

# 2018 FREMANTLE DOCKERS ADVERTISING THE TIME HAS COME TO IMPRESS



FREMANTLE  
**DOCKERS**



Proud Major Sponsors

# AUSTRALIA'S NUMBER ONE GAME



## AUSTRALIA'S MOST WATCHED SPORT



**MORE THAN 120 MILLION  
VIEWERS PER SEASON**



**8.8 MILLION AUSTRALIANS  
ARE FANS OF AFL**



**RECORD AFL MATCH DAY  
ATTENDANCE IN 2017**



**AVERAGE 1.14M VIEWERS  
EVERY FRIDAY NIGHT**

### AFL CLUB MEMBERSHIP BREAKS RECORDS

- » 907,561 club members in 2017 – 3.7 per cent growth
- » 16th year of consecutive growth

### A TRULY NATIONAL GAME

- » AFL played in all states and territories in 2017
- » More than 1.4 million participants at all levels
- » More than 2,500 community clubs across Australia

# THE TIME HAS COME TO IMPRESS



FREMANTLE  
**DOCKERS**

- » 51,254 members in 2017
- » More than 1.1 million home match day attendees over the past three Toyota AFL Premiership seasons
- » Average home game TV audience over the past three Toyota AFL Premiership seasons of 504,667
- » Fan base of 885,000\*



# STADIUM ADVERTISING

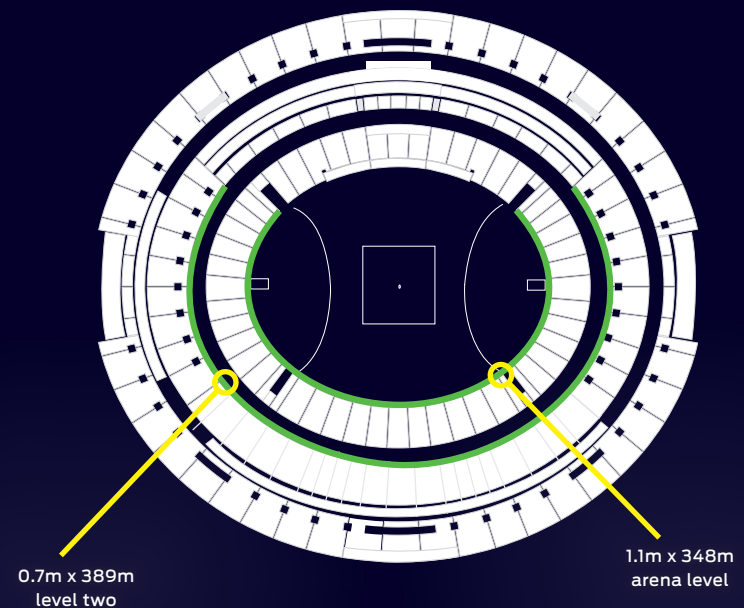


» The 60,000 seat Perth Stadium offers more than 735m of high resolution LED signage across two levels in the prime TV Arc. Engage a captive audience and bring your brand to life through a complete stadium LED signage takeover.

» Perth Stadium offers an exciting opportunity for your business to advertise on the two biggest stadium sporting screens in the Southern Hemisphere. The 15HD LED big screens measure 10.24m x 33.28m ensuring maximum impact of your advertising.

» Opportunities include:

- Animated Billboard
- TV Crawls
- Big screen TV Commercial



# 365 DAY ADVERTISING

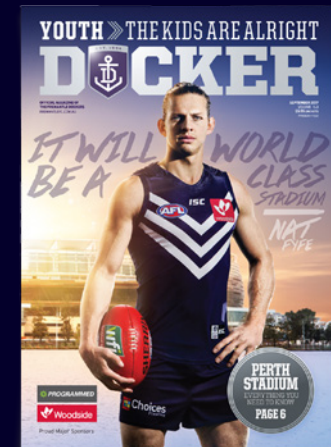


## ANYWHERE. ANYTIME. WE'VE GOT YOU COVERED

- » The Fremantle Dockers have a rapidly growing digital footprint with more than 199,000 unique visitors to our website platforms per month in-season
- » Average time on site of 5.18 minutes
- » 139,000 video views per month in-season
- » More than 373,000 followers across Fremantle Dockers Facebook, Twitter and Instagram

## WE PRINT TOO.

- » More than 24,000 copies of the club's *Docker* magazine are printed and distributed to members and partners three times a year. *Docker* acts as an effective branding tool or promotional vehicle for exclusive offers.



# MATCH-DAY ACTIVATIONS



- » The Fremantle Dockers can offer you the opportunity to engage directly with our fan base on match days via precinct and on-ground activations.
- » Match day activations at Perth Stadium are a perfect way to integrate your brand with the Fremantle Dockers. With a fans first approach and state of the art facilities Perth Stadium will allow you to engage with match day attendees in new and exciting ways.
- » Utilising high foot traffic areas provides the opportunity to start a conversation, provide branded giveaways and attract new customers.



# CONTACT US



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