

WAFL GRAND FINAL SPONSORSHIP PROGRAM

HELP US BRING THE WAFL GRAND FINAL BACK TO FREO!

We're looking for businesses to contribute to our Fremantle offer to convince the WA Football Commission that Fremantle is the best place to host the Grand Final. Join the hype and deliver fan experiences, exclusive deals and offers across the weekend, get behind the fan march, or become one of the venues official live site venues.

The City of Fremantle, Fremantle Chamber of Commerce and South Fremantle Football Club have combined forces to present a tender submission to be considered as the host venue for the 2021 WAFL Grand Final.

As a sponsor, your sponsorship contribution will form part of the offer that we will present to the West Australian Football Commission on 7 May. The successful host venue will be announced at the end of May.

If we are successful with the bid, we will work with you to ensure your business maximises opportunities associated with the Grand Final. If we are unsuccessful with the bid, your sponsorship contribution will no longer be required. Partner with us to celebrate the WAFL Grand Final weekend in Freo and join our Freo Footy Fiesta!



Fremantle Chamber
of Commerce



**THIS IS
FREMANTLE**




WAFL GRAND FINAL PROMOTION INCLUDES:

- The production of a 'Game Guide' which will include Fremantle offers, activities and promotions which will be sent electronically to every game ticketholder and the City's email subscriber bases
- 8 week marketing campaign across the City of Fremantle's This is Fremantle (TIF) channels including TIF website (19,427 page views per month), TIF Facebook page (61,665 likes), TIF Instagram (31.8k likes) and subscriber base (18,000+)
- 8 week marketing campaign across the City of Fremantle's (COF) corporate channels including COF website, COF Facebook page (21,679 likes), COF Instagram (4,850 likes)
- Electronic game guide (list of things to do outside the game in Freo) sent to all WAFL Grand Final ticketholders
- Promotional posters distributed throughout Fremantle in the lead up to game day

WHICH PACKAGE SUITS YOU BEST?

- **PREMIER SUPPORTER:** You're a die-hard fan and are looking to tailor a sponsorship package that suits you.
- **GOLD SUPPORTER:** You're a footy fanatic and a venue or business that can host Grand Final events and be promoted as a Fremantle preferred site across the weekend.
- **SUPER SUPPORTER:** You're a super supporter and can offer some great deals across the weekend.
- **LOCAL SUPPORTER:** You're keen to come on board and happy to help out!

SPONSORSHIP OPTIONS INCLUDE:

 GOLD SUPPORTER	 SUPER SUPPORTER	 LOCAL SUPPORTER
<p>Get featured as a Live Site Venue and be listed as a “preferred venue” to watch the Grand Final in Fremantle</p>	<p>Promotion of your business and your offer/deal/promotions online across This is Fremantle and City of Fremantle socials and websites</p>	<p>Mention of your business and your offer/deal/promotions online across the WAFL Grand Final campaign</p>
<p>Promotion of your business and your offer/deal/promotions online across This is Fremantle and City of Fremantle socials and websites</p>	<p>Logo on ‘Fremantle Game Guide’ which will be sent electronically to every ticketholder (15,000+) and the City’s subscriber base (18,000+)</p>	
<p>Logo + promotion of your offer on ‘Fremantle Game Guide’ which will be sent electronically to every ticketholder (15,000+) and the City’s subscriber base (18,000+)</p>		
<p>4 x FREE 2021 South Fremantle Football Club memberships valued at \$760</p>		
<p>TOTAL \$2,500</p>	<p>TOTAL \$850</p>	<p>TOTAL \$250</p>

If you are interested to join this campaign to help us bring the WAFL Grand Final back to Fremantle, please email events@fremantle.wa.gov.au by **Friday 23 April 2021**. At this stage, we’re only looking for a commitment from you to join our sponsorship program. If we are successful, we will work with you to develop footy themed offers, promotions and activities that will enable you to benefit from having the WAFL Grand Final in Fremantle.