



FREMANTLE
DOCKERS

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Media Kit

AUDIENCE AND REACH



62,064

CLUB MEMBERS

(CLUB RECORD 2023)



485,064

HOME GAME
ATTENDANCE

AVE 44,096
#6 in AFL



5,806,560

TOTAL HOME GAME
BROADCAST AUDIENCE

AVE 527,869

AUDIENCE AND REACH



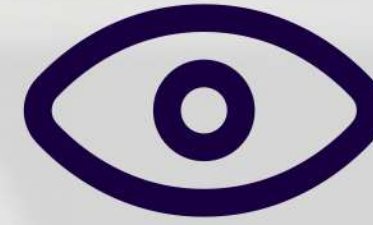
2.55 M

MONTHLY WEBSITE
PAGE IMPRESSIONS



144,000

MONTHLY WEBSITE
UNIQUE BROWSERS



554,000

SOCIAL MEDIA
COMMUNITY SIZE

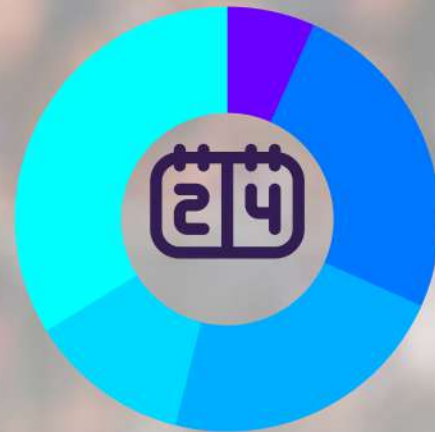


129,000

DATABASE
SIZE

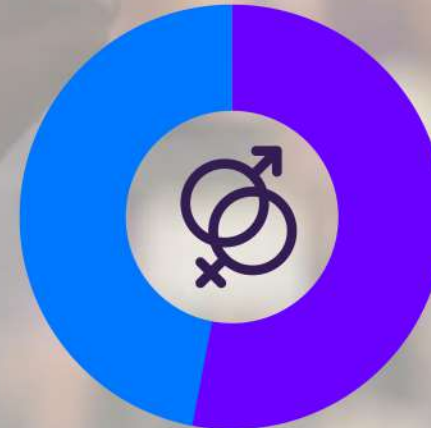
FAN PROFILE

Age



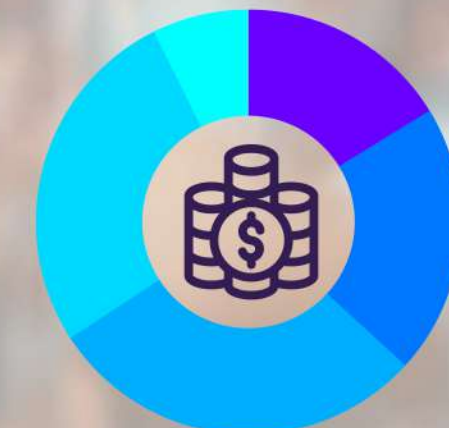
18 - 24	7%
25 - 34	26%
35 - 44	23%
45 - 54	13%
55+	31%

Gender



Male	53%
Female	47%

Income



< \$20K	7%
\$20K - \$49K	23%
\$50K - \$99K	28%
\$100K - \$150K	20%
\$150K+	16%

NATIONAL PRESENCE



WEST COAST



ATTENDANCE
485,064



TV BROADCAST
2.8M



FANS 427,600

EAST COAST

ATTENDANCE
336,708

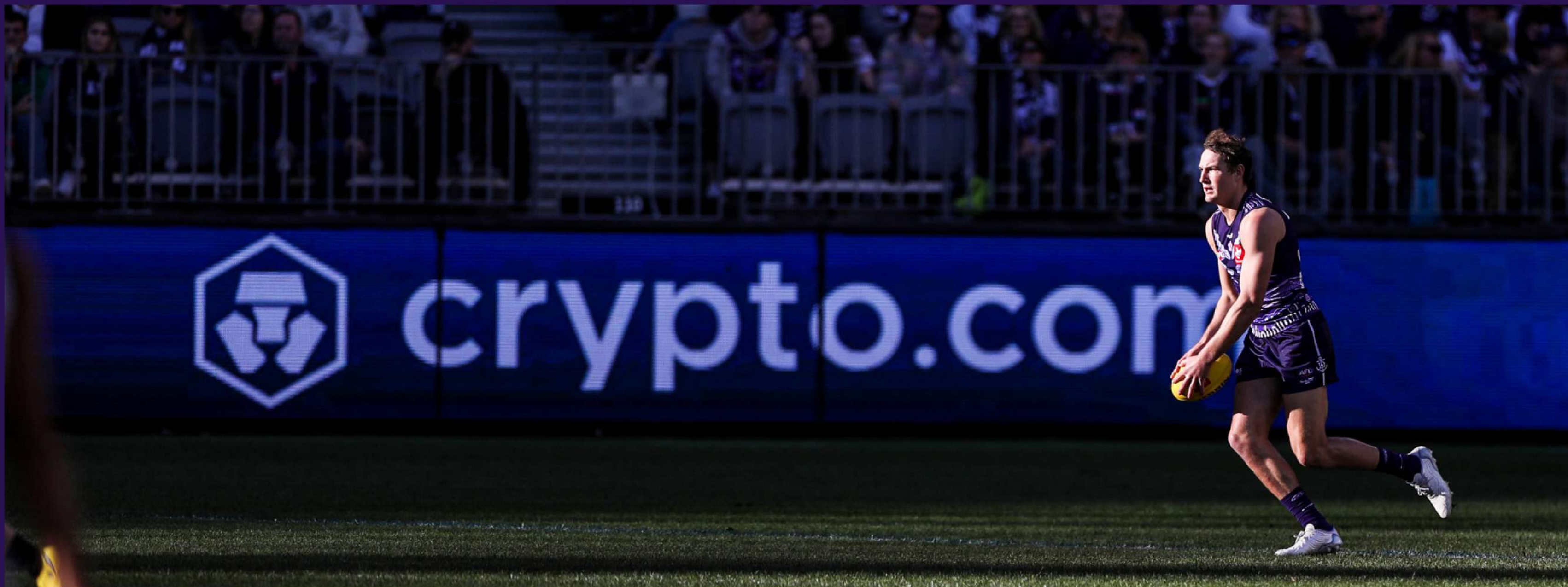


TV BROADCAST
6.8M



FANS 311,200





SIGNAGE

Place your brand in the heart of the action with animated LED advertising.

Our LED screens are perfectly placed to be captured by broadcast cameras, providing the opportunity to reach everyone watching at home as well the the highly engaged crowd at the game.

	IN GAME	OUT OF GAME
RATE	\$1,750 ex gst per 30 second rotation	\$350 ex gst per 30 second rotation



SCOREBOARD

Advertise on the biggest screens in the southern hemisphere and expose your brand to a significant captive audience. We offer the following advertising opportunities across the scoreboard at each home game;

TV COMMERCIALS

Extend the reach of your campaign to an engaged match day audience. 15 or 30 second spots are played during game breaks.

DIGITAL BILLBOARD

Located on the far right of each of the scoreboards, the digital billboard is an animated placement, rotating consistently from the beginning until the end of each game.

	TV COMMERCIALS	DIGITAL BILLBOARD
RATE	1 x 30 second - \$1,200 ex gst per spot 1 x 15 second - \$720 ex gst per spot	10% share of voice per game - \$3,650 ex gst each



GOAL STINGS

Goal stings are a powerful way for you to integrate your brand into one of the most exciting moments of the game. Home goal stings incorporate branding across the mega screen (full dimensions of the big screen scoreboard, dual level LED takeover and logo placement over the goal replay on the scoreboard).

GOAL STINGS ARE A 35 SECOND EXECUTION

Home Goal - \$2,000 ex GST per goal

Away Goal - \$1,000 ex gst per goal

STADIUM & PRECINCT ACTIVATION

A fan activation with the Fremantle Dockers is a unique way for your brand to connect and engage with Fremantle fans on game day. Precinct and stadium activations put your brand front and centre with our fans and provide you with the best possible opportunity for success.

We start with your campaign objectives, from here we create a bespoke solution leveraging various touch points with our fans in order to bring the campaign to life and deliver real business outcomes.

Minimum activation investment is \$5,000 ex gst as we create bespoke solutions for advertisers, final cost will vary.



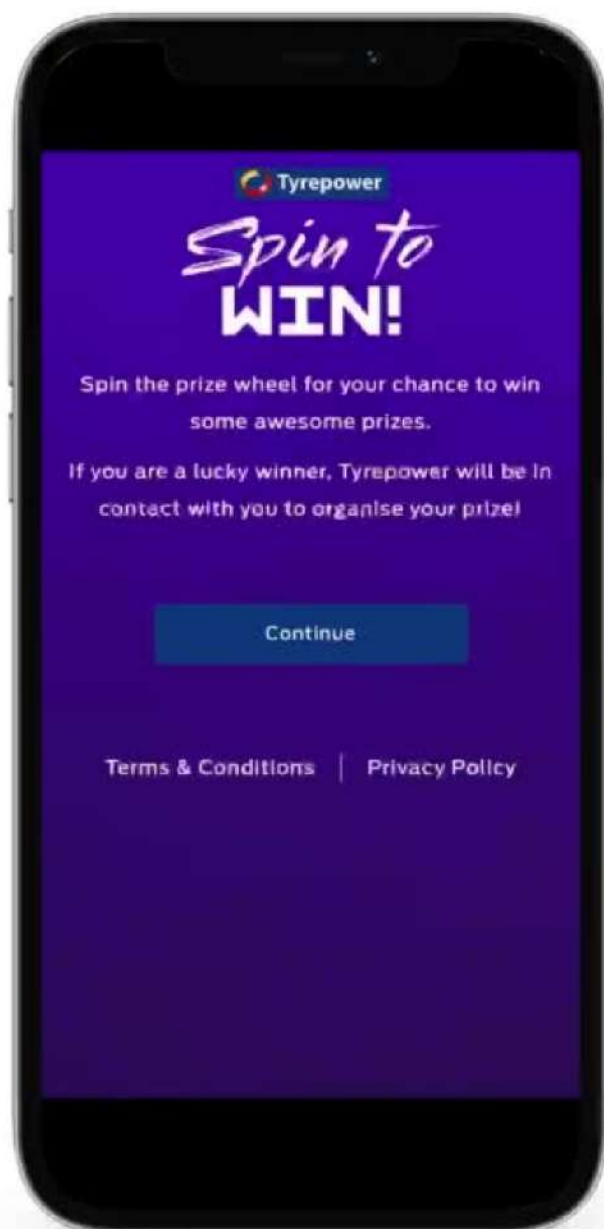
DIGITAL

VIDEO, DISPLAY & APP

Fremantle fans are passionate and always crave the latest news, information and entertainment from the Club. We create and deliver quality content across our website and app that feeds their insatiable appetite and your brand can be a part of this.



	WEBSITE			APP
Ad Unit	Video Pre-Roll	Homepage Takeover	News Takeover	App Interstitial Banner
Audience	2M views per month			37k users per month
Format	5-15 second video	Ultra leaderboard, leaderboard, half page, MreC, mobile banners	Ultra leaderboard, leaderboard, half page, MreC, mobile banners	750x1334 px
Rate	\$1,500 ex gst per 7 days	\$7,500 ex gst per 7 days	\$9,500 ex gst per 7 days	\$2,500 ex gst per 24 hour takeover



GAMIFICATION AND FAN ENGAGEMENT

We can create unique gamified brand experiences on our app that will elevate your brand and enhance your connection with our fans. These solutions are bespoke and can be tailored to your budget.



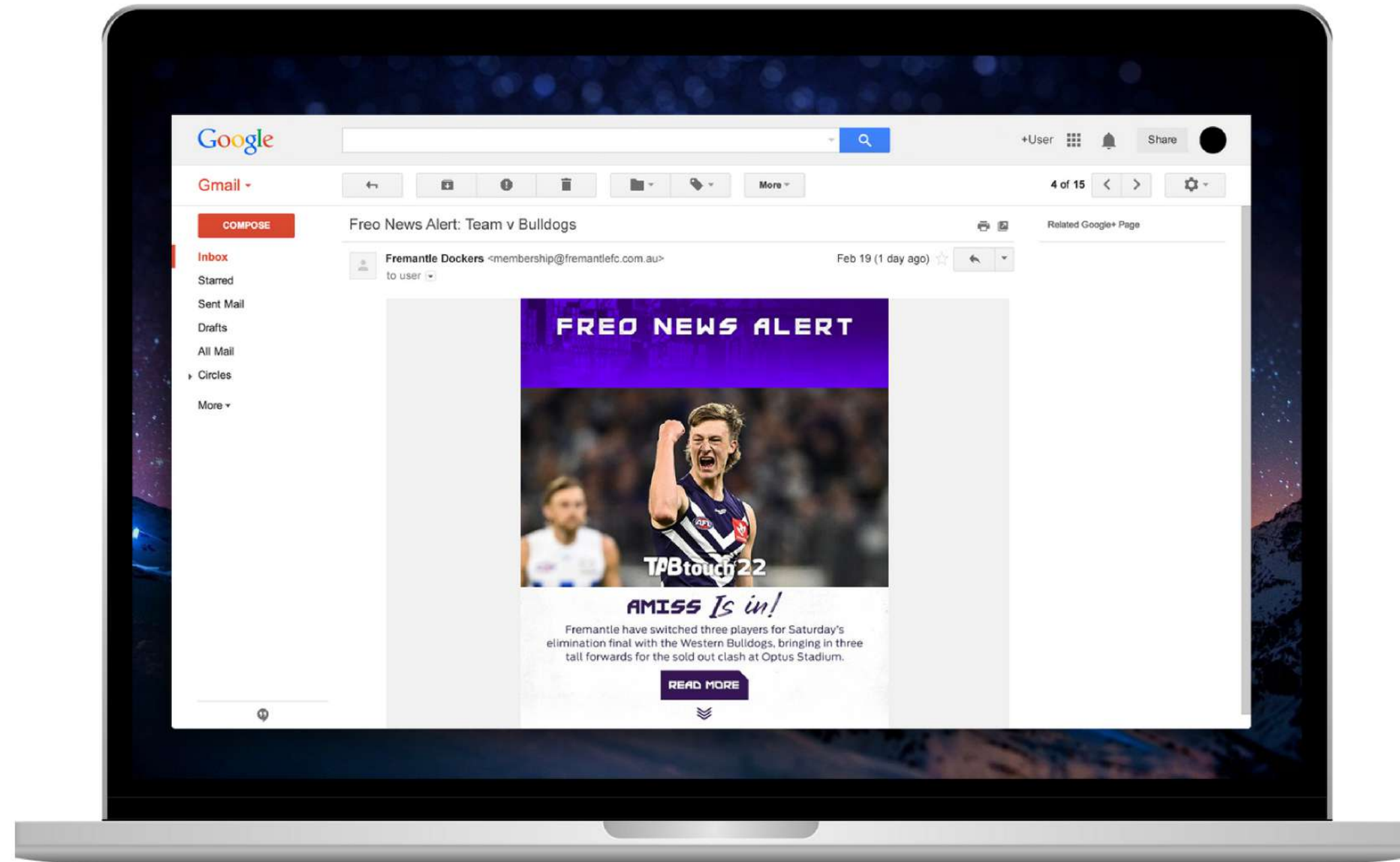
PLAYERS AND SOCIAL INTEGRATION

We deliver world class content across a range of social platforms with over 500,000 followers across our social media. Utilising players and partnering with the Club on co-branded content is available to Club sponsors. We have a wide range of sponsorship options available. Please get in touch if you would like more information regarding Club sponsorship to find out how this could work for your business.

DIGITAL EDM

The Freo News Alert is an eDM sent to our database of more than 90,000 fans as soon as a story breaks. This product consistently delivers above industry standard across all key performance metrics.

	eDM Freo News Alert
FORMAT	600x125 px banner 100 per cent advertising sov
RATE	\$1,750 ex gst per send



FOREVER FREDO

FEAR
THE
PURPLE