

EAST FREMANTLE SHARKS

2027 Partnership Opportunities

Partnership opportunities built around your business.

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effc.com.au

WHY EFFC

More than football.

Established in 1898, East Fremantle is Western Australia's most successful and recognisable football club. A Sharks partnership connects your organisation with senior football, emerging talent, local families and a proud community.

Proud history

30 WAFL and 10 WAFLW (incl WAWFL) Premierships and generations of football achievement.

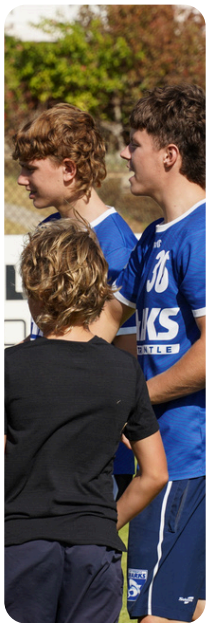
One club

Men's, women's and talent pathways connected across East Fremantle, Geraldton and wider WA.

Community reach

We bring local communities together through football.








Our approach:
understand your objectives, select the strongest club assets and agree on clear deliverables that can be measured across the season.

CHOOSE YOUR STARTING POINT

2027 Partnership packages

Choose from two Fins Club packages with set inclusions, or build a tailored Official or Platinum partnership around your business goals.

Fins Club Silver

$5,000

+ GST

- Advertising on the main digital scoreboard and Marmion Street digital board
- Your logo across two oval boundary panels at The Good Grocer Park (approximately 9.6 metres of combined signage)
- One Sponsor a Shark package

Indicative asset value: $6,300+

Fins Club Gold

$7,500

+ GST

- Increased advertising rotation on the main digital scoreboard and Marmion Street digital board
- Your logo across two oval boundary panels at The Good Grocer Park (approximately 9.6 metres of combined signage)
- Two Sponsor a Shark packages

Indicative asset value: $11,100+

Official Partner

$10,000

+ GST

- Increased digital-screen exposure
- Agreed boundary or venue signage
- Website and sponsor-directory recognition
- Selected social-media and EDM promotion
- Sponsor a Player package
- Agreed memberships and hospitality
- Opportunity for a tailored activation

Indicative asset value: $15,000+

Platinum Partner

From $25,000

+ GST

- Prominent recognition across agreed EFFC channels
- Premium website and sponsor-directory placement
- Agreed venue signage and digital-screen exposure
- Season-long social-media and EDM integration
- Partnership-launch and campaign content
- Tailored community, digital or game-day activation
- Approved player or coach involvement
- Tailored memberships, hospitality and Club experiences
- Priority consideration for available program, apparel or naming opportunities

Final value and inclusions tailored to the partnership.

Every partnership can be tailored to suit the organisation's objectives. Final inclusions remain subject to asset availability, existing partner rights, competition regulations and EFFC approval.

Fins Club packages provide fixed entry-level asset combinations. Additional inclusions or substitutions may change the investment.

PERSONAL CONNECTION

Sponsor a Shark

Player sponsorship supports an EFFC athlete's preparation and development while giving your business a personal connection to their season.





Digital recognition

Linked website presence and end-of-season player-sponsor recognition post on our Facebook with 18k+ followers.

Game-day visibility

Scoreboard recognition* alongside selected player content and moments where available.

*WAFL and WAFLW only.

Choose your pathway

Select an available player from a men's, women's or talent program. Or simply choose a program you'd like to support and we will allocate an available player for you.

Benefits

One Great White membership, including access to the Great White members' bay, a $50 merchandise voucher and two VIP places at our end-of-season player sponsor function.

YEAR-ROUND BRAND PRESENCE

Seen at the ground.
Seen across the community.

Marmion Street screen

Reach passing traffic on one of Fremantle's key local routes through scheduled digital rotations.

12,000+

Vehicles per day. Based on the most recently available traffic-count data for Marmion Street.

Boundary signage

Prominent physical branding around The Good Grocer Park for spectators, visitors and match-day content.

Game-day scoreboard

Campaign creative, sponsor branding and selected activations displayed throughout home fixtures.

MC recognition

Verbal acknowledgement before, during and after selected home fixtures.



BEYOND MATCH DAY

Turn exposure into engagement.

EFFC's digital channels allow partners to communicate directly with supporters, members and the broader Sharks community throughout the season.

Social content

Partnership announcements, dedicated features, reels, competitions and campaign storytelling across @effcsharks.

Social reach

Reach our audience of over **31,000 followers** across Instagram and Facebook. Features consistent engagement with **4.5 million** Facebook views between Jan 1 and December 1 2026 and an average of **900,000** Instagram views per month, over 50% of which are non-followers.

Weekly EDM to 6,000+ subscribers

Logo, business messaging and selected calls to action delivered directly to the EFFC database.

Website and directory

Linked sponsor listing, business description and premium digital positions where included.



CONNECTION & FLEXIBILITY

Bring your people closer to the club.



Pre-game functions

Host clients, staff and guests within the Sharks' match-day environment.

Tailored Hospitality

Memberships, match-day hospitality and selected Club experiences can be incorporated according to the partner's objectives and the agreed package.

Memberships

Year-round club connection and access based on the selected membership category.

Club events

Selected access to awards nights, auctions and partnership functions.

Let's build a partnership that works.

Start with a package, then add the assets that best support your organisation: apparel, programs, additional signage, sponsored content, community activity or hospitality.

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