



FREMANTLE
DOCKERS

 **PROGRAMMED**  woodside
Proud Major Sponsors

STADIUM SIGNAGE AND DIGITAL ADVERTISING RATE CARD 2016



ADVERTISE WITH AUSTRALIA'S #1 DOMESTIC CODE

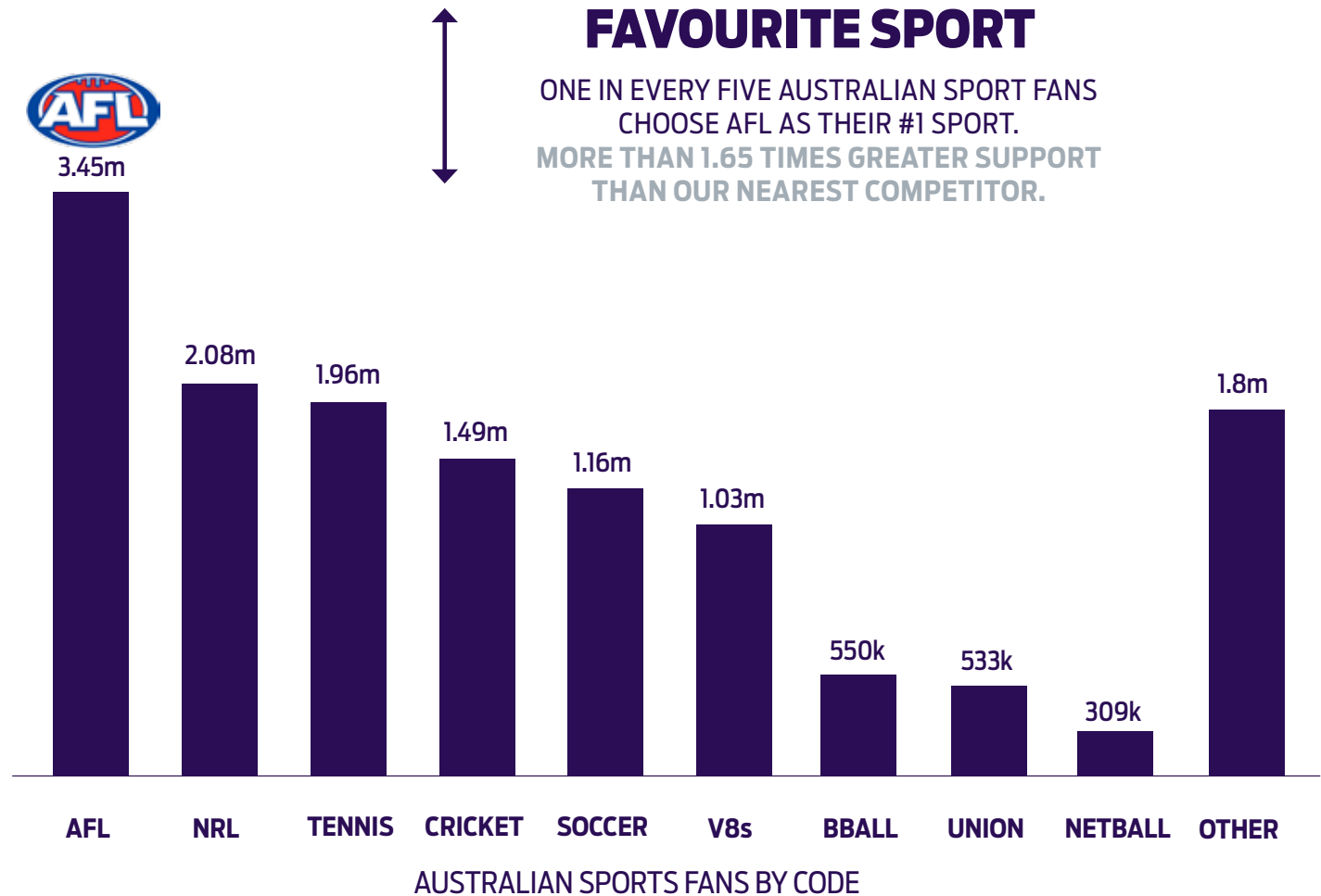
**AUSTRALIAN
POPULATION
23m**

17.1m
AUSTRALIAN
ADULTS

14.4m
AUSTRALIAN
SPORTS FANS



Source: AFL Market Sizing Report



INTRODUCTION

Build your association with Australia's number one sporting code and reap the benefits of advertising to a passionate and committed supporter base. With exceptional national TV exposure, a media rich website, engaged social media followers, and of course a captive match day audience at Domain Stadium, your advertising message will never be more visible.

2015 KEY SIGNAGE STATS

- » Average home TV audience of 559,437 (11 qualifying rounds only)
- » Peak home TV audience of 1,298,117 in Round 10 v Richmond
- » A national supporter base of 439,000 (Source: Roy Morgan)
- » 51,522 members
- » Free to air and pay TV match coverage on Channel 7 and Foxtel on a weekly basis
- » Extensive peripheral TV coverage on news, press and sports feature programs

SOCIAL MEDIA STATS

- » 195,535 Facebook followers
- » 48,000 followers on Twitter
- » 16,600 posted tweets
- » 63,000 followers on Instagram

- » 55,638 followers on Google+
- » Average daily Facebook reach of 217,000
- » 55,638 followers on Google+
- » Average of 3,200 listens per Audioboom post
- » 21 per cent growth in social media reach in 2015

OUR FANS

The club recently undertook a survey of our fans with three key groups emerging from this. So apart from being Forever Freo, just who are our fans? 56 per cent of fans fall into the below three groups:

- » Families with a household income in excess of \$130,000 with school aged or young adult children. An information hungry group whose discretionary spend is centred around family and family outings.
- » The wealthiest households in Australia living in the most desirable locations. High levels of disposable income is spent on holidays, investments entertainment, technology, dining and convenience items.
- » Young families who have recently moved, or are about to move into their first home with above average income.

LED ANIMATED ADVERTISING

With a peak home TV audience of 1.29 million and an average of 559,437 viewers per regular season home game, eye catching LED advertising delivers your company the opportunity to engage with a captive national audience fans both at the ground and at home.

New 360 degrees arena level LED advertising at Domain Stadium offers high resolution, ultra-fast digital advertising images and the flexibility to tailor different messages to suit your current campaign. The Fremantle Dockers offer a range of packages to suit your marketing budget.

Packages are sold in 4% or 8% share of voice and include:

- » Full 360 Degree
- » Prime TV Centre Wing
- » Goal Domination
- » Non-Prime Wing

For prices and availability please contact Drew Tennant on (08) 9433 7186 or drew.tennant@fremantlefc.com.au.

NOTE:

- » LED signage is for all 11 qualifying home games at Domain Stadium
- » All prices quoted are inclusive of GST
- » Cost of animation not included in the price



SIGNAGE AT DOMAIN STADIUM

Do you want to capitalise on the support of Australia's number one football code? Do you want your clients to see your signage from your corporate facility at Domain Stadium? If the answer is yes, then stadium signage provides you the perfect opportunity to engage with our passionate fans in a proven and cost effective way.

TV ARC PARAPET SIGNAGE

Two Tier Stand (9m x 0.9m)

from \$16,000 to \$19,400

NAB Stand (various)

from \$12,500 to \$19,400

NON TV STADIUM SIGNAGE

Two Tier Stand, Parapet (9m x 0.9m) \$10,700

NOTE:

- » Signage is for all 11 qualifying home games at Domain Stadium
- » All prices quoted are inclusive of GST
- » Cost of animation not included in the price



WEBSITE DIGITAL ADVERTISING

The Fremantle Dockers official website, mobile app and club e-newsletters all provide engaging, exclusive content and a rich media experience for our dedicated and loyal audience. The official website is a platform for users to interact with the club via video, social media and much more. Our fans regularly check for the latest news, fixtures, team line-ups, live scoring and competitions.

The Corporate Team at Fremantle will build an advertising campaign to suit your timelines, target audience and budget. To maximise impact and reach we have the flexibility to combine website, video pre-rolls, e-newsletters and mobile app advertising into a single campaign.

Property	% of Voice	Per Month Mar-Oct	Per Month Nov - Feb
Island Ad 1	25	\$4,000	\$2,000
Island Ad 2	25	\$3,000	\$1,500
Island Brick	25	\$5,600	\$2,800
Leaderboard	25	\$2,000	\$1,000
Skins	100	\$8,000	\$4,000

Property	% of Voice	Ad Impressions	Cost
Docker TV 15 Sec Pre-Roll	100	Capped at 100,000	\$9,000

2015 DESKTOP WEBSITE STATS (IN SEASON):

- » Average 728,344 page views per month
- » Average 183,816 unique visitors per month
- » Average 91,774 video views per month



MOBILE APP

THE ANYWHERE, ANYTIME CONNECTION TO OUR FANS

One of the most exciting properties in the Fremantle Dockers stable of digital advertising opportunities, the club mobile app and mobile site are the primary sources of information for members and fans on the run. Ideal for 'mobile ready' advertisers, we offer campaigns that deliver **100 per cent share of voice** with click through capacities.

Content to be found on the new Fremantle Dockers mobile app includes:

- » Live scores and statistics
- » Breaking Fremantle Dockers news
- » Team line-ups, player profiles
- » Docker TV and free downloads
- » Video highlights, fixtures, results and ladder

*Opportunities include
Advertising Banners with
click through capabilities*



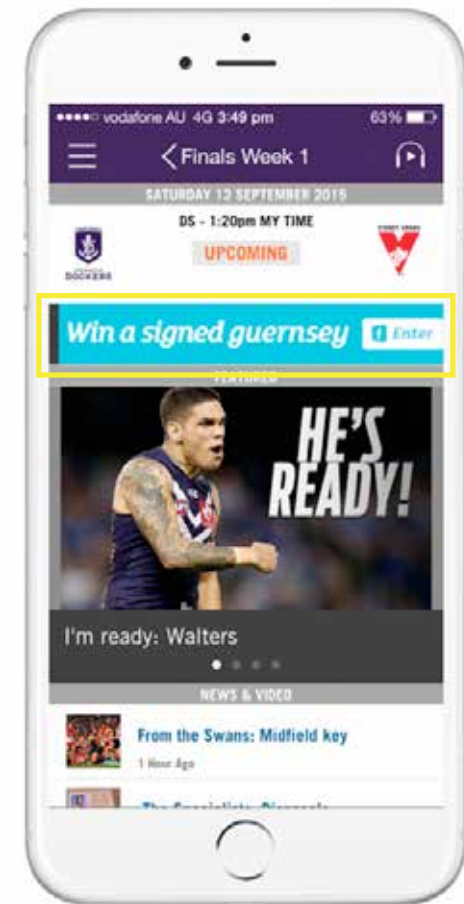
MOBILE APP

THE ANYWHERE, ANYTIME CONNECTION TO OUR FANS

2015 APP/MOBILE SITE STATS (IN SEASON):

- » Average 1,533,317 page views per month
- » Average 156,163 unique visitors per month
- » Average 116,260 video views per month
- » In excess of 60,000 app downloads

Property	% of Voice	Per Month Mar - Oct	Per Month Nov - Feb
App/Mobile Site Ad Banners	100	\$10,000	\$5,000



Perth Airport 'win a signed guernsey' promotion had more than 2,150,000 ad impressions over a one month period during the 2015 AFL Season.

E-NEWSLETTER ADVERTISING

The club e-newsletter, Freo Fan Mail is emailed to Fremantle Dockers fans weekly throughout the season.

Property	Audience	Per Issue Mar-Oct	Per Issue Nov - Feb
Freo Fan Mail (Weekly)	37,850 unique fans	\$1,000	\$500
Corporate Matters (Fortnightly)	1,100 Corporate companies	\$750	\$500



OTHER ADVERTISING OPPORTUNITIES

The club's *Docker* magazine, is sent to more than 20,000 households three times a year. The print magazine has a lengthy shelf life and is often used as a coffee table publication.

The club has a number of promotional vehicles for membership offers. Examples include providing sample product for our Fremantle show bags, distributing marketing material at Domain Stadium or promoting 'membership only' specials via our regular Freo Matters newsletters. Once distributed *Docker* magazine is available online on the Fremantle Dockers' website with full click through abilities.

DOCKER MAGAZINE (PRINT MAGAZINE)

Full page

Half page

Quarter page

Member Offers – price on request

PRICE PER ISSUE

\$1,850

\$1,375

\$900



MATCH DAY PRECINCT ACTIVATIONS

The Fremantle Dockers can offer advertising clients the opportunity to engage directly with our fan base on match days via precinct marketing activity. The precinct at Domain Stadium is a high traffic area and ideal for promoting your brand, special offers or products.

Ideal for:

- » Mascots
- » Booths/Tents
- » Giveaways
- » Stunts
- » Distributing marketing collateral
- » Competitions
- » Data capture
- » Product sampling

Blockbuster Games	\$10,000
Other Games	\$6,000



Lotterywest campaign activation. Precinct giveaways outside of Gate 8 at Domain Stadium promoting the Beaut Utes Scratch and Win. This was supported by a pre-game on-ground promotion.





Corporate Team
Sales (08) 9433 7182
Fax (08) 9433 7004

sales@fremantlefc.com.au

Fremantle Dockers Football Club
Fremantle Oval, Parry Street, Fremantle WA 6160
PO Box 381, Fremantle WA 6959

 fremantlefc.com.au

 **PROGRAMMED**  **woodside**

Proud Major Sponsors