



BRANDING AND MARKETING OPPORTUNITIES



The Club

Background & History



Perth Glory Football Club was established in December 1995 and competed with distinction in the **National Soccer League (NSL)** from 1996 to 2004. The **A-League** was introduced in 2005 as a fully professional league and **Perth Glory** was one of only three clubs to retain their presence in Australia's top-flight national competition.

Since the inaugural season in 1996, **Perth Glory** has established itself as a proud club with rich history – history that represents many generations of footballing fans in **Western Australia**. With more than 230,000 participants throughout affiliate football programs in the state, the club are in a position to capitalise on the sport's burgeoning growth.

Honour Board



Men's Champions

2003, 2004

Men's Premiers

1999/00, 2001/02, 2003/04, 2018/19

Women's Premiers

2014

Men's Runners Up

2000, 2002, 2012, 2019

Australian Cup Finalists

2014, 2015

Women's Runners Up

2014, 2017, 2019





The Club Background & History

The PGFC Academy provides elite professional coaching for some of WA's most promising young footballers, with its teams participating in the WA National Premier League (NPL) competition.

Priding itself on the holistic approach it takes towards nurturing the State's best young players, the Academy's Elite Player development model and age-specific curriculum ensure that the youngsters are educated to the highest possible standard, equipping them with the tools required to perform at professional level both domestically and internationally.

The remarkable success of the Academy can be measured in both the impressive achievements of its age-group teams and the vast number of professional players it has produced. Last year, for example, the Under-18s and Under-20s both won their respective NPL titles, whilst in previous years we've seen the likes of **Jaylan Pearman**, **Andriano Lebib** and **Will Freney** progress through the academy system and be rewarded with first team action in the 2024/25 Season. These players are part of a growing list of Academy alumni who are now thriving in top-level leagues around the world.

Jacob Italiano continues his journey at German Bundesliga club **Borussia Monchengladbach**, where he has been since signing from Glory in 2019. **Alessandro Circati** made the move to renowned Italian club **Parma** in 2021, while **Josh Rawlins** transferred to Dutch Eredivisie side **FC Utrecht** earlier last year. Most recently, goalkeeper **Robbie Cook** signed with English Championship club **Leeds United**.

In addition, **Daniel Bennie** moved to **QPR**, **James Overy** joined **Manchester United**, **Chris Donnell** made the move to **Fulham**, and **Jaylan Pearman** also transferred to **QPR**.





NINJA
A-LEAGUE

22

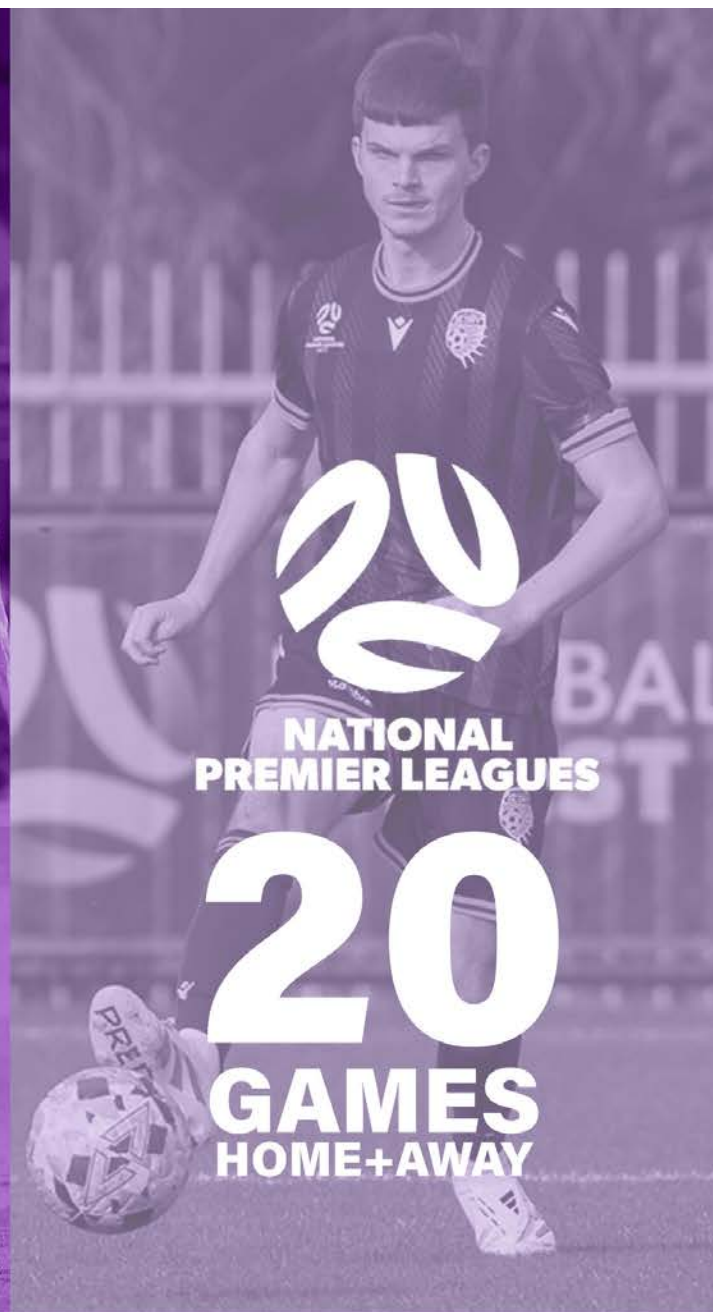
GAMES
HOME+AWAY



ISUZU
UTE
A-LEAGUE

26

GAMES
HOME+AWAY



NATIONAL
PREMIER LEAGUES

20

GAMES
HOME+AWAY

CLUB & LEAGUE METRICS



ISUZU UTE .\ LEAGUE
AVERAGE ATTENDANCE
10,000+

NINJA .\ LEAGUE
AVERAGE ATTENDANCE
1,000+



Broadcast

Perth Glory Football Club

100,000+ Average Audience, 72% increase YOY
Australia's fastest growing streaming service

200,000 AVERAGE AUDIENCE REACH

PEOPLE
AGED 18+ **90%**

MEN 18+ 51%

AGED 25-54 35%

MEN 25-34 17%

MEN 35-54 17%



Audience Profile

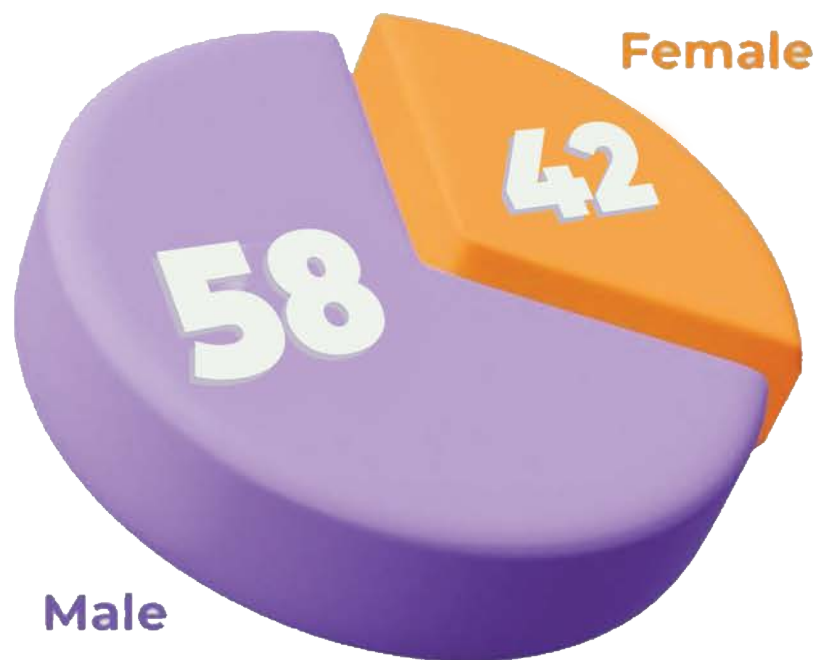
The average age of an ISUZU UTE A-League TV viewer is 47:
5 years younger than an NRL and AFL viewer, and 9 years younger than a Cricket viewer

	ISUZU UTE A LEAGUE	NRL	AFL	CRICKET
Kids	11%	11%	11%	11%
Men 18-39	14%	14%	14%	14%
Women 18-39	11%	11%	11%	11%
Men 40-54	17%	17%	17%	17%
Women 40-54	9%	9%	9%	9%
Men 55+	25%	25%	25%	25%
Women 55+	13%	13%	13%	13%
HH Income \$90k+	60%	60%	60%	60%

Figures have been supplied by OzTAM (2025-26) *

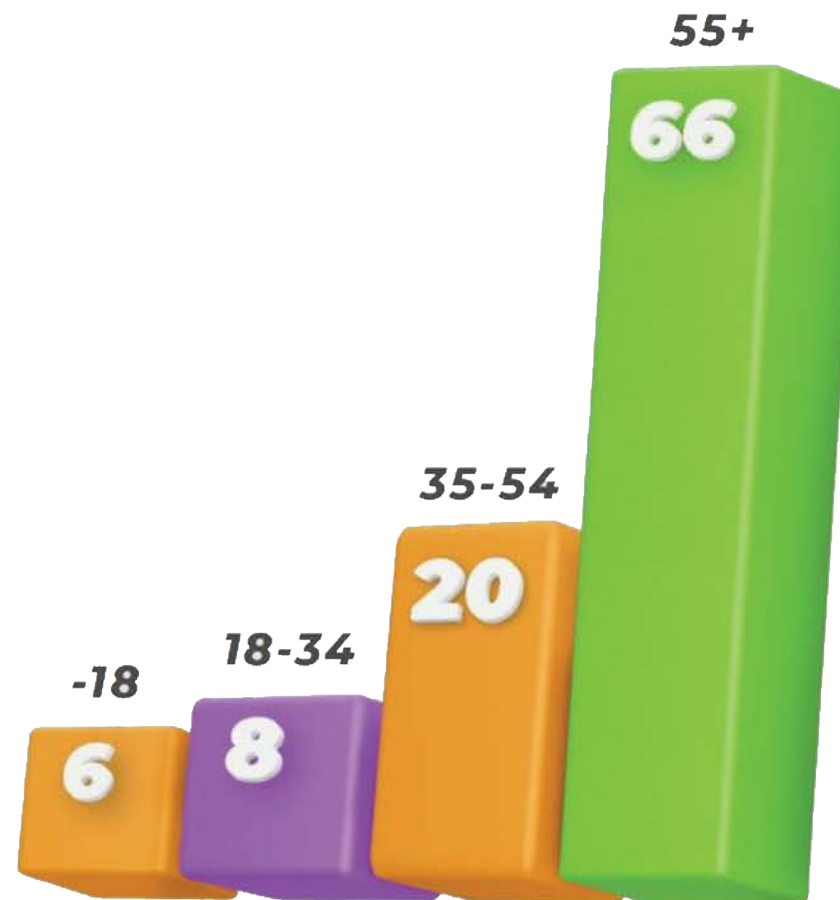


AUDIENCES



UNIQUE REACH DEMOGRAPHICS (%)

Perth Glory Audiences by Total Hours Viewed



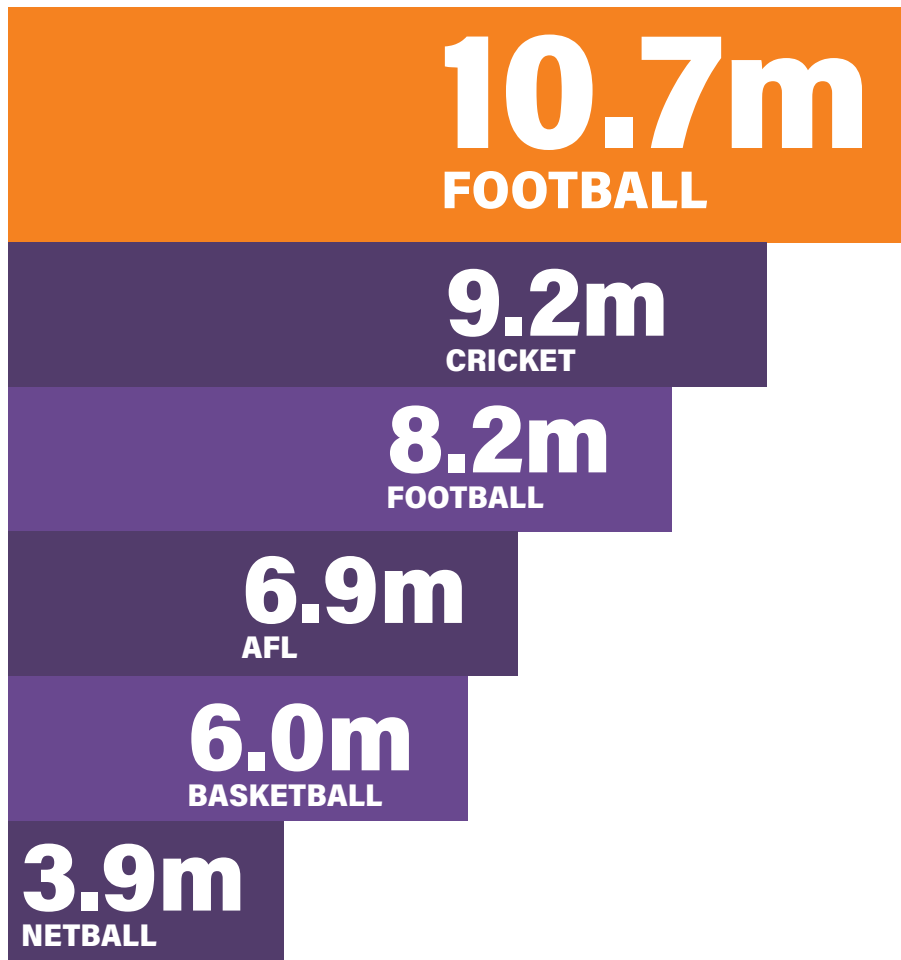
TV AUDIENCE BY AGE (%)

(Supplied by Futures Sport & Entertainment 2020/21)



FOOTBALL GETS BIGGER

Passionate Fans by Sport - Top 2 Box



+26%*

HIGHER CAGR for participation
2018-22 VS. AVG OF OTHER TEAM SPORTS

+21%**

HIGHER CAGR interest
2021-23 VS. AVG OF OTHER TEAM SPORTS

*Ausplay Data Portal, 2025
**YouGov Profiles, 2025



APL'S SUPERPOWER LIES IN ITS YOUNG, GROWING PARTICIPATION BASE

**FOOTBALL IS BIGGER THAN
ALL OTHER 'FOOTBALL'
CODES COMBINED**

2.16M

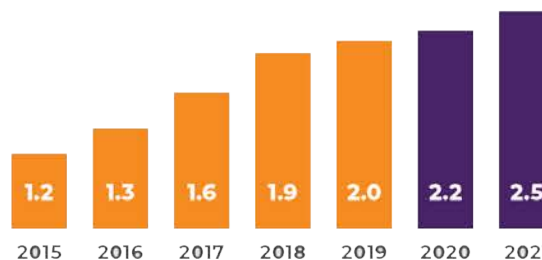
PARTICIPANTS & NON-PLAYING
PARTICIPANTS



**GROWING OFF THE
BACK OF CHANGING ANZ
DEMO & SAFETY CONCERNS**

65%

PARTICIPATION GROWTH
2015 - 2019



**FANS SUPPORT
AND PLAY
FOOTBALL**

27%

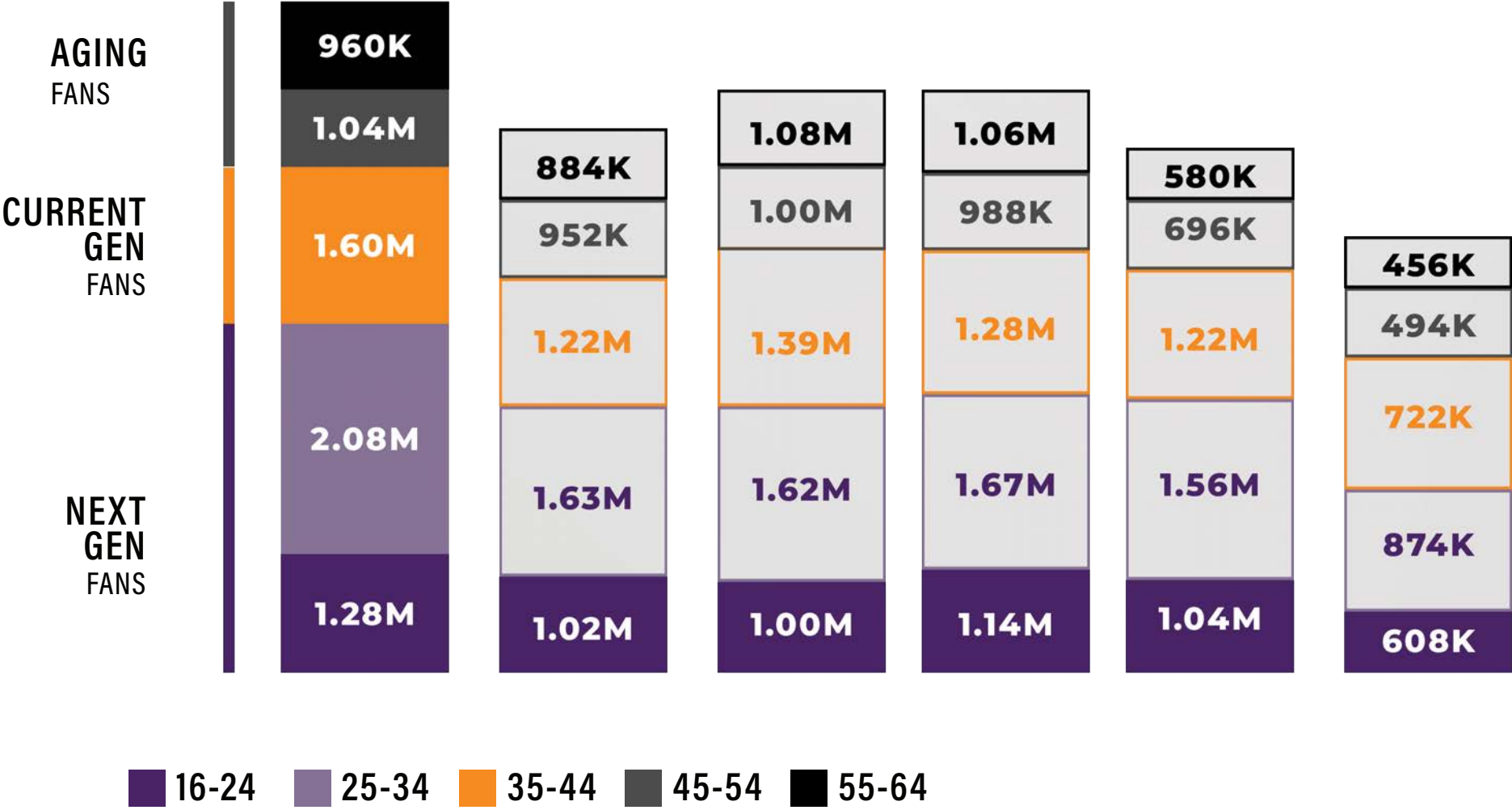
OF FOOTBALL'S FANBASE
PLAY FOOTBALL

**2.4 FANS
PLAY FOOTBALL**

MORE THAN DOUBLE THAN
OTHER MAJOR CODES:
AFL 13% - CRICKET 12% - NRL 8%



WITH THE LARGEST SEGMENT OF “NEW AUDIENCE”





AS OUR COUNTRY EVOLVES...

FOOTBALL GETS BIGGER

Conscious
participation

2.1m fans

participate across age groups

Rugby League - 0.4m

Aussie Rules - 1.1m





AS OUR COUNTRY EVOLVES...

FOOTBALL GETS BIGGER

Passionate about
Women's Sport

7.8m fans

Support growth of Women's Sport

Rugby League - 4.1m

Aussie Rules - 5.7m





AS OUR COUNTRY EVOLVES...

FOOTBALL GETS BIGGER

Football
families

4.4m fans

with children under 18





THE RISE OF WOMEN'S SPONSORSHIP...

86% OF SPONSORS*

Report their investment in women's sports **met or exceed expectations**, with one third reporting their activations delivered better than expected results.

WOMEN'S SPORT SPONSORSHIP IS GROWING

50% FASTER*

than men's major leagues, and is **exceeding return on investment expectations**





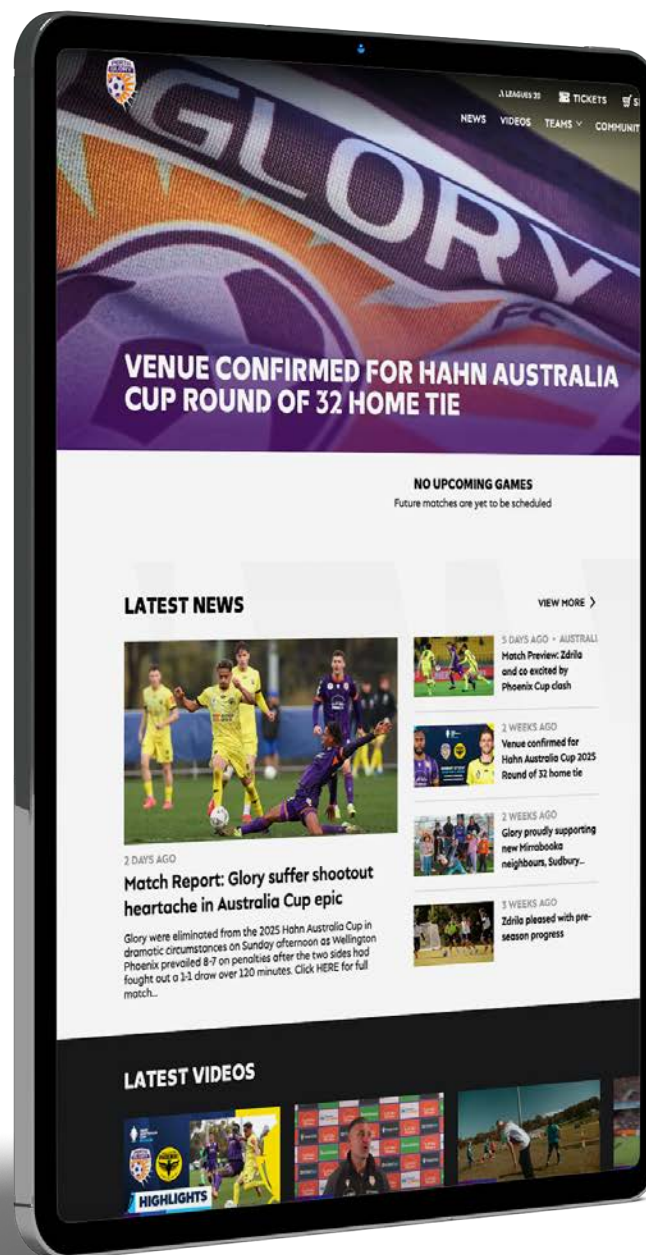
Our Database

Email

134,000+ Subscribers
Emails sent out weekly
Over 40% open rate

Website

418,000+ Users (2025)
577,000+ sessions (2025)



Facebook

95K Followers

16.5K (16%) WA followers aged 35-54

3.9M+ Total page reach (2023 - Present)

Instagram

58.7K Followers

6.2K (12%) WA followers aged 35-54

727,000+ Total profile reach (2023 - Present)

Twitter / X

41.3K Followers (2025)

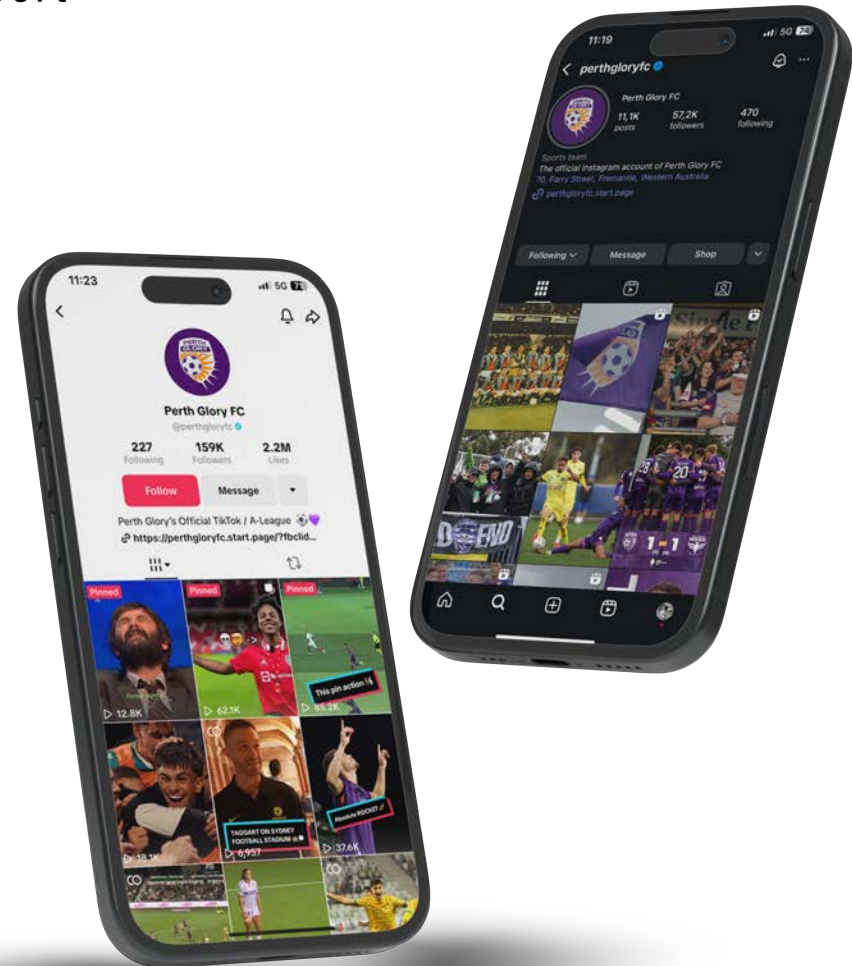
10.0M+ Total tweet impressions (2023 - Present)

TikTok

157.4K Followers (2025)

2.2M+ Video Likes (2023 - Present)

One of the Biggest TikTok Accounts in Australian Sport





Digital Alignment





Digital Marketing

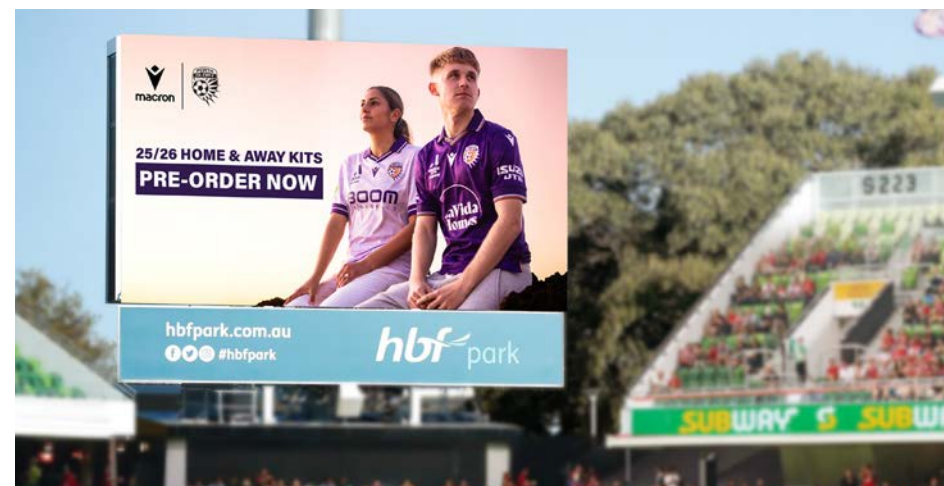
Stand out from the crowd through a digital marketing package. Engagement opportunities across various Club platforms will provide multiple touchpoints with Perth Glory members and fans.

INCLUSIONS

- Three (3) EDM banner advertisements (EDM database circa 100,000 subscribers)
- One (1) x Social media post (promoting an exclusive member offer) posted across the Club's Twitter, Facebook and Instagram channels
- The ability to place a banner advertisement on Perth Glory website home page for a week
- 5% Share of Voice (SOV) of pitch-side LED advertising at a Perth Glory regular season home game
- Six (6) seat VIP corporate box at a Perth Glory regular season home game
- Two (2) 30 second commercials played on the two big screens at a Perth Glory regular season home game

INVESTMENT

\$10,000 + GST





Signage

Showcase your brand with one of the many signage options available on game day. With xline static signage, grandstand and virtual signage options available, there is a signage package option to suit all budgets.



SOUTHERN GRANDSTAND PARAPET

- Static signage located on the fascia of Level 1 of the Southern Grandstand
- Located partially within television broadcast arc
- Sign measures 6m x 1m

INVESTMENT

\$7,500 + GST



EASTERN GRANDSTAND PARAPET

- Static signage located on the fascia of Level 1 of the Eastern Grandstand
- Located partially within television broadcast arc
- Sign measures 6m x 1m

INVESTMENT

\$10,000 + GST



FIELD OF PLAY

- Static signage positioned just behind the goal line at each end of the pitch
- Located within television broadcast arc
- Sign measures 6m x 1m

INVESTMENT

\$25,000 + GST



VIRTUAL MATS

- Located on the by-line at each end of the pitch
- Two large and two small options available
- Highly visible within broadcast

INVESTMENT

FROM \$30,000 + GST



FENCE LINE - LED

- LED boards surrounding the North, South and East perimeter of the pitch
- Rotates every 30 seconds
- Located within television broadcast arc
- Total in-game dedicated exposure across all three sides approximately 12.5 minutes per game

INVESTMENT

\$40,000 + GST

BIG SCREEN SIGNAGE

- Static signage located on the fascia of Level 1 of the Southern Grandstand
- Located partially within television broadcast arc
- Sign measures 6m x 1m

INVESTMENT

\$10,000 + GST





Player Partner

A player partnership provides several opportunities for brand exposure, along with the ability to utilise your player for special events. With repeated brand alignment at every Perth Glory home game, a player partnership is a great way to improve brand recognition and recall.

Branding

- Company logo added to the back of the player's warm-up top.
- Company Logo featured on the big screen with player image when your player is Announced in the Starting XI, Scores a Goal or is Substituted.
- Company reference from ground announcer when your player is Announced in the Starting XI, Scores a Goal or is Substituted.

Matchday Experiences & Ticketing

- 2 x Tickets to the Chairman's Function for 1 Game in the 2025-26 Season
- Watch the Team Warmup Pitchside
- A Gameday Photo with your Player
- Two (2) tickets to the Perth Glory MGP Awards night.

Player Appearances

- Two (2) player appearances
- Length of player appearance to be a maximum of 60 minutes.

Gift

- One signed 25-26 Shirt by your player
- Photo with your player as they present your signed shirt
- Personalised Video Message from your sponsored player.



INVESTMENT

FROM \$2,500 + GST



Match Day Partner

Elevate your brand to the next level by becoming an official Match Day Partner at a Perth Glory home game.

With the ability to set up an interactive display in our Kids Zone, distribute promotional material, provide giveaways, conduct an on-field activation and have your brand displayed on the pitch side LED advertising boards and via our two big screens, becoming a match day partner will leave a lasting impression on all attendees.

With fine dining corporate hospitality and an allocation of general admission tickets also included, a match-day partnership will allow you to effectively achieve several marketing objectives.



- 10% Share of voice on the North, South and East LED advertising boards
 - Located with the television arc
 - Equates to approximately 30 minutes of dedicated exposure in total across the three locations.
- A table of 10 to the Chairman's Function
 - 90-minute two-course sit-down pre-game event including premium beverages
 - Recognition by function MC for being the official Match Day Partner
 - Canapes and premium beverages are served at half-time.
 - Ten (10) seat VIP corporate box (uncatered).
 - Twenty (20) general admission tickets.
- The ability to set up a display in the Kids Zone pre-game.
- The ability to distribute promotional material to spectators.
- The ability to provide a participant for the coin toss
- Photo taken with the team captains and referees.
- Two (2) 30-second commercials played on the two big screens (pre-game and half-time)
- Up to six (6) live reads throughout the game with recognition of being the official match day partner.
- The ability to conduct an on-field activation at half-time.
- Recognition as the official Match Day Partner in the "Going to the Game" EDM sent to all Perth Glory members.



INVESTMENT

\$25,000 + GST



Glorious Hospitality Presenting Partner



An exclusive opportunity exists to become the presenting partner of our Glorious Hospitality Series, including the Chairman's Function, Season Launch, MGP and Various Events and Networking Functions throughout the season.

Have your brand showcased front and centre as the face of our events, ensuring you get prime exposure to the clubs corporate network and sponsors. This opportunity offers a blend of Event Branding, aswell as hospitality offerings for a mix of options to ensure you can leverage the exposure and grow your professional network.

- 6 Seats to the Chairman's Function for all men's home games.
 - 90-minute two-course sit-down pre-game event including premium beverages
 - Recognition by function MC for being the official Match Day Partner
 - Canapes and premium beverages are served at half-time.
- Branding on the club lecturn, hospitality banners, table settings, invitations and tickets to events.
- The ability to distribute promotional material across all events and use of Pullup Banners.
- MC acknowledgement as the presenting partner of each event, with at least 2 MC Reads throughout each event.
- 6 Tickets to the Season Launch, MGP and all other networking events under our Glorious Hospitality series.
- Majority share of voice on the TV Sponsor Reel and opportunity to be the guest speaker for 1 Chairman's Function.
- 1 Solus EDM to the Perth Glory Corporate Database
- 4 EDM Tile Inclusions to promote an offer to PGFC Database.

INVESTMENT

\$50,000 + GST





Corporate Hospitality



CHAIRMAN'S FUNCTION

- Guests are provided with a two-course meal and premium beverages.
- Mingle and network with business professionals along with Perth Glory staff, players and special guests.
- Hear from our wide range of guest speakers.
- Canapés and premium beverages served at half-time.
- Experience the action in undercover platinum seating in the Western Grandstand.
- VIP Parking.
- Access to Perth Glory corporate events including Season Launch & MGP.



STARTING FROM

FROM \$395 + GST PP



WEST SUITE

- Options available to hold between 12 - 24 guests in your own private suite just metres from the pitch.
- Fully glass-enclosed suites with air conditioning, TV monitor and premium buffet style food & free flowing beverages served by your own matire'd.**
- Surprise your guests with visits from our playing group.
- VIP Parking.
- Large company vinyl sign displayed proudly on the front of your suite.
- Access to Perth Glory corporate events including Season Launch & MGP

INVESTMENT

FROM \$202 + GST PP

*** additional fee for beverages and food*

NORTH SUITE

- Options to utilise 1 (holding up to 28) Suite, or combine multiple to host a networking function.
- Premium buffet style food & free flowing beverages served by your own matre'd.**
- Unique experience, stationed next to our iconic Shed.
- VIP Parking.
- Large company vinyl sign displayed proudly on the front of your suite.
- Access to Perth Glory corporate events including Season Launch & MGP.



STARTING FROM

FROM \$55 + GST PP

*** additional fee for beverages and food*



WEST OPEN BOX

- Enjoy panoramic views of HBF Park in the elevated West Grandstand in your private Open Box.
- Ability to order direct to box premium food & beverage.**
- Direct access to the HBF Lounge both during and after the match.
- VIP Parking.
- Have your company logo displayed on the front of your open box.
- Access to Perth Glory corporate events including Season Launch & MGP.

INVESTMENT

FROM \$199 + GST

*** additional fee for beverages and food*

EAST OPEN BOX

- Enjoy premium seating over in the family friendly Eastern Grandstand, with elevated seating in your own 8 Seat open box.
- Exclusive access to a prepaid bar card at the Members Bar (BBQ Terrace).
- Quick and easy access to food and beverage outlets in the East.
- Company logo displayed proudly on your box.

STARTING FROM

FROM \$67 + GST PP

*** additional fee for beverages and food*



PITCH SIDE EXPERIENCE

- Unique opportunity to enjoy the thrill of match days from your own exclusive pitch side seating!
- Enjoy your own dedicated entry, with food & beverage served directly to you by your own dedicated catering team member.
- VIP Parking.
- Opportunity to leverage the experience and brand the bolsters and seating to promote your business.

INVESTMENT

FROM \$400 + GST

*** additional fee for beverages and food*



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#ONEGLORY