



FRANKSTON FOOTBALL CLUB SPONSOR PROSPECTUS

INTRODUCTION

We are pleased to present our sponsorship prospectus for season 2025.

Season 2024 saw a positive shift in the right direction for both our Men's and Women's football programs.

The appointment of a new Head VFL Coach Jackson Kornberg along with the recruitment of some key personnel saw the Men's team go from four wins in 2023 to 11 wins in 2024. That included two finals appearances, in particular a come from behind win to beat Gold Coast in Gold Coast as part of the Wildcard Final.

Our Women's program also had a very successful year. After only three years since the inception of the program, we were able to launch our second team in Division 3 of the MPFNL Senior Womens Competition. That team went onto win the Premiership – a fantastic achievement.

Importantly our relationship with the local football community went from strength to strength. In 2024 we were able to host MPFNL Home & Aways Games, boys and girls Dandenong Stingrays games, the AFLSE Junior Preliminary Finals, the Reclink Grand Finals and the two biggest games, the MPFNL Division 1 & 2 Grand Finals attracting 12,000 fans.

The increase in activity across the Club transitioned into growth across the majority of our key marketing and business metrics. The information of which is detailed in the following.

To ensure we continue to invest in our respective football programs, we need the support of individuals and businesses to help underpin the financial sustainability of the Club.

I look forward to working with you to develop a be-spoke partnership package to meet your objectives.

Yours sincerely



Adrian Lloyd

ADRIAN LLOYD
COMMERCIAL LEAD

ATTENDANCE GROWTH

**TOTAL CROWD 2024
14,312**

**TOTAL CROWD 2023
11,938**

**TOTAL CROWD 2022
9,598**

**AVE CROWD 24
1,431**

**AVE CROWD 23
1,326**

**AVE CROWD 22
1,066**

TOTAL CROWD % INCREASE YOY

22%

AVE CROWD % INCREASE YOY

15.5%

BIGGEST INDIVIDUAL CROWD 2024

3479



ATTENDANCE

GROWTH

D1 GRAND FINAL 2024

7,000

D1 GRAND FINAL 2023

6,400

D2 GRAND FINAL 24

5,000

D2 GRAND FINAL 23

4,100

WOMENS GF 24

2,000

WOMENS GF 23

1,500

TOTAL CROWD 2024

14,000

CROWD % INCREASE YOY

16%



MPFNL

E-MAILS SENT
284,800

OPEN RATE
43%

CLICK RATE
3.2%

SMS SENT
73,671

SMS READ
69,773

SMS LINK CLICKS
7,644

DIRECT TO
CONSUMER

TOTAL DATABASE

6,796

DATABASE INCREASE YOY

142%



STREAMING INSIGHTS



UNIQUE USERS 2024

58,703

UNIQUE USERS 2023

41,573

AVE HOME GAME USERS 24

32,226

AVE HOME GAME USERS 23

17,584

TOTAL MINS VIEWED 24

983,692

TOTAL MINS VIEWED 23

819,619

SEVEN
SPORT | 

CHANNEL 7 BROADCAST

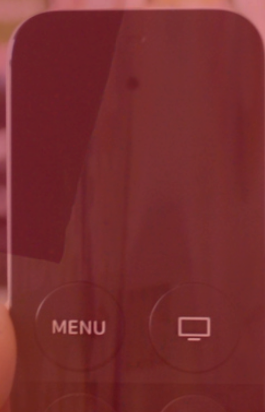
23,500

*V FOOTSCRAY

VFL GRAND FINAL

446,000

*TOP 30 NATIONAL RATING
SUNDAY 22/09/24



***SOCIAL
MEDIA***

FACEBOOK

7,274

INSTAGRAM

5,354

TIK TOK LIKES

9,916

TWITTER

4,475

LINKEDIN

534



FACEBOOK REACH 2024

269.9K

FOLLOWER GROWTH YOY

35%

PODCAST INSIGHTS

PODCAST DOWNLOADS

5,059

TOTAL EPISODES

41

AVE LENGTH

17.5mins

**MELBOURNE
AUDIENCE**

86%

**MOST DOWNLOADS
SINGLE EPISODE**

347

PODCAST CHANNELS



SPOTIFY



APPLE



ACTIVATIONS

MATCHDAY
COLLABORATIONS
PLAYER ACCESS
NETWORKING



OPPORTUNITIES ON-FIELD

FRONT OF JUMPER

SOLD



meracare

FRONT OF SHORTS



SOLD

OPPORTUNITIES ON-FIELD

BACK OF
JUMPER
UPPER

BACK OF
JUMPER
LOWER



SOLD

BACK OF
SHORTS



OPPORTUNITIES

STADIUM SIGNAGE "THE TERRACE"

TERRACE FENCE



UNDER SCOREBOARD

Frankston		00:36
10	3	63
Geelong		Q.3
3	4	22

 Highgrove Bathrooms





OPPORTUNITIES

STADIUM FENCE SIGNAGE

SINGLE SIGNAGE



DOUBLE SIGNAGE



OPPORTUNITIES

STADIUM SIGNAGE CONT.

GOAL POST PAD SIGNAGE



BEHIND GOAL SIGNAGE



ENTRY SIGNAGE





OPPORTUNITIES HOSPITALITY

BUTTERFLY BALL - CROWN CASINO

FRANKSTON FOOTBALL CLUB PRESENTS
BUTTERFLY BALL
7PM
CROWN PROMENADE
20.7

cureb
Charity Foundation
carsales

WOMEN OF FRANKSTON

Friday
30th
August
\$70

Celebrating
Women of FRANKSTON

Two-course meal and complimentary drink on arrival
Fashion Parade (DFS)
Olympic Gold Medallist Dr. Lauren Burns
Live & Silent Auctions

12pm - 3pm | Functions By The Bay - Frankston Football Club

DRESS FOR SUCCESS
SOUTH EAST MELBOURNE

FUNCTIONS
BY THE BAY

FRANKSTON FOOTBALL CLUB
EST. 1887

GOLF DAY

FRANKSTON FOOTBALL CLUB
EST. 1887

GOLF DAY

October 11th 2024
Mornington Golf Club

\$125 Per Person

SPONSOR OPPORTUNITIES

8am Shotgun Start - Ambrose Format - Post Game Lunch & Refreshments - Auction & Raffle

☎ 0419 376 644

***BE-SPOKE PACKAGES AND FURTHER EVENT CREATION
AND COLLABORATION AVAILABLE**



OPPORTUNITIES

DIGITAL

EDM BRANDING & COLLABORATIONS

MAJOR PARTNERS
Click the logos to discover more about our fantastic partners.

- K/NET/C** 36 (8.4%)
- lhb Highgrove Bathrooms** 13 (3%)
- online FLATPACKS** 15 (3.5%)
- GRAHAM FAMILY TRUSTS** 13 (3%)
Commitment to Community

*STATIC BRANDING

ELIMINATION FINAL
SATURDAY 31ST AUGUST 12-85PM

LIVE

WATCH PARTY AT KINETIC STADIUM
11AM - 4PM
BAR OPEN + FINGER FOOD

CELEBRATE THE VFL FINALS WITH SNOWY RIVER CARAVANS

1 YEAR ANNIVERSARY *yard sale*

MEET & GREET | MASSIVE DEALS

We're thrilled to invite you to Snowy River Frankston's 1-year anniversary celebration!

*EDM COLLABORATION

IN-GAME STREAMING ACTIVATIONS & SOCIAL



*IN-GAME STREAMING ASSET



*WEEKLY SOCIAL ASSETS

*BE-SPOKE PACKAGES AVAILABLE

PLAYER

SPONSOR

2X: ADULT MEMBERSHIPS



TICKET TO SEASON LAUNCH



PHOTO WITH PLAYER
+ ACKNOWLEDGEMENT ON FRANKSTON FC WEBSITE



\$495
MENS



\$315
WOMENS



PRICING

ASSET	PRICE - EX GST	AVAILABLE
PLAYER SPONSOR/M	\$496	AVAILABLE
PLAYER SPONSOR/W	\$315	AVAILABLE
FRANKSTONIANS	\$1400	AVAILABLE
JUMPER FRONT	N/A	SOLD
JUMPER BACK GPS PANEL	N/A	SOLD
JUMPER BACK LOWER	N/A	SOLD
TERRACE SIGNAGE - SINGLE	\$4,000	AVAILABLE
SIGNAGE UNDER SCOREBOARD (NORTH SIDE)	\$4,000	AVAILABLE
STADIUM FENCE SINGLE	\$1,650	AVAILABLE
STADIUM FENCE DOUBLE	\$2,750	AVAILABLE
GOAL & POINT POST - YOUNG ST	\$3,300	AVAILABLE
GOAL & POINT POST - BEACH END	N/A	SOLD
BEHIND GOAL DOUBLE FENCE SIGNAGE	\$3,300	AVAILABLE
ENTRY SIGNAGE ALL GATES	\$5,000	AVAILABLE
EXIT SIGNAGE - YOUNG ST GATE	\$3,000	AVAILABLE
SIGNAGE BOARDS BEHIND YOUNG ST GOALS	\$5,000	AVAILABLE

CONTACT - ADRIAN LLOYD - COMMERCIAL LEAD

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