

DOCKERS

# 2017 FREMANTLE DOCKERS ADVERTISING

\*\* PROGRAMMED \*\* woodside



#### **GROWING DIGITAL FOOTPRINT**

- More than 405,000 Fremantle Dockers social media followers
- >>> Average time on site of more than 4.5 minutes per visit
- >>> 69,650 app downloads

### **GENUINE COMMUNITY CONNECTION**

- >>> More than 1,000 school visits a year
- >>> Engage over 200,000 children annually
- » 26 partner clubs locally, nationally and internationally
- >>> 11 Friends of the Foundation charity partners

### A DEVOTED AND LOYAL MEMBERSHIP AND FAN BASE

- **>>>** 51,889 members
- 39,000 supporters Australia wide (Roy Morgan Survey)
- >>> Membership split 57 per cent male, 43 per cent female

### **MOST-SUPPORTED GAME**

- » Number one sport in Australia
- >>> More than seven million fans nationally
- More than four million avid fans; one million more than the nearest competitor



### **HIGHEST-RATING SPORTS TV PROGRAM**

- More than 120 million viewers across home and away, finals and pre-season
- More than one million viewers nationally, every Friday night
- >>> Peak coverage during 30 weeks each year February-October
- 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 sport feature programs

### **BEST LIVE AT-GAME EXPERIENCE**

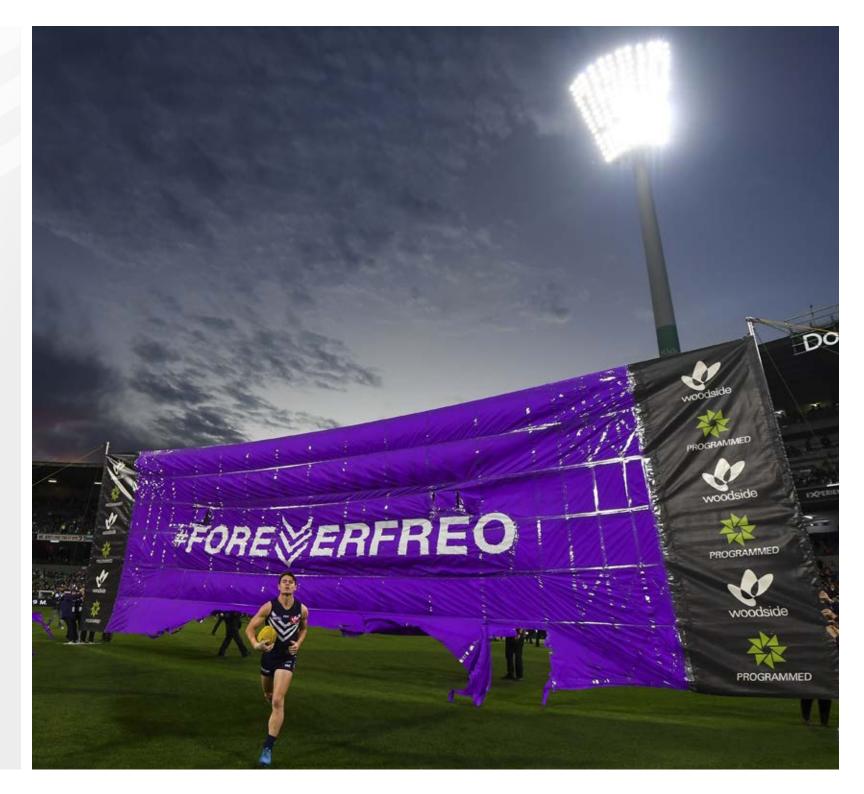
- Seven million attendees annually
- 3 600 hours of live sporting action each year
- >>> World leader; highest sporting attendances per capita

Build your association with Australia's number one sporting code and reap the benefits of advertising to a passionate and engaged audience.

With exceptional national TV exposure, a media rich website, more than **405,000** engaged social media followers plus a captive match day audience, your advertising messages will be more visible than ever.

Record 51,889Members in 2016

» Average home game TV audience of 546,835 in 2016



360 degree arena level LED signage at Domain Stadium delivers your company the opportunity to engage with a captive national audience, both at the ground and at home.

A large range of packages are available to suit any marketing budget with LED signage providing your business the flexibility to tailor your message to suit your current needs.

- Full season LED signage, packages start from \$15,400
- **>>>** LED signage options include:
  - Stadium domination
  - Goal domination
  - Prime wing domination
  - Non-prime wing domination
- >>> The Fremantle Dockers will work with you to build a campaign specific to your advertising needs

# Prefer a more permanent option?

The Fremantle Dockers have a range of fixed static signage options at Domain Stadium starting from only \$10,700 for 11 home games.



The Fremantle Dockers digital footprint is growing at a rapid rate with more than **199,000 unique visits** to our website / app platforms each month during the season.

Our website, mobile app, social media platforms and club e-newsletters all provide engaging, exclusive content and a rich media experience for our dedicated and loyal audience. With endless possibilities we are sure to find a digital product to suit your needs.

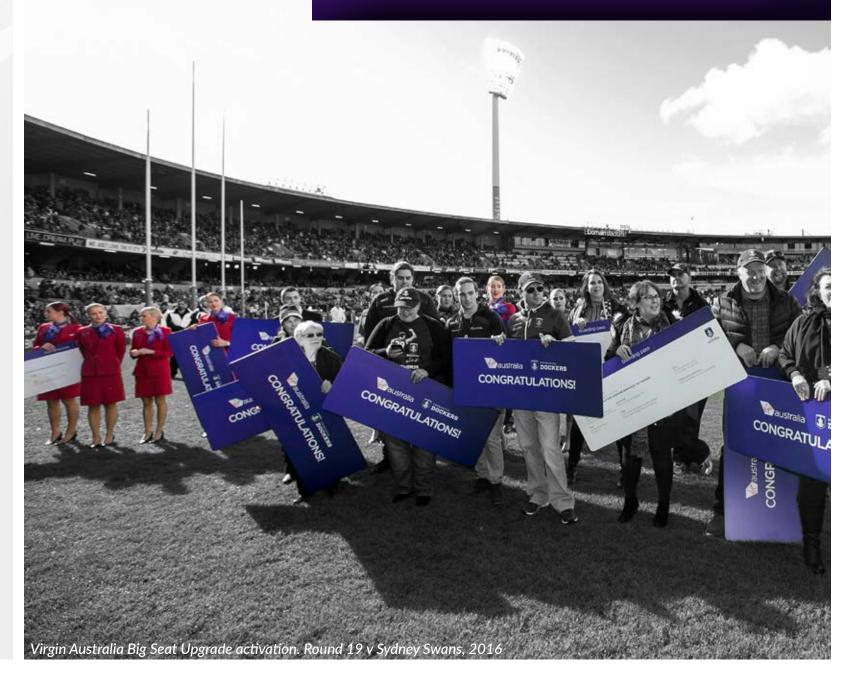
# Would you rather your advertising be printed?

The club's *Docker* magazine is sent to more than 20,000 households three times a year and 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 marketing activity. The precinct at Domain Stadium is a high traffic area and ideal for promoting your brand, special offers or products. Over the past three Toyota AFL Premiership seasons Fremantle Dockers have averaged over 34,000 match day attendees.





### **Drew Tennant**

Advertising Account Manager

## **Telephone:**

(08) 9433 7186

### **Facsimile:**

(08) 9433 7004

### Email:

drew.tennant@fremantlefc.com.au

### **Office Hours:**

Monday - Friday 8.30am - 5.00pm





Proud Major Sponsors

