COMMUNITY UMPIRE
PROMOTIONAL TOOLKIT

AFL | PLAY

OVERVIEW

Umpiring is a crucial part to every game, every round. Umpires can express their interest by completing the Expression of Interest form, or jump straight ahead to completing the First Bounce Certificate. Marketing assets can encourage audiences to do either option to start their 2024 umpiring journey.

This toolkit is designed to provide a range of marketing assets and editable templates that you can use to promote Umpires at a state or club level. A reminder that for Officials HQ specific support there are a range of resources here.

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 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 umpires across various community groups. The canva templates are a great way to update imagery to ensure it highlights each audience.

Audience	Message
FIRST BOUNCE	*The First Bounce certificate is targeted at new / prospective participants in umpiring and is perfectly positioned to add further value to any new / existing programs.* The First Bounce Certificate is the first step in the umpire pathway. The course provides 45-60mins of FREE online content and sets you up to take the field in 2024. Start your umpiring journey today.
School aged	Keep fit while developing lifelong skills You never know where the game will take you
Current Players	Get involved in a new way and improve your game Do it for the continuous development
Ex Players	Stay connected to our great game Your weekend footy routine doesn't have to end
General Public	Behind every game is a dedicated umpire Get closer to the game than you could ever imagine It's not too late to get involved in our great game

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 regional use. These can be used for promoting Umpiring events, general umpire registrations or any other umpire related comms you want distributed.

These can be used to promote umpire registration or upcoming local specific training sessions and events.

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/umpire website when posted.

Digital Assets
- (300x250) MREC
- (728x90) Leaderboard
- (600x300) eDM header and newsletter banner
- (820x461) Facebook Cover Photo

It is recommended that the banner link is directing clicks to play.afl/umpire

DOWNLOAD HERE

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 both Facebook and Instagram accounts.
Tagging accounts and using hashtags will increase the exposure of a post. We recommend tagging @umpireafl and any other State / Territory or national Community Football account in the post with an accompanying caption, similar to those suggested below.

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.
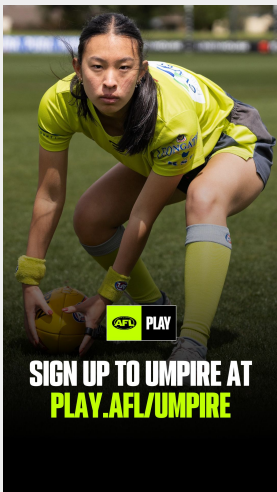
Suggested copy:
"[STATE / TERRITORY], get closer to the game than you could ever imagine.
Sign up for the 2024 footy season at play.afl/umpire."

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

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