business address		Do you want your details listed in the Northerners e-business directory?	Y <input type="checkbox"/> N <input type="checkbox"/>

Member 2 (if applicable)

Full Name			
Postal address		Postcode	
Mobile		Business phone	
Facsimile		Email address	
Name of business		Description of Business	
Business address		Do you want your details listed in the Northerners e-business directory?	Y <input type="checkbox"/> N <input type="checkbox"/>





Package Selection



Package Selection

Category	Cost	No	Total	Other details
Formal Packages				
- 2 Person 11 Game	\$5,990		\$	
- 2 Person 5 Game	\$3,600		\$	Game of Choice
- 1 Person 11 Game	\$3,750		\$	
- 1 Person 5 Game	\$2,600		\$	Game of Choice
Casual Packages				
- 2 Person 11 Game	\$5,550		\$	
- 2 Person 5 Game	\$3,500		\$	Game of Choice
- 1 Person 11 Game	\$3,550		\$	
- 1 Person 5 Game	\$2,550		\$	Game of Choice
Other Packages				
- 11 Game Junior	\$350		\$	Junior's Name & Date of Birth
- 5 Game Junior	\$295		\$	Junior's Name & Date of Birth
				Game of Choice
- Supporters Package	\$990		\$	
Member Sponsorship Packages				
Premium	\$1,000		\$	Game of Choice
Standard	\$750		\$	Game of Choice
Base	\$500		\$	Game of Choice
Banner Advertising Packages				
Premium (12 month package)	\$1,450		\$	For further details about the online banner advertising and the advantages of advertising with us, please contact a member of the Northerners committee today (or see our banner advertising packages on www.northerners.com.au)!
Standard (6 month package)	\$950		\$	
Base (3 month package)	\$600		\$	
Add-ons				
Car parking (11 Games)	\$220		\$	Please note NO packages include car parking in 2010. If you would like car parking, please select it as an add-on to your package!
Car parking (5 Games)	\$100		\$	
Northerners Blazer	\$250		\$	Size
Northerners Polo Shirt	\$45		\$	Size
			TOTAL \$	

Payment Method/Details

<input type="checkbox"/> MC <input type="checkbox"/> Visa <input type="checkbox"/> Diners <input type="checkbox"/> AMEX <input type="checkbox"/> Chq <input type="checkbox"/> Direct Debit	Please make all cheques payable to the Northerners and send to Michael Williams, Treasurer, 90 Queensbridge Street, Southbank, Vic. 3006 If payment is to be made via direct debit instalments, please download a direct debit request form from the website and submit it with your application. A Northerners Committee member can approve an instalment arrangement for you!
Credit Card No.	
Name on Credit Card	Expiry Date
Signature	

Terms and conditions:

- * All memberships are subject to the Northerners standard terms and conditions, privacy policy and Rules of Association. Please refer to our www.northerners.com.au for further details.
- * All AMEX and Diners Club payments are subject to a 3.50% surcharge, as set out in the membership terms and conditions. This surcharge will automatically be processed with any AMEX or Diners Club payments.



2010

NORTHERNERS COMMITTEE 2010

Caroline Carnegie, President
0402 076 118
caroline.carnegie@northerners.com.au

Mick McMillan, Secretary
0458 330 005
mick.mcmillan@northerners.com.au

Michael Williams, Treasurer
0418 554 587
michael.williams@northerners.com.au

Julie Allen, Committee Member
0411 243 029
julie.allen@northerners.com.au

Peter deRauch, Committee Member
0411 889 401
peter.derauch@northerners.com.au

Andrew Henderson, Committee Member
0412 297 957
andrew.henderson@northerners.com.au

John Lister, Committee Member
0438 305 200
john.lister@northerners.com.au