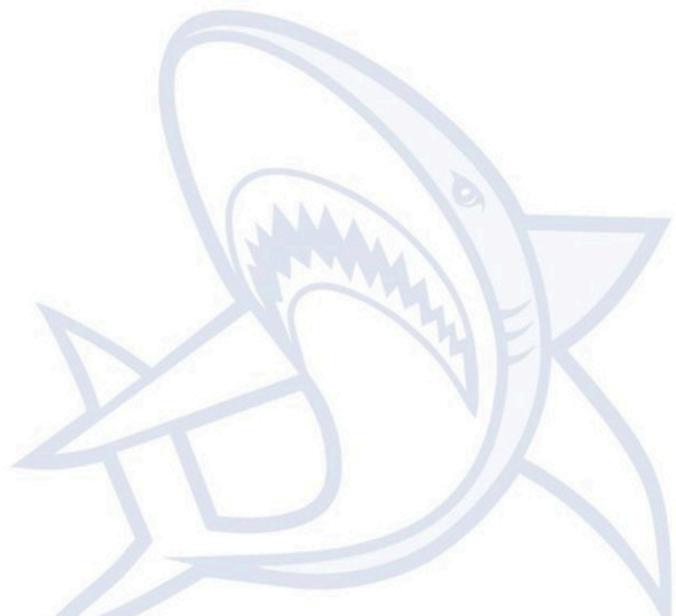




# EAST FREMANTLE FOOTBALL CLUB

# **2026 FINS CLUB**



**CONTACT US**

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

EAST FREMANTLE FOOTBALL 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.

## CONTENTS

- 2.....WHAT IS FINS CLUB?
- 3.....FINS CLUB PACKAGES
- 4.....SPONSOR A PLAYER
- 7.....DIGITAL ADVERTISING PACKAGE
- 8.....WHY PARTNER WITH EFFC?



## 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 Boundary advertising, Player Sponsorship and prime advertising slots around the ground and on our digital signage boards.

## BOUNDARY ADVERTISING

The traditional form of advertising for most WAFL commercial partners. You'll see your logo featured across 2 panels on the boundary fence of our oval. With our WAFL-first model of no gate around our precinct, enjoy even more community reach than other clubs!

## 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.

## DIGITAL ADVERTISING PACKAGE

Get your logo up on the Big Screen with our digital advertising boards! Read page 5 to see what our digital advertising boards can do for your organisation.



# 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.

<b>GOLD PACKAGE</b>	<b>\$ VALUE</b>
Digital Boards Advertising Package	<b>\$6,000</b>
Branded Logo across 2 x oval boundary panels (9.6m width of branded signage)	<b>\$3,500</b>
2 x Sponsor a Player (website + social media recognition)	<b>\$1,600</b>
<b>TOTAL VALUE</b>	<b>\$11,100</b>
<b>TOTAL \$ INVESTMENT</b>	<b>\$7,500+GST</b>

<b>SILVER PACKAGE</b>	<b>\$ VALUE</b>
Branded Logo across 2 x oval boundary panels (9.6m width of branded signage)	<b>\$3,500</b>
Digital Boards Advertising Package	<b>\$2,000</b>
1x Sponsor a Player (website + social media recognition)	<b>\$800</b>
<b>TOTAL \$ INVESTMENT</b>	<b>\$6,300</b>
<b>TOTAL VALUE</b>	<b>\$5,000+GST</b>



## CONTACT US

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

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!

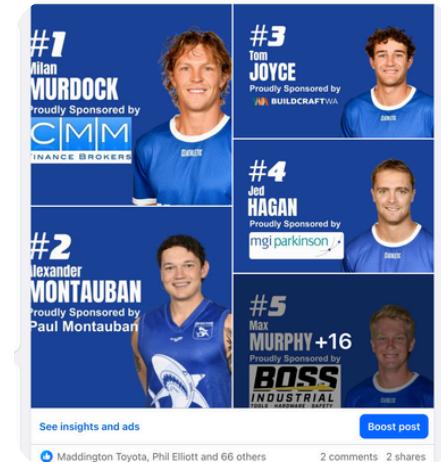


### WEBSITE ACKNOWLEDGMENT

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**.



### CONTACT US

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

EAST FREMANTLE FOOTBALL CLUB

# DIGITAL BOARDS ADVERTISING PACKAGE

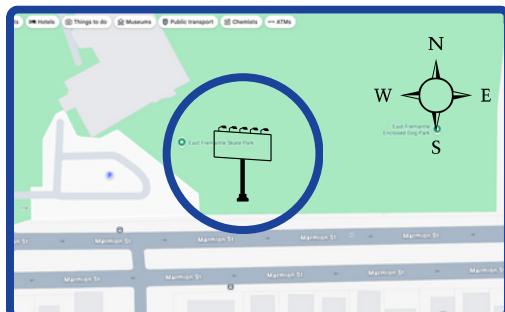
## MARMION ST. FACING BILLBOARD

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.



MOSS ST.  
MARMION ST.



MARMION ST.

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: Between 1 and 3% of daily rotations (depending on package) which equates up 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.

## CONTACT US

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

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 a 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 EFC HOME GAMES (IN THE H&A SEASON)

\*HIGHEST WAFL ATTENDENCE

## 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 OPPORTUNITES

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

## HOME GROWN TALENT

**14 BOYS & GIRLS**

SELECTED IN THE 2026 WA SUMMER STATE SQUADS

### CONTACT US

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

EAST FREMANTLE FOOTBALL CLUB