



Foundation Heroes

Securing Melbourne Football Club's Future

“Foundation Heroes are our most powerful and influential group and we have a responsibility to fully engage each Foundation Hero so as they have a strong understanding of our vision on and off the ground.”

- Jim Stynes



Background

In August 2008, Jim Stynes and Don McLardy set the Melbourne Football Club community one of its biggest challenges in history – to demolish a \$5 million debt.

So began the establishment of our Foundation Heroes in a Kensington warehouse. This was a night viewed by many as one of the most important in our history.

The passion and urgency in the room that night saw our 140 of our most powerful and influential supporters stand up and fight for what they loved, refusing to let the competition's oldest club fall over.

Jim and Don's dream continues to be to increase our Foundation Heroes to 1000. We now have over 450. There is a significant one-off \$5000 contribution to become a Foundation Hero. This includes a complimentary invitation to our exclusive annual Foundation Heroes event in August each year, along with the opportunity to be a part of inner sanctum engagement activities on a yearly basis, for both you and your family. We view our Foundation Heroes as having the strongest relationships throughout our entire club.

Since its inception, our Foundation Heroes have allowed the Club to clear its debt. They have also enabled our club to recruit, retain and develop our players, and to pay 100% of the salary cap.

Foundation Heroes have provided opportunities to recruit strongly, secure the best facilities, and support the Club on all levels possible, including assisting to create the opportunity to recruit the likes of Mitch Clark and Chris Dawes. Our club is driven to create a warchest in order to recruit the very best players in the AFL to the Melbourne Football Club, to assist us to win our 13th premiership.

With such a powerful background and impressive pedigree, the role being played by the Club's Foundation Heroes looks set to be an important and ongoing one, making a valuable contribution and turning the war chest into a treasure chest, well into the future.

Key Offerings

The Club is committed to recognising and engaging with our Foundation Heroes, whom we consider the most influential and valuable supporters of our great Club. Our key offerings include:

- Communication and engagement opportunities from the Club via regular Foundation Heroes Newsletter, MFC Website content and VIP invitations.
- Recognition on Foundation Heroes honour boards, located at both AAMI Park and in the MFC Boardroom at the MCG, along with Foundation Heroes certificate and lapel pin.
- Direct access to Club Foundation Heroes key contact Jackie Emmerton (Gifting and Relationships Manager).

Invitations to VIP engagement opportunities including, but not limited to:

➔ Two tickets to Annual Foundation Heroes Dinner

Held in August each year, join MFC players, coaches and directors at one of the most prestigious events on our annual calendar.

➔ CEO Breakfasts

Take advantage of the opportunity to hear from Melbourne's CEO and senior management, as they speak openly about all aspects of the Club, alongside coaching and playing representatives.

➔ "Meet the Coaches" Forum

President Don McLardy, alongside football leaders Mark Neeld and Neil Craig, present the future vision of the Melbourne Football Club in an open and honest two hour discussion. Don't miss your opportunity to hear first hand exactly where the Club is heading, and your important role as part of this strategic direction.

➔ AAMI Park Tours

Experience a unique one hour tour of our world class training facilities at AAMI Park with a behind the scenes look into the day to day routine of the players and coaches. Afterwards, enjoy watching a team training session at Gosch's Paddock.

➔ Pre-game Matchday Tours

This opportunity commences with a pre-game tour of our AAMI Park facilities and includes visits to Club administration offices, boardroom and the Demon Store at the MCG.

➔ Work Experience

Priority access to MFC Work Experience program for Foundation Heroes' children/grandchildren, conducted during school holidays.

➔ Guard of Honour

Priority access for members' children/ grandchildren to participate in Guard of Honour at nominated games at the MCG

Contact us for more information

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