



# **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

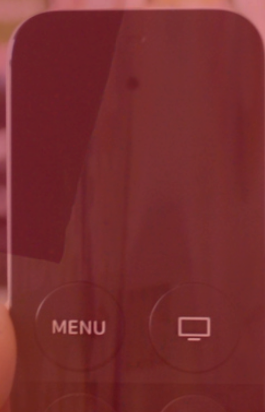
23,500

\*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

AVAILABLE NOW  
**AVAILABLE**  
AVAILABLE NOW



**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

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

**SPONSOR OPPORTUNITIES**

☎ 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.

36 (8.4%)

**K/NET/C**

13 (3%)

**hbj Highgrove Bathrooms**

15 (3.5%)

**online FLATPACKS**

13 (3%)

**GRAHAM FAMILY TRUSTS**  
Commitment to Community

K/NET/C hbj Highgrove Bathrooms online FLATPACKS GRAHAM FAMILY TRUSTS

\*STATIC BRANDING

FANKHAUSER RESERVE

**ELIMINATION FINAL**

SATURDAY 31ST AUGUST 12-85PM

**LIVE**

WATCH PARTY AT KINETIC STADIUM  
7PM - 4PM  
BAR OPEN + FINGER FOOD

**MEET & GREET**

**1 YEAR ANNIVERSARY**  
gift sale

**3 OFFERS**

**MASSIVE DEALS**

**CELEBRATE THE VFL FINALS WITH SNOWY RIVER CARAVANS**

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
CEO CLUB	\$1400	AVAILABLE
JUMPER FRONT	N/A	<b>SOLD</b>
JUMPER BACK GPS PANEL	N/A	<b>SOLD</b>
JUMPER BACK LOWER	N/A	<b>SOLD</b>
TERRACE SIGNAGE - SINGLE	\$4,000	AVAILABLE
SIGNAGE UNDER SCOREBOARD (NORTH SIDE)	\$4,000	<b>SOLD</b>
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	<b>SOLD</b>
BEHIND GOAL DOUBLE FENCE SIGNAGE	\$3,300	<b>SOLD</b>
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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