



2025
SPONSORSHIP
OPPORTUNITIES

WELCOME TO

FREMANTLE SAILING CLUB





When it comes to selecting a water sport and social club, you can't go past the Fremantle Sailing Club. Just minutes from Fremantle's city centre and Perth's CBD, Fremantle Sailing Club enjoys a spectacular waterfront location overlooking the Indian Ocean.

As the largest ocean club in Australia, our sailing members enjoy a full calendar of events with competitive sailing in a number of classes. Fremantle Sailing Club also has a thriving Junior section and a Sailing Academy dedicated to introducing the next generation of sailors to our wonderful sport.

Other equally keen groups form part of the Club, with activity sections for those interested in Cruising, Angling, Game Fishing, Diving and Power Boating. Members also enjoy a lively social scene off the water, with a number of social events held throughout the year.

Members can also spend time in the Club's wonderful Galley Restaurant, Club Bar or outside on the Sunset Deck while enjoying the magnificent waterfront views.



CLUB SUMMARY

- 3300+ Members
- Sailing Academy (Try Sailing, Blue, Green, Intermediate Fl)
- 677 Berth Marina
- Boatyard
- Boat Storage
- Activity sections including Keelboat, Dinghy, Cruising, Power, Dive, Angling, Game Fishing, Marine Environment and Pipes & Drums, Duty Officers and Bosuns.
- Foiling and Windsurfing
- Waterfront Dining
- Private Functions and Corporate Functions
- Trailer boat and Dinghy Launching Ramps
- Work Service Area
- Library
- Fuel Facilities

SAILING SPONSORSHIP

Fremantle Sailing Club enjoys a spectacular waterfront location overlooking the Indian Ocean and is just minutes from the Fremantle CBD. As one of Australia's largest ocean clubs, Fremantle Sailing Club is home to over 3300 members and caters for a thriving Membership with a diverse range of ages and interests.

Fremantle Sailing Club (FSC) has a long history of partnering with local, national and international brands to achieve best possible results for both the Club, our Members and most importantly, the Sponsors. Our philosophy and engagement with organisations is about creating balanced, relevant and equally beneficial relationships which showcase the sponsor's business, product or service whilst supporting the goals and objectives of FSC.

Over the years, there have been many examples of how these have been successfully achieved with events such as the 'Fremantle to Bali Race', and the 'Fremantle to Exmouth Race & Rally', Fremantle Harbour Classic and Sail Freo Regatta to mention a few. There are many opportunities, large and small, available to sponsor the Club and its activities - and be part of one of Australia's largest yacht clubs, Fremantle Sailing Club.

The Club relies on the financial and logistical support of its sponsors to fund its programs, maintain its facilities, and attract participants and spectators to its events. Through sponsorship, the Club is able to provide its members with access to top-quality equipment, training and coaching services, and world-class competition venues. Additionally, sponsors benefit from increased brand exposure and the opportunity to reach a highly engaged and passionate audience of sailors and sailing enthusiasts. Without the support of its sponsors, the Fremantle Sailing Club would struggle to maintain its position as a leading sailing club in Australia and internationally.

MEMBER DEMOGRAPHICS



High disposable income



High achievers in business



Brand and image conscious



Male to female membership approx 2:1

50-69 YRS

High percentage of members aged between 50-69

SPONSORSHIP BENEFITS

Sponsoring the Fremantle Sailing Club presents a unique opportunity to align your brand with one of Western Australia's premier sailing clubs, you gain visibility among a passionate and dedicated audience of sailors, enthusiasts, and supporters. Your brand will benefit from exposure at high-profile events, regattas, and races, both locally and internationally. Additionally, you will have the chance to engage with a network of influential individuals, forge valuable partnerships, and contribute to the development and growth of sailing as a sport.

Sponsoring the Fremantle Sailing Club not only offers great promotional opportunities but also demonstrates your commitment to supporting and nurturing the sailing community while achieving the following.

- Brand exposure in an affluent and prestigious club
- Brand alignment with an innovative, aspirational, family friendly sport that enjoys mass appeal and high media exposure
- Opportunities to entertain clients, prospects and involve staff of the business at the Club.
- Build relationships with a higher economical demographic
- Support a growing community of junior sailors and the sailing academy
- Provide a different perception
- Build awareness of business's external value and culture
- Specific sponsorship opportunities (race, club, series)

SPONSORSHIP & SUPPORTERS

The difference between being a sponsor and a supporter of the Fremantle Sailing Club lies in the type of support being provided. A supporter typically provides goods, services, or prizes that are used by the Club to enhance its activities and events. For example, a supporter may provide sailing equipment, or prizes for competitions.

On the other hand, a sponsor provides financial support to the Club, which is used to fund its programs, facilities, and operations. This financial support is essential to the Club's sustainability and growth, as it enables them to invest in equipment, coaching and helps to support the respective boating activities at the Club. While both supporters and sponsors play important roles in the success of the Fremantle Sailing Club, sponsors' financial contributions are critical for the Club's long-term viability and success.



SPONSORSHIP BENEFITS

CLUB SPONSORSHIP PACKAGES

Below is a summary of benefits available to Club sponsors. A more detailed personal proposal may be developed to suit a sponsor's respective desires in the interest of outlining all commitments agreed upon.

Benefits

	PLATINUM +\$25k	GOLD \$25k - 15k	SILVER \$15k - 8k	BRONZE \$8k - 1k	SUPPORTER (Prizes - OR cash) \$<1k
Naming rights to an event/series	✓	✓	✓		
Flags on permanent display at the Club	✓				
Opportunity to fly business flags on flagpoles at the Club during sponsored events	✓	✓	✓		
Opportunity to present at 100% of event presentations name events during sponsored events	✓	✓	✓		
Opportunity to place banner in areas of the Club during sponsored events	✓	✓			
Opportunity to display your pull up banners in the Galley Bar & Bistro on race days.	✓	✓	✓	✓	
Opportunity to present at prize giving nights	✓	✓	✓	✓	✓
Promotional flyer displayed in the Club foyer	✓	✓	✓		
Full page advertising placement in the triannual Blue Water Bulletin	✓	✓			
Half page advertising placement in the triannual Blue Water Bulletin			✓		
Free function room hire for business meetings or conferences (food and beverage extra).	✓	✓			
VIP Invitations to club events (Opening Day VIP, Commodore Ball, NYE Party)	✓	✓			
Name onsite & name featured at all club events	✓				
Business logo featured on FSC Club start boats	✓				
Primary Logo displayed on website	✓	✓	✓	✓	
Logo on weekly "From The Deck" newsletter	✓	✓	✓	✓	
Opportunity to feature company in social media posts	✓	✓	✓		

SPONSORSHIP OPPORTUNITIES SERIES SUMMARY

Event Sponsorships	Sponsorship Opportunities & Cost (ex GST)	Dates
Weekly Twilight Sailing	Naming Rights - \$1,000	November - April
Section: Cruising	Supporting Partner from \$250 or in kind (E.g Vouchers)	
Summer Series	Naming Rights - \$3,000	October - April
Section: Keelboat	Supporting Partner from \$250 or in kind	
Sunday J & M Cruise	Naming Rights - \$2,000	Monthly
Section: Cruising	Supporting Partner from \$250 or in kind (for each Cruise)	
Terry Fisher Series	Naming Rights - \$4,000	October - April
Section: Keelboat	Supporting Partner from \$250 or in kind (for each race)	
Keelboat Coastal Series	Naming Rights - \$2,000	November - April
Section: Keelboat	Supporting Partner from \$250 or in kind	
Opti Cup	Naming Rights - \$1,000 Supporting Partner from \$250 or in kind	December - March
Section: Dinghy		
Success Cup Series	Naming Rights - \$2,000	September - April
Section: Keelboat	Supporting Partner from \$250 or in kind	
Challenge Cup Series	Naming Rights - \$1,000	June - September
Section: Keelboat	Supporting Partner from \$250 or in kind	
Valmadre Cup Series	Naming Rights - \$1,000	June - September
Section: Keelboat	Supporting Partner from \$250 or in kind	

SPONSORSHIP BENEFITS

SAILING EVENTS

Below is a summary of benefits available to event sponsors. A more detailed personal proposal will be developed to suit a sponsor's respective desires in the interest of outlining all commitments agreed upon.

Benefits	Naming Rights	Event Supporter
Naming rights to an event (as listed)	✓	
Opportunity to present at 100% of event presentations or at the day of the Race/Cruise selected.	✓	
Opportunity to present at prize giving nights for Naming Rights Opportunity to present at prize giving after the Race/Cruise date selected for supporter.	✓	✓
Opportunity to have logo/name mentioned on website	✓	
Logo to feature on the event/series poster & artwork	✓	
Branding opportunity at the Club while event is on	✓	✓
Primary Logo displayed on event page	✓	
Mention during presentations of respective series/event	✓	✓
Flags to hang during the respective event/series race day	✓	
Half page advertising placement in the triannual Blue Water Bulletin	✓	
Quarter page advertising placement in the triannual Blue Water Bulletin		
Club signage: Opportunity to display your pull up banner in the Galley Bar & Bistro on race days.	✓	✓
Promotional flyer displayed in the Club reception	✓	✓
Opportunity to have name in social media post promoting the event	✓	✓

SPONSORSHIP OPPORTUNITIES

FEATURED EVENTS & ADDITIONAL SPONSORSHIPS

Event Sponsorships	Sponsorship Opportunities & Cost (ex GST)	Dates
Fremantle to Exmouth Race & Rally Section: Keelboat	Naming Rights - \$15,000 Sponsors from \$1,000 Supporting Partner from \$500 or in kind	Bi-Annual May
Fremantle Indonesia Race & Rally Section: Keelboat	Naming Rights - \$30,000 Sponsors from \$1,000 Supporting Partner from \$500 or in kind	Bi-Annual TBC
Sail Freo Section: Dinghy	Naming Rights - \$TBA Sponsors from \$1,000 Supporting Partner from \$500 or in kind	October
Blue Marlin Classic Section: Game Fishing	Naming Rights - \$5,500 Sponsors from \$1,000 Supporting Partner from \$500 or in kind	March
King George Classic Section: Angling	Naming Rights - \$2,000 Sponsors from \$1,000 Supporting Partner from \$500 or in kind	November
Harbour Classic Section: Keelboat	Naming Rights - \$5,000 Sponsors from \$1,000 Supporting Partner from \$500 or in kind	TBA
Social Events (Luncheon Club, Melbourne Cup, Christmas / NYE)	Naming Rights - On Request Sponsors from \$1,000 Supporting Partner from \$500 or in kind	
Flagpole Sponsorship	Sponsors from \$500	Year Round
FSC Boat/Flag Sponsorship	Exclusive for Naming Rights	Year Round

For more sponsorship opportunities please contact our Marketing Coordinator at marketing@fsc.com.au

APPLICATION FOR SPONSORSHIP FORM

Company Name _____

ABN _____

Address _____

City _____ Post Code _____

Contact Name _____ Phone Number _____

Email _____ Website _____

Level of Sponsorship

(All sponsorship prices are ex GST)

Platinum

\$25,000 +

Gold

\$25,000 - \$15,000

Silver

\$15,000 - \$8,000

Bronze

\$8,000 - \$1,000

Supporter

<\$1,000 or in kind

(Please Tick)

Reason for Sponsorship

Name of Person Applying _____

Signature _____ Date _____

Phone _____ Email _____

*Subject to sponsorship terms & conditions

OFFICE USE ONLY

Sponsorship approved by _____

Signed _____ Date _____

Sponsorship start date _____



Visit Our Community

Website: www.fsc.com.au

Email: marketing@fsc.com.au

Email: sailingmanager@fsc.com.au

Phone: 08 9435 8800

Facebook: www.facebook.com/freosailingclub

Instagram: www.instagram.com/freosailingclub

