



# EAST FREMANTLE FOOTBALL CLUB **2026 FINS CLUB**



# Introduction

The East Fremantle Football Club, founded in 1897, is a proud club with a rich history of on-field success, boasting 30 premierships and 60 Grand Final appearances. However, our impact goes beyond just the game. We are deeply embedded in the East Fremantle, Geraldton and wider WA communities, serving as a vibrant hub for local connection, growth and support.

Our success wouldn't be possible without the dedication of our members, volunteers, and, most importantly, our sponsors. Your partnership is essential to us, and we take every opportunity to showcase and support your business, utilising a wide range of platforms to ensure maximum exposure.

The East Fremantle Football Club is not just a team; it's a cornerstone of the local community, working to bring people together and make a positive impact through the power of football.

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## CONTACT US

[partnerships@effc.com.au](mailto:partnerships@effc.com.au)

EAST FREMANTLE FOOTBALL CLUB

# WHAT IS FINS CLUB?

The Fins Club is the community you'll join as a valued sponsor of the Sharks during the 2026 WAFL season. With your sponsorship package, you'll enjoy plenty of club benefits including Player Sponsorship, entries into the Corporate Classic draw for 2026 and prime advertising slots around the ground and on our digital signage boards.

## PLAYER SPONSOR

EFFC Player Sponsors are vital to the every-day running of the club. With your player sponsorship, you'll have the ability to choose a player from any of our teams (men or women) who you would like to sponsor (assuming they aren't taken already)

Player sponsorship comes with great business exposure across all club channels including game-day, website and social media promotion.

## CORPORATE CLASSIC

The East Fremantle Football Club Corporate Classic is an annual raffle with prizes valued up to \$88,000.

Perfect for businesses looking to grow their reach and audience, Corporate Classic winners will get to see their company logo printed on our players guernseys for the 2026 season.

Other prizes include valuable digital and print advertising for your company.

**Please Note:** Both Player Sponsorship and Corporate Classic entries are available for purchase independently of the Fins Club.



# THE FINS CLUB PACKAGES

The East Fremantle Football Club invites your business to join a legacy of excellence and community engagement by partnering with the most successful club in WAFL history.

| GOLD PACKAGE                                                                 | \$ VALUE           |
|------------------------------------------------------------------------------|--------------------|
| Digital Boards Advertising Package                                           | \$4,000            |
| Branded Logo across 2 x oval boundary panels (9.6m width of branded signage) | \$3,500            |
| 3 x Corporate Classic entries, includes 2 x Megalodon Memberships            | \$2,000            |
| 2 x Sponsor a Player (website + social media recognition)                    | \$1,600            |
| <b>TOTAL VALUE</b>                                                           | <b>\$11,100</b>    |
| <b>TOTAL \$ INVESTMENT</b>                                                   | <b>\$7,500+GST</b> |

| SILVER PACKAGE                                                               | \$ VALUE           |
|------------------------------------------------------------------------------|--------------------|
| Branded Logo across 2 x oval boundary panels (9.6m width of branded signage) | \$3,500            |
| 3 x Corporate Classic entries, includes 2 x Megalodon Memberships            | \$2,000            |
| 1 x Sponsor a Player (website + social media recognition)                    | \$800              |
| <b>TOTAL \$ INVESTMENT</b>                                                   | <b>\$6,300</b>     |
| <b>TOTAL VALUE</b>                                                           | <b>\$5,000+GST</b> |



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EAST FREMANTLE FOOTBALL CLUB

# SPONSOR A PLAYER

Sponsoring a player at the East Fremantle Sharks supports their development by covering training and equipment costs while strengthening the club's programs. Sponsors gain valuable exposure through club media and events, connecting their brand with the Sharks' proud tradition, community spirit and commitment to developing local football talent.

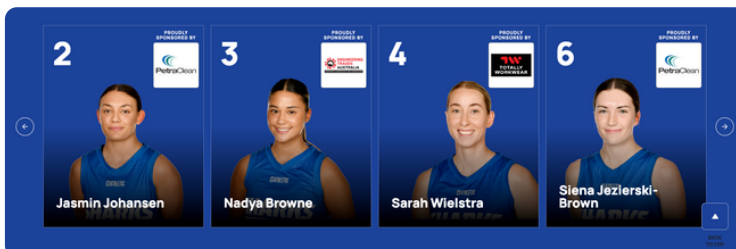
## Advertising Package Inclusions

### GAME DAY ADVERTISING

See your logo on the big screen during **team selection next to your sponsored player** during senior home matches.

League exclusive - Your logo on the big screen when your player **kicks a goal**.

Great incentive to purchase now and secure one of our leading league goal kickers as your sponsored player!

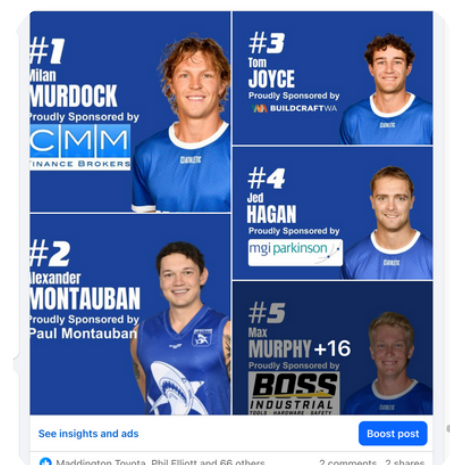


### WEBSITE ACKNOWLEDGMENT

Advertisement on the club website with your logo which **links to your company** website.

### SOCIAL MEDIA

End of season **Player Sponsor Thank You** posts which is posted to our **17,000 Facebook followers**.



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EAST FREMANTLE FOOTBALL CLUB

# DIGITAL BOARDS ADVERTISING PACKAGE

## MARMION ST. FACING BILLBOARD

Promote your brand on one of Fremantle's busiest roads.

Reach thousands of drivers daily with eye-catching billboard advertising across Fremantle's key traffic routes. Perfect for businesses looking to boost brand awareness and local visibility.



Our West facing digital board on Marmion St. receives on average **12,000 daily commuters on Marmion street.**

With your Digital Advertising Package, your brand will be advertised for the entirety of the WAFL season, from November 31<sup>st</sup> 2025 until October 31<sup>st</sup> 2026.

Marmion Street LED advertising: 2% of daily rotations which equates to **15 plays per day** for 900 seconds. One minute per slot.



## GAME DAY SCOREBOARD

Get your brand up on our main scoreboard at all home games and promote your business.

Advertisement spots available during main breaks of Reserves, League, and WAFLW home matches.

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EAST FREMANTLE FOOTBALL CLUB

# CORPORATE CLASSIC

## FIRST PLACE VALUED AT \$54,400

- Your logo on the Front of MENS WAFL Game day Guernsey valued at \$50,000
- 2026 digital board advertising package valued at \$4,000
- \$200 Carnaby's voucher & \$200 EFFC Merchandise voucher



## SECOND PLACE VALUED AT \$44,300

- 2026 Social Media Package - WAFL & WAFLW "Shark of the round provided by (Your company)" valued at \$20,000
- Your company logo on back of MENS WAFL Game day Guernsey valued at \$20,000
- 2026 digital board advertising package valued at \$4,000
- \$150 Carnaby's voucher
- \$150 Merchandise voucher



## THIRD PLACE VALUED AT \$7,300

- 2026 digital board advertising package valued at \$4,000
- 2 x Sponsor a player valued at \$1,600
- Naming rights to Sponsor Game Day Function valued at \$1,500
- \$100 Carnaby's voucher
- \$100 Merchandise voucher

## TICKETS

### ONE ENTRY

\$750 | INCLUDES 2 X 2026 GREAT WHITE MEMBERSHIPS

### THREE ENTRIES

\$2,000 | INCLUDES 2 X 2026 MEGALODON MEMBERSHIPS

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EAST FREMANTLE FOOTBALL CLUB

# A CLOSER LOOK AT THE CORPORATE CLASSIC

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## FIRST PLACE VALUED AT \$56,400

### Front of Men's WAFL Game Day Guernsey Valued at \$50,000

- Your company will prominently feature on the front centre of our League and Reserves guernseys across 30+ games for the 2026 home and away season + finals - **please note this does not include unique guernseys such as NAIDOC round.**
- Great exposure for your business with 7Plus coverage and at least 2 matches live to air on 7 sports

### 2026 Digital Board Advertising Package Valued at \$4,000

- 2% of Digital marketing on Marmion St. digital board - 7 days a week throughout the 2026 WAFL season
- Digital marketing on main scoreboard at home game-days - during breaks.
- Great advertising opportunity as an average of 11,000 vehicles drive past the club on Marmion st. per day.

**\$200 Carnaby's voucher**

**\$200 EFFC Merchandise voucher**

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## SECOND PLACE VALUED AT \$44,300

### 2026 Social Media Package Valued at \$20,000

- Naming rights to WAFL and WAFLW 'Shark of the Round' Instagram posts
- Get 2 weekly posts on the fastest growing Instagram account in the WAFL, currently sitting at 11,000 followers.
- This post averaged 9,000 views & 200 likes in 2025

### Your company logo on back of MENS WAFL Game day Guernsey valued at \$20,000

- Your company will prominently feature on the bottom of our League and Reserves guernseys across 30+ games for the 2026 home and away season + finals - please note this does not include unique guernseys such as NAIDOC round.

### 2026 Digital Board Advertising Package Valued at \$4,000

- 2% of Digital marketing on Marmion St. digital board - 7 days a week throughout the 2026 WAFL season.
- Great advertising opportunity as an average of 12,000 vehicles drive past the club on Marmion st. per day
- Digital marketing on main scoreboard at home game-days - during breaks.

**\$150 Carnaby's voucher**

**\$150 EFFC Merchandise voucher**

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### 2026 Digital Board Advertising Package Valued at \$4,000

- 2% of Digital marketing on Marmion St. digital board - 7 days a week throughout the 2026 WAFL season.
- Digital marketing on main scoreboard at home game-days during breaks.
- Great advertising opportunity as an average of 12,000 vehicles drive past the club on Marmion St. per day.

### 2 x 2026 Sponsor a Player Valued at \$1,600

- Details on p.4

### Naming Rights to Sponsor Game Day Function \$1,500

- Stand out and promote your business directly to the EFFC commercial community.
- Includes 6 x VIP tickets and advertising opportunities at the event.
- Excluding Derby

**\$100 Carnaby's voucher**

**\$100 EFFC Merchandise voucher**

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EAST FREMANTLE FOOTBALL CLUB

# WHY PARTNER WITH EFFC

## GROWING DIGITAL PRESENCE

From Jan 1 - October 31 of 2025 EFFC's Instagram page had 8.2 million views with +100% content interactions up from 2024. During this time period (Jan 1 - October 31) we also had a reach of 421k on Instagram alone showing an 50% increase from the whole 2024 year (Jan 1 to Dec 31). Directly outlining how your business can achieve more customers/clients.

### SOCIAL MEDIA AUDIENCE

# 28,100

Followers across  
Facebook & Instagram

# 25,599

TOTAL ATTENDANCE FROM EFFC  
HOME GAMES (IN THE H&A SEASON)

\*HIGHEST WAFL ATTENDANCE

## HIGHEST WAFL ATTENDANCE FROM HOME GAMES

Over season 2025 we recorded the highest number of fans at our home gameday's highlighting the most eyes on our scoreboard advertising and boundary signage which can directly benefit your company.

## NETWORKING OPPORTUNITIES

In season 25 we hosted 9 presidents functions which hosted 1,306 people which allowed our sponsors and members to network collectively. this creates an incredible opportunity for you to represent your company and gain business exposure.

# 1,306

PEOPLE ATTENDED OUR  
GAME DAY PRESIDENT'S  
LUNCHEONS IN 2025

## WA's MOST SUCCESSFUL CLUB

# 30

WAFL  
PREMIERSHIPS

# 2

WAFLW  
PREMIERSHIPS

# 7

AFL/AFLW  
CAPTAINS

# 12

SANDOVER  
MEDALLISTS

# 1

DHARA KERR  
MEDALLIST

# 4

BROWNLOW  
MEDALLISTS

## HOMEGROWN TALENT

### 14 BOYS & GIRLS

SELECTED IN THE 2026 WA SUMMER STATE SQUADS

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