



# LOCAL FOOTY PROMOTIONAL TOOLKIT



# 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 2025 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 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 volunteers across various community groups. The canva templates are a great way to update imagery to ensure it highlights each audience.

Audience/Roles	Message
<b>Junior</b> (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.
<b>Youth</b> (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.
<b>Senior</b> (ages 18+)	Get the full footy experience with Senior Footy. Increase your fitness and footy skills, while upping the intensity of games and drills.

## CLUB SPECIFIC IMAGERY

Using localised imagery is a great way to showcase the people, stories and experiences offered at a club level. Use of videos and photos from the 2024 season are a great way to promote participation in 2025. Copy to support these images can include names and stories of players, teams and key moments from last season.

# ASSETS

Please see below the link to 2025 registration imagery.

*Noting additional campaign creative to be supplied to state leads and link below in January 2025.*



## Social Media Tile (1080x1080)

Include any additional text in your post rather than on these images for better engagement.

Suggested copy:

“Registrations are now open for season 2025, lock in your place on the team today”

“Play with your mates, make new friends and keep fit with Local Footy. Visit play.afl and register now”

[DOWNLOAD 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](#)



## Digital and Print

It is recommended that digital assets hyperlink to each social media story directing clicks to Play.AFL.  
Print media to include QR Codes to register at your local club.

[DOWNLOAD HERE](#)

