



2025 FOOTBALL PARTNERSHIP OPPORTUNITIES





About

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

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

The opportunity exists for you to partner with us in this mission. In return, we can create commercial value for your business by increasing your brand awareness and positioning, generating sales, growing your audience, and providing networking opportunities.

Success is in our DNA at the Southport Sharks, and in our 64 year existence, we have won 26 premierships, including the 2024 Queensland Australian Football League Women's (QAFLW) Premiership.

The QAFLW is the highest women's league outside of the AFLW in Queensland, with teams from all across South East Queensland.

Our QAFLW program is one of the most successful women's programs in Australia with 13 Southport players drafted to AFLW clubs in the last three years.

Our senior men's team participate in the Victorian Football League (VFL) which features AFL Reserve teams, AFL aligned clubs and VFL standalone clubs from Victoria, New South Wales and Queensland.

In 2024, our VFL team played against fellow standalone club Werribee in the Grand Final, being defeated by only six points. We will be looking for redemption in 2025!

As a non-profit organisation, we are committed to supporting the Gold Coast with many community initiatives including our support for the Gold Coast Hospital Foundation, Macleod Refuge for Domestic Violence and Southport Junior Australian Football Club.

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 over 700 participants (40% female) across both our senior and junior clubs.

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 Centre.

As a member of the Gold Coast Health and Knowledge Precinct, Australian Sports Technology Network and through our collaboration with Collingwood's AFLW program, we are passionate about growing our impact on the Gold Coast.

Therefore, if you want to unlock your marketing potential, now is the best time to partner with us. There are plenty of opportunities listed in this brochure, and we look forward to hearing from you on how we can best work together in 2025.

southportsharks.com.au



2024 Season Overview



64 thousand followers across all social media platforms



400 thousand engagements across all social media platforms
(number of likes, shares, comments, mentions)



7 million in reach across all social media accounts
(number of accounts that have seen our content)



3.5 million total website reach



Over 10,000 spectators for the season



All games professionally photographed across VFL & QAFLW seasons



All VFL games broadcasted on AFL.com.au, 3 VFL games broadcasted on Channel 7 Victoria and 7plus Nationally, 10 QAFLW games broadcasted on AFLQ YouTube



Featured in the Herald Sun, Gold Coast Bulletin, Courier Mail, Financial Review, AFL.com.au, Channel 7 & 9 News Gold Coast and Melbourne, Triple M, ABC Radio and SEN

VFL

Our VFL team made the Grand Final after a remarkable finals series defeating Frankston, Geelong and Footscray. Unfortunately, we were unable to defeat Werribee in the Grand Final which was played at Ikon Park by just six points.

QAFLW

In 2024, both our QAFLW Seniors and Reserves team won their respective premierships played at People First Stadium against Bond University. Kaylee Kimber was also drafted to Western Bulldogs AFLW after a terrific season.





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 2025 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 2025 football season, all prices include GST.

*Only one Major Sponsor exists in this category.

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