AFL NINES
PROMOTIONAL TOOLKIT

OVERVIEW

AFL Nines is our tackle-free, modified version of the game, providing people aged 13+ with another way to play. Promotional assets can educate, inform and encourage audiences to participate in Nines programs and competitions in 2024.

This toolkit is designed to provide a range of promotional assets and editable templates that you can use to promote AFL Nines locally. These assets include flyers, social media tiles, social media stories and digital assets, with editable and non-editable, print and digital options available.

AUDIENCE SPECIFIC PROMOTION

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

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

Audience/Roles	Message
Local Footy Participants (aged 13+)	AFL Nines is another way to play for existing Local Footy Participants (Youth, Senior and Masters). It's a tackle-free, nine-a-side, modified version of the game, played on a smaller field with a shorter season. AFL Nines is ideal for Local Footy Participants looking for a less physically demanding, lower commitment option to play over summer.
AFL Newbies (aged 13+)	Whether you're new to footy or a few years in, all teens and adults can feel welcome on the field in AFL Nines. Tackle-free, nine-a-side, modified version of the game with no prior AFL experience required to play. AFL Nines is played on a smaller field with a shorter season, making it less physically demanding and requires a lower level of commitment.
Existing AFL Participants (aged 16+)	Coaches, Umpires, Volunteers and staff involved in AFL in another capacity. AFL Nines is another way to get involved with footy. It's a tackle-free, nine-a-side, modified version of the same. Played on a smaller field in a shorter season, so you don't need to be an athlete to play. With only one game per week, Nines has a low level of commitment, so you can keep up your other roles within AFL too.
Fitness & Corporate (ages 18+)	Fitness and Corporate groups will be our future focus and new audience. AFL Nines is a way to keep up you fitness and have fun with friends. It is also a team-building activity for corporate groups.

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

SOCIAL MEDIA ASSETS

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 your local Facebook and Instagram accounts. These can be used to promote player registrations across both youth and adults age groups in AFL Nines, especially encouraging new audiences to participate - it's not only a program for Local Footy participants to play in the off season over summer, but another new and modified way to play.

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 the caption of your post, rather than on these images for better engagement.

Suggested copy:
"Play more, play AFL Nines! With no tackling, nine-a-side and a smaller field, AFL Nines is for just about anyone. Head to play.afl/nines to learn more now."

"Whether you're new to footy or a few years in, all teens and adults can feel welcome on the field in AFL Nines. Head to play.afl/nines to learn more now."

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/nines or the club finder page on play.afl (play.afl/club-finder-map).

DOWNLOAD HERE   **EDITABLE TEMPLATE HERE**

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.

Flyer (A4)
Digital and print versions are available for state and club use.

DOWNLOAD HERE   **EDITABLE TEMPLATE HERE**

Flyer (A5)
Digital and print versions are available for state and club use.

EDITABLE TEMPLATE HERE

ADDITIONAL DIGITAL ASSETS

Assets in a wide variety of sizes are available for use across digital platforms.

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

Digital Assets
- (300x250) MREC
- (728x90) Leaderboard
- (300x600) Half Page Ad
- (300x100) Side Bar Banner
- (600x250) eDM Header and Newsletter Banner

DOWNLOAD HERE