



FREMANTLE
DOCKERS

2017 FREMANTLE DOCKERS ADVERTISING

 **PROGRAMMED**  **woodside**

Proud Major Sponsors



**FREMANTLE
DOCKERS**



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
- » 439,000 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
- » 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 51,889 Members 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.

DIGITAL ADVERTISING

ANYWHERE. ANYTIME. WE'VE GOT YOU COVERED.



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.



Virgin Australia Big Seat Upgrade activation. Round 19 v Sydney Swans, 2016



**FREMANTLE
DOCKERS**

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CONTACT US

