

THE GOLD AND THE BLUE COTERIE



The Coterie of the Williamstown CYMS Amateur Football Club, aptly called *The Gold and the Blue*, was founded in 2008, not just to provide financial support to the club but for our supporters to get more out of their passion for local footy.

Today, **The Gold and the Blue Coterie** continues to be a vital part of the CYs family and all that it achieves, both as a football club and a responsible body of the local community.

With over 120 existing members and consistent growth, it also offers the opportunity for you to network with key stakeholders in the club and the community, an opportunity many of our members have used to forge new friendships to the benefit of their own businesses.

The club itself has a proud history dating back to 1886, making us one of the oldest Australian Football League clubs still in existence. And one where our links to the local community have enabled us to not only survive but thrive, as many local football clubs around us have folded.

Season 2016 will see our Seniors, Reserves and Thirds play in Premier C Grade of the Victorian Amateur Football Association (VAFA), a competition where we also field two underage teams.

In 2014 the club won its 14th Senior premiership and the associated rise to Premier C was for the first time in the club's storied history. The fact that the club has won three Senior premierships since the Coterie's inception (2008-09, 2014) underlines the importance of the Coterie and its support. Last year was one of consolidating our place in Premier C: this year the expectations are much higher.

In Premier C we will renew acquaintances with Old Camberwell Grammarians, Oakleigh, Peninsula, Ormond, Old Ivanhoe, Marcellin, Caulfield Grammarians, Mazenod and Kew.

In season 2016, **The Gold and the Blue Coterie** will host three functions, being:

- A luncheon on Friday, April 29 at the Prince Albert Hotel, Williamstown (the day before our home game against Ormond);
- A luncheon on Friday, July 1, again at the Prince Albert Hotel (the day before our home game against fierce rivals Peninsula); and
- The AFL Grand Final Eve Luncheon on Friday, September 30 on the Fearon, hosted in conjunction with the football club.

The Friday luncheon formula has been a great success, regularly drawing a capacity crowd (~100 guests) to the Prince Albert, where for only ~\$50pp you will be entertained by a special guest speaker whilst enjoying a 2-course lunch from 2-5PM. Past speakers have included a veritable who's who of AFL football: Brown, Carey, Brereton, Watson, Mooney, Brownless, Hawkins, Daniher, Balme et al, as well as Coterie regular John Harms. The late start is key here, allowing you to work close to a full day on the Friday, drop the car at home and finish your week off at a great function without the stress of having to rush back to work.

All events generally sell out prior to the event, such is the 'Friday institution' **The Gold and the Blue Coterie** has developed. The revelry at our Friday lunches led author and columnist John Harms to write an article in *The Age* about them entitled *Friday Lunch Brigade is a Fraternity Born of Freedom*, and that sums up what you can expect when you join us.



EV'RY HEART BEATS TRUE
FOR THE GOLD AND THE BLUE

Williamstown CYMS AFC
PO Box 220, Williamstown, Victoria 3016
T (03) 9397 2151
<http://football.williamstowncym.com.au/>



It is a Coterie that is anything but exclusive: rather it is a group that anyone can be a part of for what is a very reasonably priced donation. You will feel equally at home whether you are a past player, parent, partner, supporter or local business owner. The Coterie requires very little commitment from you other than to enjoy your involvement with the football club and attend the functions we run each year.

Another benefit of Coterie membership is that it provides you with a number of terrific opportunities to renew friendships that started at the football club that would otherwise fade, a point to be cherished. This extends to the after-match at our home games, where you will always find many old and new friends.

The success of the Coterie is based on a very affordable entry level membership of \$250, a membership that has become the lifeblood of the club. Other more expensive and exclusive types of Coterie memberships are readily available, with details contained within this document. The last page of this document is for you to confirm your package for season 2016, as well as reconfirm your contact details.

Just like the cost of living, the cost of fielding five teams with related support staff only continues to increase, making your ongoing financial support integral to the club's standing.

WHY JOIN?
COMMUNITY
PASSION
FRIENDSHIP
HISTORY
LUNCHEONS
SILVERWARE

For all of these reasons, we'd love you to join **The Gold and the Blue Coterie** and get behind our club's push towards Premier B and premiership number 15.

Regards,

Dene Macleod

The Gold and the Blue Coterie

Williamstown CYMS Amateur Football Club

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2016 COTERIE PACKAGES

COTERIE MEMBERSHIP (THE LIFEBLOOD OF THE FOOTBALL CLUB)

\$250 (\$150 if a country or CYMS Cricket Club Coterie member)

INCLUDES:

- 1 club membership card, complete with season fixture
- 1 drink card that entitles the bearer to a maximum of 18 free drinks of your choice for the season (2 drinks per home limit, non-transferable)
- 1 piece of embroidered apparel, choosing from a vest, jacket or hoodie:



- 1 invite to the sponsors' game day luncheon (date TBA)
- Priority invitations to attend all Coterie functions (at cost)
- Regular CYMS communication via email, including all the Thursday night selection news and the very entertaining and whimsical match previews by our very own Darren "Smokie" Dawson
- Irreverent comments on the 2016 VAFA season, Coterie updates, quarter-by-quarter scores on game day, photos (and the occasional rant) via Twitter [@TheCysTweet](https://twitter.com/TheCysTweet).

DISCOUNTED MEMBERSHIPS:

1. COUNTRY MEMBER

\$150 if you're a country member. **NOTE: \$250** buys you 2 Coterie memberships, allowing you to nominate a second person (i.e. your partner, child, etc.).

2. WILLIAMSTOWN CYMS CRICKET CLUB COTERIE MEMBER

\$150 if you're a fully paid up Williamstown CYMS Cricket Club Coterie member¹. This is in recognition of the financial support the cricketers already make to the Williamstown CYMS Sporting Club. Again, **\$250** buys you 2 Coterie memberships.

¹ In order to be eligible for a discounted membership of one Coterie (football or cricket), you must be a fully paid member of the other club. For example, if you pay the full \$250 fee to be a Coterie member of the football club, you are then eligible for a discounted Coterie membership of the cricket club. But as a discounted Coterie member of the cricket club, you are not eligible for a discounted Coterie membership of the football club. Some members generously decide to pay full fees for both Coteries, which is much appreciated by both clubs. For others, you need to decide which club you want to be a full member of, which will then determine the discounted offer.





SILVER COTERIE MEMBERSHIP
(VALUE FOR \$ FOR MEMBERS WHO ATTEND THE 3 FUNCTIONS)

\$500

INCLUDES (OVER & ABOVE A STANDARD COTERIE MEMBERSHIP):

- Free entry to the 3 Coterie functions
- 1 free ticket to the mid-year premium event.

GOLD COTERIE MEMBERSHIP
(INTRODUCTORY COMPANY INVOLVEMENT, OR MORE AFFLUENT MEMBERS)

\$750

INCLUDES (OVER & ABOVE A STANDARD COTERIE MEMBERSHIP):

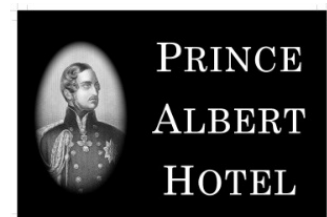
- Free entry to the 3 Coterie functions
- 1 free ticket to the mid-year premium event
- Your own signage displayed inside and outside the clubrooms. (We suggest multiple corflute A-frame signs to place around the boundary on the Osborne St wing for every home game, with a retractable display for inside. Signs can be sourced for you, with costs dependent on size, artwork, graphic design, etc.)
- Your logo (or name) included in our sponsors video, displayed on a constant loop in our clubrooms
- Additional invitations to the sponsors' game day luncheon.

COTERIE PARTNER
(COMPANY INVOLVEMENT)

\$1,500

INCLUDES (OVER & ABOVE A STANDARD COTERIE MEMBERSHIP):

- An additional guest membership in the Coterie
- Free entry (for 2) to the 3 Coterie functions
- 2 free tickets to the mid-year premium event
- Your own signage displayed inside and outside the clubrooms (we suggest corflute A-frame signs for outside and a retractable display inside)
- Your logo included in our sponsors video, displayed on a constant loop in our clubrooms
- Additional invitations to the sponsors' game day luncheon
- Opportunity to advertise on the club's website, as well as provide a cross-promotional weblink to your own website
- Opportunity to advertise products/services to all club members through marketing material.



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**PREMIUM COTERIE SPONSOR
(MAJOR COMPANY INVOLVEMENT)**

NEGOTIATED PRICE

The **Gold and the Blue Coterie** is very grateful to have once again secured local commercial construction company [Loaram Constructions](#) as our **Premium Sponsor**.



Nevertheless, further opportunities exists for a company to become a premium sponsor, with benefits tailored to reflect your business and/or personal needs. These *may* include:

- Complimentary memberships in the Coterie
- Complimentary tickets to the 3 Coterie functions
- Complimentary tickets to the mid-year premium event
- Complimentary tickets to the annual sponsors' game day luncheon
- Complimentary tickets to the annual women's luncheon
- Complimentary tickets in the Monster Reverse Raffle
- Opportunity to display your signage both inside and outside the clubrooms (we suggest corflute A-frame signs for outside and a retractable display inside)
- Opportunity to host the 2 Coterie functions at the Prince Albert Hotel (excludes the AFL Grand Final Eve Luncheon)
- Opportunity to advertise on the club's website, as well as provide a cross-promotional weblink to your own website
- Opportunity to advertise products/services to all members through marketing material
- Local business and community networking via the Coterie itself, both the football club and wider sporting club, and Football Williamstown at large.

FOOTBALL WILLIAMSTOWN

Additional networking opportunities exist because we are a proud member of *Football Williamstown*, an organisation that includes every Australian Football club, team and group in the suburb of Williamstown. Other members are:

- Williamstown Auskick (for girls and boys of Primary School age)
- Williamstown Juniors Football Club (U8-U17)
- Williamstown Football Club (VFL)
- Williamstown Superules (Over 35's: Firsts & Reserves; Over 45's; and Over 50's)
- Williamstown Seagulls FIDA (for people who attend special schools or have an Intellectual Disability).

Football Williamstown provides the opportunity for all citizens of Williamstown (and surrounding suburbs) to be involved in football on and off the ground for their entire lifetime, "*From the cradle to the grave.*"



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CONFIRMATION OF YOUR PACKAGE

PACKAGES	COST	SELECTION/S
COTERIE MEMBERSHIP (STANDARD)	\$250	
COTERIE MEMBERSHIP (COUNTRY OR CYMS CRICKET CLUB COTERIE)	\$150	
SILVER COTERIE MEMBERSHIP	\$500	
GOLD COTERIE MEMBERSHIP	\$750	
COTERIE PARTNER	\$1,500	
PREMIUM COTERIE SPONSOR	NEGOTIATED	
TOTAL	\$	

Company: _____

Contact Name: _____ Contact Number: _____

Email: _____

Signed: _____ Date: ____/____/____

APPAREL:

1. VEST <input type="checkbox"/> SIZE: _____ [Unisex padded soft shell vest in navy, XS-3XL]	2. JACKET <input type="checkbox"/> SIZE: _____ [Unisex full zip jacket in navy, XS-3XL, 5XL]	3. HOODIE <input type="checkbox"/> SIZE: _____ [Hooded jacket with contrast coloured drawstring on hood, in navy/light blue, S-3XL]
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* Select only one of the above. Additional items available at cost.

PAYMENT OPTIONS:

1. EFT <input type="checkbox"/> Account name: WCYMS Sports Club / Football Club Bank: Bendigo Bank BSB: 633000 Account number: 149932055 Under <i>Description</i> , enter the name of your package Under <i>Remitter</i> , enter your name (or company name)	2. Cheque <input type="checkbox"/> Please make your cheque payable to: WCYMS Sports Club / Football Club & remit to: PO Box 220, Williamstown, Victoria 3016
	3. Invoice <input type="checkbox"/> Select this option if you want the football club to send you an invoice.

* Please note account details, as members do occasionally transfer money into old accounts.



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