# LOCAL FOOTY
## PROMOTIONAL TOOLKIT

**AFL | PLAY**

# OVERVIEW

Local Footy clubs are the backbone of many communities, providing opportunities for Junior, Youth and Senior players to participate in Australian rules football competitions. Promotional assets can inform and encourage participants to connect with their local club and participate in the 2024 season.

This toolkit is designed to provide a range of promotional assets and editable templates that you can use to promote footy 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 Local Footy players across various community groups.
The Canva templates are a great way to update imagery to ensure it highlights each audience.

| Audience/Roles | Message |
|---|---|
| Junior (ages 7-12) | Play with your mates, make new friends have loads of fun. Junior Footy is about making memories while having fun in a safe environment. |
| Youth (ages 13-17) | Play for fitness, friendship, and fun while setting yourself up for the future. Whether you're new to footy or a few years in, Youth Footy is designed with teens in mind. |
| Senior (ages 18+) | Get the full footy experience with Senior Footy. Increase your fitness and footy skills, while upping the intensity of games and drills. |

# 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 Juniors, Youth and Seniors, especially encouraging those who don't think they're competitive enough to play - Local Footy is all about playing with your mates, making new friends and keeping fit.

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 with your mates, make new friends and keep fit with Local Footy. Visit play.afl and register now"
"Whether you're just starting out, an up-and-coming star, or keeping fit. Register now for Local Footy at play.afl"

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

**DOWNLOAD HERE**     **EDITABLE TEMPLATE HERE**

### Diversity and inclusion imagery
Our great game is for everyone, and it's important the images of our programs and participants reflect this.
You can access a range of images below to utilise when showcasing or targeting programs to people with disability, Aboriginal and Torres Strait Islanders and culturally diverse people.

**DOWNLOAD D&I IMAGES 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**

# 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 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**