



2024 FOOTBALL PARTNERSHIP OPPORTUNITIES



southportsharks.com.au





About

Southport Sharks was founded in 1961, and has since established itself as the largest Australian Rules Football Club in Queensland.

Since our inception, the mission at Southport Sharks has been to promote and foster the growth of Australian Rules Football on the Gold Coast.

Our senior men's and women's teams are now playing in the highest leagues outside of the AFL & AFLW.

The men's team participate in the Victorian Football League, a semi-professional competition that features AFL Reserve teams, AFL aligned clubs and VFL standalone clubs from Victoria, New South Wales and Queensland.

Our two women's teams compete in the Queensland Australian Football League Women's (QAFLW), the South East Queensland-based state league.

Our club is steeped with a history of excellence with 25 senior premierships in our 63-year existence, with all three teams most recently making it to their respective Grand Finals in 2022.

As a non-profit organisation, Southport Sharks and its members are committed to supporting the local Gold Coast community with many community initiatives.

We are highly regarded as one of the Gold Coast's largest premier sports, entertainment, and leisure precincts, with close to 55,000 members and 600 junior players.

Our state-of-the-art facilities provide members and guests with various dining options, bars, entertainment, Mantra at Sharks hotel and access to Sharks Events Centre and Southport Sharks Health + Fitness.








The opportunity exists for you to partner with us. In return, we can assist in increasing your brand awareness, brand positioning, generating sales, growing your audience, and providing networking opportunities.

Our partnership opportunities will help your business to achieve your marketing goals, and we look forward to working with you in 2024.

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2023 Season Overview

-  **+70K** 70,199 followers across all platforms
-  **+418K** 418,895 engagements
(number of likes, shares, comments, mentions)
-  **+2M** 2,069,578 in reach
(number of accounts that have seen our content)
-  **1M** 1 million impressions on our site
-  **+10K** Over 10,000 spectators for the season
-  **26** 26 games professionally photographed across VFL & QAFLW
-  **1.1M** 1.1 million live streams

VFL

In 2023, our VFL team was hoping to repeat our efforts from our 2022 season when we made the Grand Final. The season started well with a convincing win over Sandringham. Missed opportunities then became the theme of the season as the Sharks lost narrowly to North Melbourne, Werribee and Brisbane. Wins on the road against Footscray and Geelong plus a massive win against the Bullants at home got the season back on track. Missed opportunities plagued the club again, losing our next two games at home by less than 3 points. Our backs were then against the wall to make finals and wins to Port Melbourne and Coburg kept the dream alive heading into the clubs second bye. The equation to make finals after the second bye was simple – win every game. Unfortunately, we lost the first two games after the bye to Williamstown and Richmond, both by less than three goals, to quash the dream. Late season wins to Frankston and Essendon meant that the Sharks only just missed out on finals.

QAFLW

In 2023, our QAFLW teams were looking to build on the momentum of their first year in the competition last year, where the Seniors made the Grand Final and the Reserves won the premiership. The season started well for the seniors winning their first nine games before getting unstuck against eventual premiers Bond University. The seniors won the remainder of the games to finish the years as minor premiers. During the year, 6 players were drafted which was very exciting, however it did affect our on-field performance as they were unable to continue to play for us this season. In the finals, we lost to eventual Grand Finalists Aspley and Premiers Bond University. For the Reserves, they also made the finals but were eliminated in the first week after losing to eventual premiers Bond University.





VFL & QAFLW Sponsorship Packages

WHAT BENEFIT DOES EACH STATUS OFFER?	VFL PLATINUM* \$30,000 (SOLD)	QAFLW DIAMOND* \$12,000 (SOLD)	COMBINED GOLD \$16,000	COMBINED SILVER \$8,000	COMBINED BRONZE \$6,000	COMBINED GROUND SIGN \$3,000
Unique game day experience	1					
Additional exclusive benefits	✓					
Logo placements on off-field apparel	✓	✓				
Logo on playing apparel	✓	✓	✓			
End of year team memorabilia	✓	✓	✓			
Logo on our website Partners' page	✓	✓	✓	✓		
Logo in Game Day Football Record	✓	✓	✓	✓		
Logo in weekly "Shark Tales" newsletter	✓	✓	✓	✓		
Logo as Sponsor on football digital display within club	✓	✓	✓	✓	✓	
One social media post (subject to approval)	✓	✓	✓	✓		
Tickets to the 2024 Season Launch	2	2	2	2	2	
Tickets to the Annual Celebrity Sports Lunch	10	10	10	10	10	
Ground Sign 7m x 1m	✓	✓	✓	✓	✓	✓
Weekly "Shark Tales" newsletter	✓	✓	✓	✓	✓	✓

Sponsorship is in line with 2024 football season, all prices include GST.

*Only one Major Sponsor exists in this category.

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