PROMOTIONAL TOOLKIT

OVERVIEW

This toolkit is designed to provide a range of promotional assets and editable templates that you can use to promote your local NAB AFL Auskick centre.

Please ensure when you are promoting Auskick you use correct designation. In the first instance, the program must be referred to as NAB AFL Auskick, you can then use Auskick after that.

EDITABLE ASSETS (CANVA TEMPLATES)

Canva is a great tool to allow you to update information and imagery that is better suited to your audience. The following toolkit provides links to editable templates in Canva for flyer and social media assets. Canva will include some locked features that cannot be changed, but will also include editable fields to include program specific images, club logos and additional information. Click on the 'EDITABLE TEMPLATE HERE' button next to each asset to view the Canva templates.

CANVA TUTORIAL HERE

AUDIENCE SPECIFIC PROMOTION

Understanding your audience and talking to them specifically is key to cutting through in market. You should ensure:
- Images reflect the community. Can the community imagine themselves in the scene?
- Copy speaks to the audience. Does the message resonate with them?

See below specific copy to support prospective NAB AFL Auskickers across various community groups.
The Canva templates are a great way to update imagery to ensure it highlights each audience.

Audience/Roles	Message
Previous Auskickers	Missing footy? We're fun first and footy second at NAB AFL Auskick. It's your time to shine, join today at play.afl/auskick.
New to Auskick	Ready to kickstart your footy journey? NAB AFL Auskick is the best introduction to Australian rules football. Sign up now at play.afl/auskick.
New to Football	Come find your awesome at NAB AFL Auskick, because at this club, we're serious about fun. Register today at play.afl/auskick.

FLYERS

Flyers are used to share information with the audience and allow them to take that information home to read when they are ready. Flyers can be distributed at community events, and opportunities where there will be heavy foot traffic. Flyers should look to include an engaging image, program or event specific information and end with a call to action. For example, scan the QR code to learn more.

QR codes should be generated using Bitly. By using Bitly, you will be able to track how many scans your QR code has had, and therefore measure or determine the success of the flyer and whether it was useful for advertising that specific event/program. Once signed up to Bitly, simply copy and paste your link here to generate the trackable QR code, then use the editable template button below to add the QR code to your flyer.

Should you wish to share the link directly to your centre, please find your centre on the play.afl club finder map here, find and select your centre and copy your unique centre link. If you have any questions, please contact our customer service team at aflauskick@afl.com.au.

Flyer (A4)
Digital and print versions are available for state and regional use. These can be used for promoting NAB AFL Auskick registrations at events or opportunities with heavy foot traffic.

DOWNLOAD HERE   **EDITABLE TEMPLATE HERE**

ADDITIONAL DIGITAL ASSETS

Assets in a wide variety of sizes are available for use across digital platforms. These assets can be used when you have promotional opportunities on your club website and where other promotional opportunities occur.

It is recommended that these website assets are linked to the play.afl/auskick website when posted.

Digital Assets
- (300x250) MREC - digital (for example: webpage, digital newsletter)
- (728x90) Leaderboard - digital (for example: webpage, digital newsletter)
- (300x600) Half Page Ad - digital (for example: webpage, digital newsletter)
- (300x100) Sidebar - digital (for example: webpage, digital newsletter)
- (600x300) eDM header - digital (for example: Facebook cover, operational communications)

DOWNLOAD HERE

Participant certificates and other coordinator resources can be found on Auskick coordinator hub.
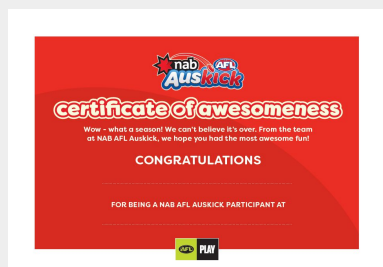
COORDINATOR RESOURCE HUB

SOCIAL MEDIA

Social media is a great way to reach a large range people, both current followers and new audiences.

From sharing videos and tagging other accounts to linking through to a website, social media is a strong tool in communicating a message a directing the audience where you want them to go.

Social media tiles are available to post on state and centre Facebook and Instagram accounts. These can be used to promote registrations for NAB AFL Auskick, no matter their level of Australian rules football knowledge. At Auskick, we're fun first, footy second!

We recommend tagging @aflauskick where possible, so we can reshare your posts, driving further engagement.
Including any additional or specific information text in your caption, rather than on the images drives stronger engagement.

Social Media Tile (1080x1080)
Include any additional text in your post rather than on these images for better engagement.

Suggested copy:
We're fun first and footy second at NAB AFL Auskick. It's your time to shine, join today! Register today at play.afl/auskick.

DOWNLOAD HERE   **EDITABLE TEMPLATE HERE**

Social Media Story (1080x1920)
It is recommended that a link sticker is added to each social media story directing clicks to PLAY.AFL/AUSKICK.

DOWNLOAD HERE   **EDITABLE TEMPLATE HERE**