

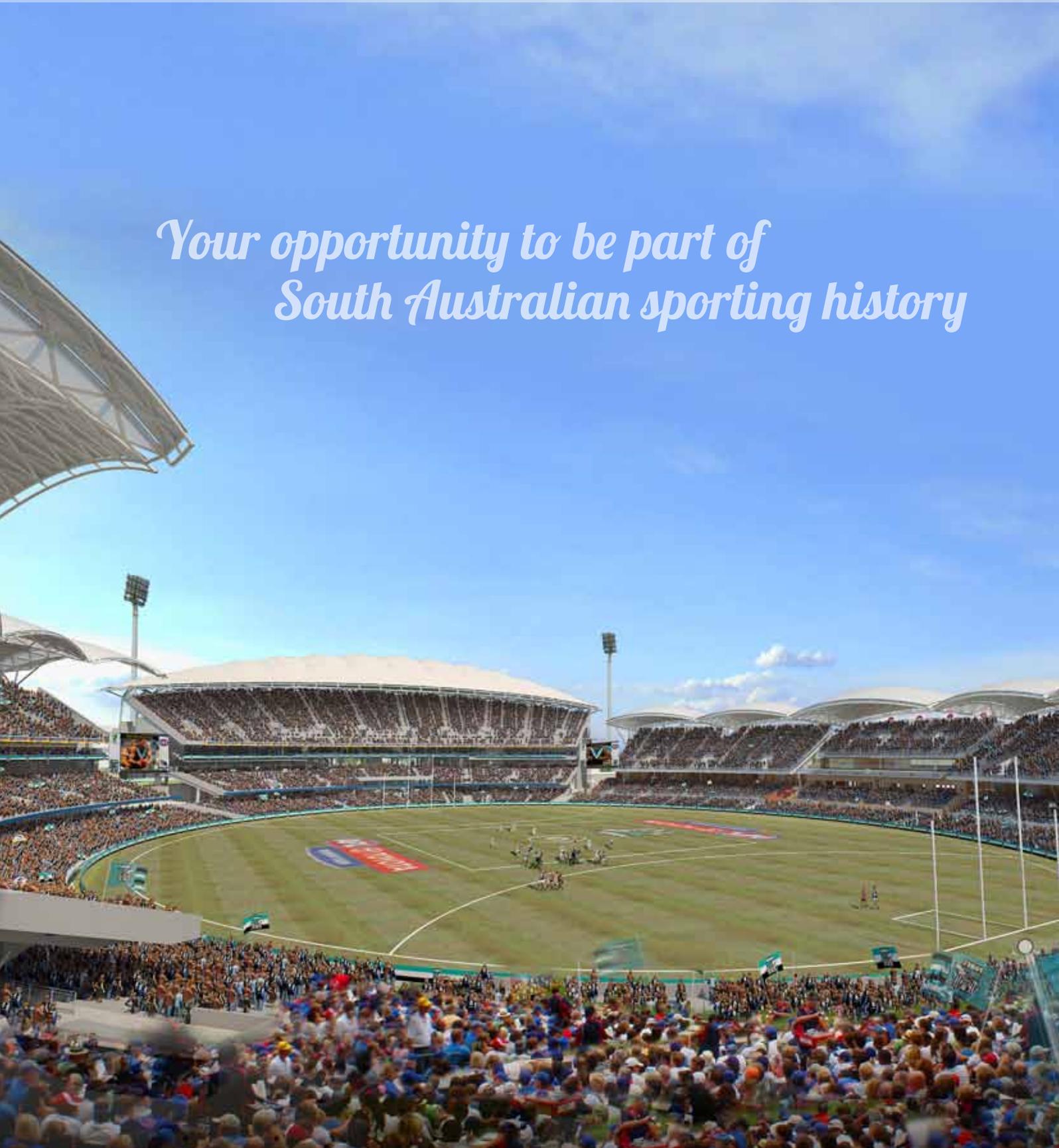
PORT ADELAIDE FOOTBALL CLUB

2014 ADELAIDE OVAL

CORPORATE HOSPITALITY



*Your opportunity to be part of
South Australian sporting history*



WELCOME

Welcome to the future of football in South Australia. The remarkable new Adelaide Oval stadium development.

The Port Adelaide Football Club has a long and intimate association with the original ground. 100 years and 21 premierships. Our supporters rightly feel at home here.

The Club has undergone a significant period of rebuilding over the past 12 months. We enter this next phase as a football club with a new coaching department, new players and a renewed spirit. We believe we have the personnel, passion and support needed to deliver on our ambitious strategic plans. Season 2013 will be an exhilarating and defining time for our football club. And with our move to Adelaide Oval, season 2014 will be even more exciting.

As a Corporate Partner of the Port Adelaide Football Club, we will call on our century of experience at Adelaide Oval to make your own experience unforgettable.

We will design your business a fully flexible corporate hospitality package. We will build an environment for business and pleasure without peer in this state. We will consult regularly with you and your team to ensure that your every wish is catered for.

Our commercial facilities are superior to those at any stadium in Australia. Securing your place at Adelaide Oval for our inaugural season will mean your company plays a role in South Australian sporting history.

In 2014, the Port Adelaide Football Club is coming home.

I invite you to join us for the journey.



Keith Thomas
Chief Executive Officer

Southern Stand

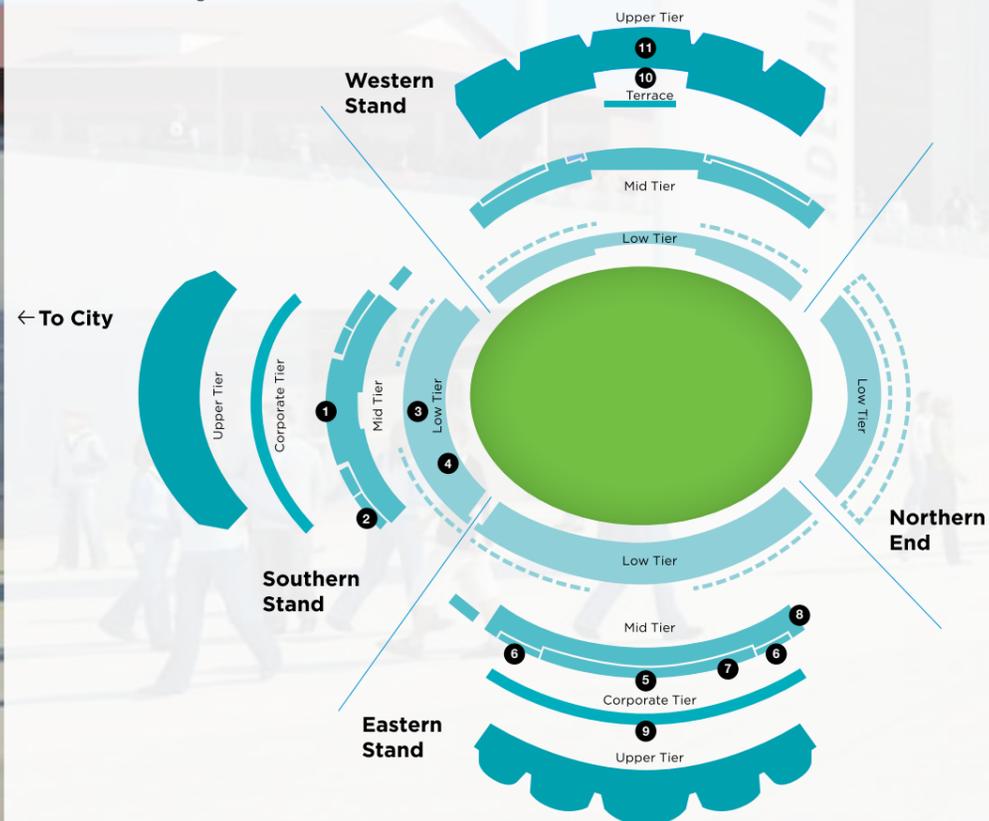
1. City View Dining Room and Members' Bar
2. PAFC Suite One
3. Field Club
4. PAFC Changerooms

Eastern Stand

5. Stadium Club
6. Open Corporate Boxes
7. Cathedral Dining Room
8. BBQ Terrace
9. Enclosed Suites

Western Stand

10. Open Corporate Boxes
11. PAFC Before the Bounce Dining Room



The Port Adelaide Football Club is coming home



*The future of football
in South Australia*

BEFORE THE BOUNCE

CHAIRMAN'S PRE-MATCH ADDRESS

With its oval views from the prestigious Members Western Stand and an audience filled with Port Adelaide luminaries, Before the Bounce is our official flagship corporate function.

Commercial partners enjoy premium reserved seating, the finest dining and wines, an outstanding environment for football viewing and networking, as well as the only opportunity to hear the PAFC Chairman's address on match day.

Capacity / Location

Members Dining Room – Western Stand. Premium seats on the wing.
Capped at 300 for exclusivity.

All the big names

The combination of business and sport is irresistible, and never more so than at Before the Bounce. Every home match, premierships legends and Adelaide business icons will mingle in the Adelaide Oval's most luxurious corporate space. Secure your place on this exclusive business networking environment.

Inclusions

- All food and beverages. Pre-match dining / half time refreshments
- Car parking – 1 for every 2 guests
- Premium reserved seats on the wing in the Western Stand
- Access to Members Dining Room to watch the game throughout the match if you prefer

BEFORE THE BOUNCE 4 KIDS

SHARING THE BIG GAME WITH LITTLE ONES

At Port Adelaide, we put family first – and we know you do too. That's why we created a separate space for your kids on game days. This allows our commercial partners to do business and network over lunch or dinner, while their children are off in a fully supervised Fun Zone adjacent to the Members Dining Room. And then, when you've finished doing business, you can grab the kids and watch the game together from premium reserved seats.

Kids Zone Fun Stuff

- Electronic video games
- Colouring in
- Baby cino area / simple food and beverage
- Player visits
- All minders qualified/police checked
- Communication link from Planet Teal
- Food and refreshments

Port Adelaide's Kids Zone at Adelaide Oval gives you the best of both worlds. Networking with grown-ups, and watching the footy with your kids.

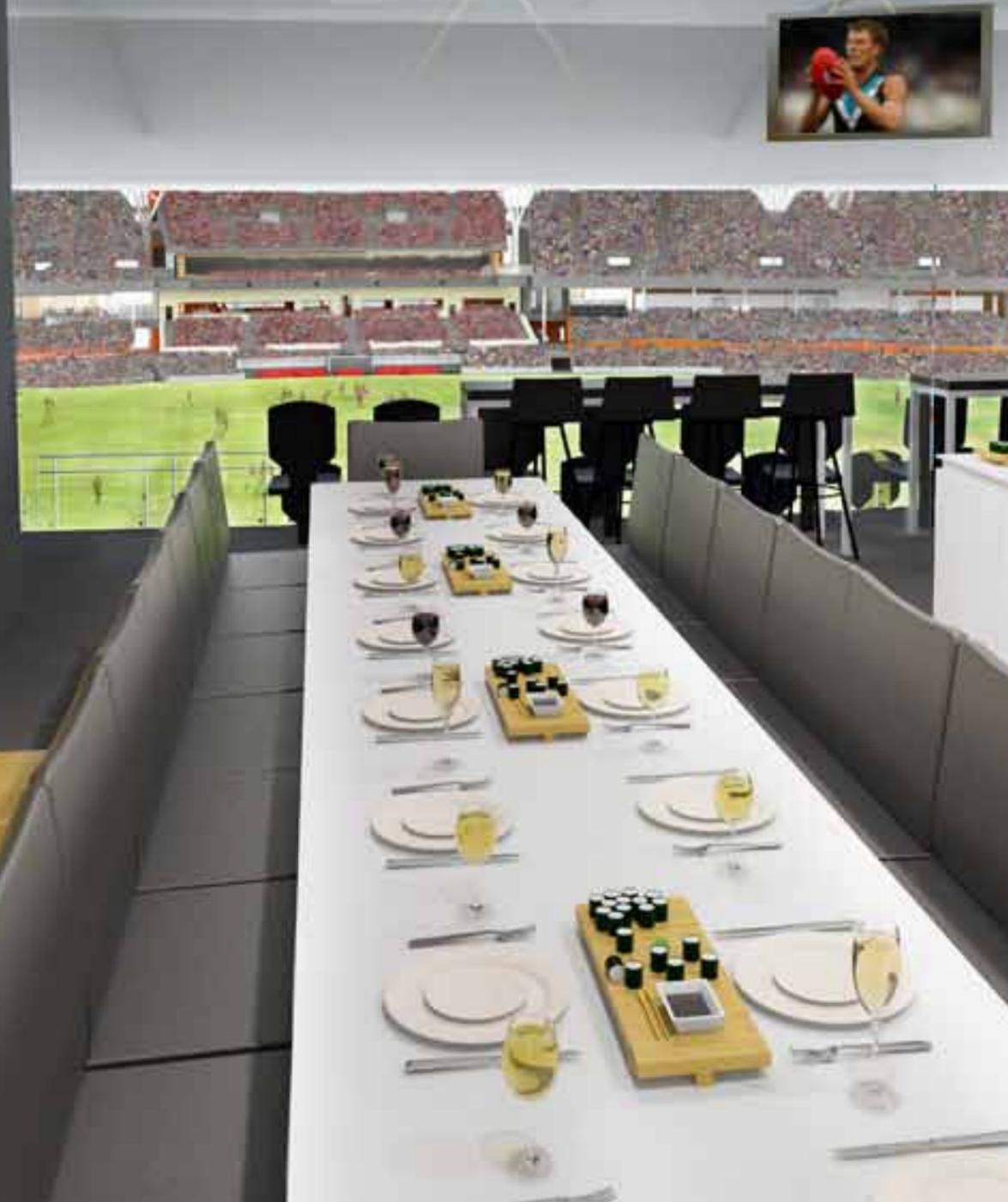


The ultimate corporate gathering for lovers of footy and business alike



More than just premium hospitality, you will be immersed in Port Adelaide as a Power Broker

Ebert Suite
YOUR COMPANY NAME



OPEN BOXES (8 SEAT/10 SEAT)

The Port Adelaide Football Club has premium open-air 8 and 10 seat corporate boxes in the Eastern and Western Stands at the newly developed Adelaide Oval. These boxes are designed for the football purist – open air and in the thick of the action, but with enough privacy to let you enjoy the experience on your terms.

In addition, those who secure an Open Box will enjoy an intimate association and exposure within the Port Adelaide Football Club that comes with Power Broker status.

You and your party will enjoy more personalised service on game days, as well as regular inner sanctum interaction and opportunities with the club.

Inclusions

- Acknowledged as a Power Broker of Port Adelaide Football Club with significant exposure throughout the Club
- Unlimited choice of quality food and beverages
- 8/10 annual PAFC memberships
- 2 tickets to PAFC Gala Events (Season Launch, Power Goes..., Best & Fairest)
- Opportunity to purchase AFL Finals packages
- Personalised stewards (1 per 3 boxes)
- AFL Records
- Carpark – 2 per box (for 8 seater)
- Carpark – 3 per box (for 10 seater)
- Boxes located in Western and Eastern Stands

ENCLOSED SUITES

The Port Adelaide Football Club has 18 premium 12 seat enclosed suites in Adelaide Oval's Eastern Stand. However, they offer much more than any corporate suite, they are the most modern corporate facilities in Australia.

Our Enclosed Adelaide Oval Suites are for the football connoisseur – private, intimate and offering an special association with the club and exposure within that comes with Power Broker status.

You and your party will enjoy more personalised service on game days, as well as regular inner sanctum interaction and opportunities with the club.

A uniquely exclusive experience

- Acknowledged as a Power Broker of Port Adelaide Football Club with significant exposure throughout the Club
- Individual suites named after Port Adelaide Football Club legends and personalised to suit your needs
- Unlimited choice of food and beverages
- Fully enclosable environment with sliding windows - you are in control
- 12 annual PAFC memberships
- Exclusive event in the Port Adelaide Football Club changerooms
- 2 tickets to PAFC Gala Events (Season Launch, Power Goes..., Best & Fairest)
- Opportunity to purchase AFL Finals packages
- Upmarket cushioned seats
- Personalised stewards
- AFL Records
- 3 car parks per box
- 12 seat box holders have access to Stadium Club post-match

AN ENCLOSED SUITE EXPERIENCE ISN'T LIMITED TO GAME DAY. YOU'RE A REAL PART OF THE FOOTBALL CLUB.

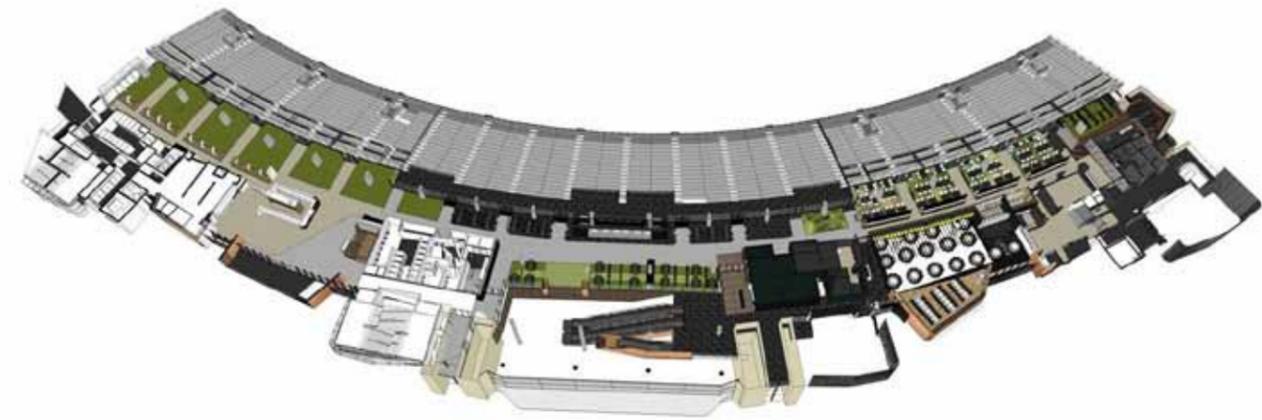
STADIUM CLUB

Our Stadium Club represents the ultimate corporate experience.

Located on the mid-tier of the new Eastern Stand, this exclusive club provides an unrivalled social business environment – including the stadium's finest 'in game' facilities and unsurpassed views. And at game time, you'll enjoy the TV-style view of premium seating on the Eastern Stand wing, so close you can almost feel every tackle!

Inclusions

- Port Adelaide Football Club membership included – 'part of the club'
- Access to AFL finals ticketing
- Carpark - 1 per 2 guests
- Premium seating on level 3 in the Eastern Stand
- Exclusive bars and dining options in the SA Wine Room, Lawn Bar and Sports Bar
- Comfortable customised seats
- Guest passes available for purchase
- Exclusive live entertainment post-match



*Experience every bump, every roar...
This is what watching football is all about*

Stadium Club Sports Bar



FIELD CLUB

Port Adelaide's Field Club provides supporters with the ultimate, immersive club experience.

It begins inside the Inner Sanctum, a brilliant room alongside the changerooms with unrestricted views of the players and coaches changeroom warm-up area. A member of the coaching group will drop by and deliver his pre-game address, while you snack on award-winning canapés.

And then you will take your seats – directly behind the goals in the heart of the action in the Southern Stand.

In addition, the Field Club includes live music, a Party Zone, Sports Bar and Club theming. You have access to the room for the whole game.

Experiential inclusions

- A member of the coaching group will address you before every match
- Pre-game guest interaction with 5 players
- Meeting Past Players / club champions
- 'Your Club' – from the moment gates open till after final siren
- Membership of PAFC for seasonal Field Club membership
- Reserved seats in the thick of the action in the Southern Stand
- Pre-match cocktail style hospitality



Any closer and you'd be in the huddle



Above: BBQ Terrace

BBQ TERRACE

This is what makes the newly developed Adelaide Oval so unique. Picture an exclusive facility with premium views but also capturing all the atmosphere and colour of the Adelaide Oval Hill and you have the BBQ Terrace Corporate Facility. Located on the mid-tier of the northern most point of the eastern stand this facility is ideal for the footy fanatic seeking a colourful footy experience but in the comfort of your own private bar, casual alfresco style breakout areas and comfortable viewing seats

Inclusions

- Exclusive facility for 100 people
- Premium viewing
- Private bar and facilities yours from siren to siren
- Cocktail style hospitality pre match
- 1 car park pass per 2 guests

*The traditional footy experience
has never been better*



Above: Cathedral Room

CATHEDRAL ROOM

The 'City of Churches' will never be more evident than in our very own exclusive Cathedral Room. Located on the mid-tier of the eastern stand this ultra-modern breathtaking dining room is featured by stunning views of the Cathedral. Enjoy exclusive quality pre match dining before taking your reserved seats in the Eastern Stand to watch the big game.

Inclusions

- Premium pre game dining experience
- Exclusive to 200 guests
- Half time refreshments
- Reserved seats conveniently located in the Eastern Stand

SUITE ONE AT ADELAIDE OVAL... IT'S COMING!

Suite One at Adelaide Oval is more than just any corporate facility. We are currently designing a state of the art, exclusive 100 seat facility in the Southern Stand to deliver an immersive and unrivalled entertainment experience, offering an irresistible combination of outstanding opulence and ringside seating.

Indulge in the finest cuisine. Enjoy a single vineyard Barossa shiraz in leather comfort. Take in the world's greatest view of the world's greatest game

To be in the best position to secure a Suite One package at Adelaide Oval, sign up for 2013 Suite One package at AAMI Stadium. Stayed tuned for our brand release of this brilliant product.

Below: Suite One



MEMBERSHIP - SECURE YOUR SEAT FOR 2014

The Club has a terrific range of membership and reserved seating options at Adelaide Oval which will transform your game day experience. You can either compliment your corporate package with season ticket options for staff, family or even customers. Adelaide Oval will be the hottest tickets in town and knowing that you have seats locked in every week is a great option to consider.

And with 75% of seats undercover and a proximity to the ground better than any other stadium in Australia the game day experience will never be better than at Adelaide Oval in 2014.

The Port Adelaide Football Club has every option covered to provide the traditional supporter experience whether than be in the Eastern, Western or Southern Stands or even underneath the scoreboard on the iconic Adelaide Oval Hill.

To ensure that you have the first option to select your reserved seating at Adelaide Oval for 2014, sign up as a member of the Club in 2013. All Members will receive priority access to Adelaide Oval seating when they first go on sale in early 2013.

For more information on PAFC Adelaide Oval Membership Options for 2014, please contact our Member Services Team on 1300 GO PAFC (1300 467 232).



PORT ADELAIDE FOOTBALL CLUB 2014 ADELAIDE OVAL CORPORATE HOSPITALITY

REGISTRATION OF INTEREST

Register your interest in Port Adelaide Football Club 2014 Adelaide Oval Corporate Hospitality Packages by completing this form.

Name _____

Company _____

Address _____

Email _____

Phone _____ Mobile _____ Fax _____

I am interested in the following PAFC Adelaide Oval Corporate Hospitality products:

Before the Bounce / Before the Bounce 4 Kids

Enclosed Suites

Open Boxes

Field Club

Stadium Club

BBQ Tce

Cathedral Room

Suite One

Membership Options

Other _____

Please return form to PAFC Corporate Sales Team

E-mail: corporate@pafc.com.au

Fax: 08 8447 8633

Ph: (08) 8447 4044

A PAFC Corporate Sales Team Member will contact you to arrange a personal appointment to discuss how we can satisfy your hospitality requirements at Adelaide Oval in 2014.



WE ARE PORT ADELAIDE