



2025 LOCAL CLUB REGO MARKETING KIT



AFL JUNIOR CLUBS OF GREATER SYDNEY

Creating more ways to PLAY AFL

This booklet contains marketing tips to maximise the assets you have received in order to help drive 2025 local Australian Rules registration. Finished assets are designed for use across social, digital and traditional media.

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How to Access
How to Apply

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05

APPLICATION

A large, stylized number '001' rendered in a vibrant, neon green color. The '0' is a thick, rounded shape with a vertical slot in the center. The '1' is a simple, bold vertical bar with a small notch at the top. The numbers are set against a solid black background.

How to Access

Local Clubs can access and download their clubs marketing kits via the **play.afl** website on the AFL NSW/ACT page

<https://play.afl/GreaterSydneyLMK>

How to Apply

Your unique club pack has been designed to direct views to your respective Jr Club page on play.afl.

Each club has been set up with a unique QR code and 'short link' which can track and monitor engagements and which of your collateral pulls strongest results.

What we need from you:

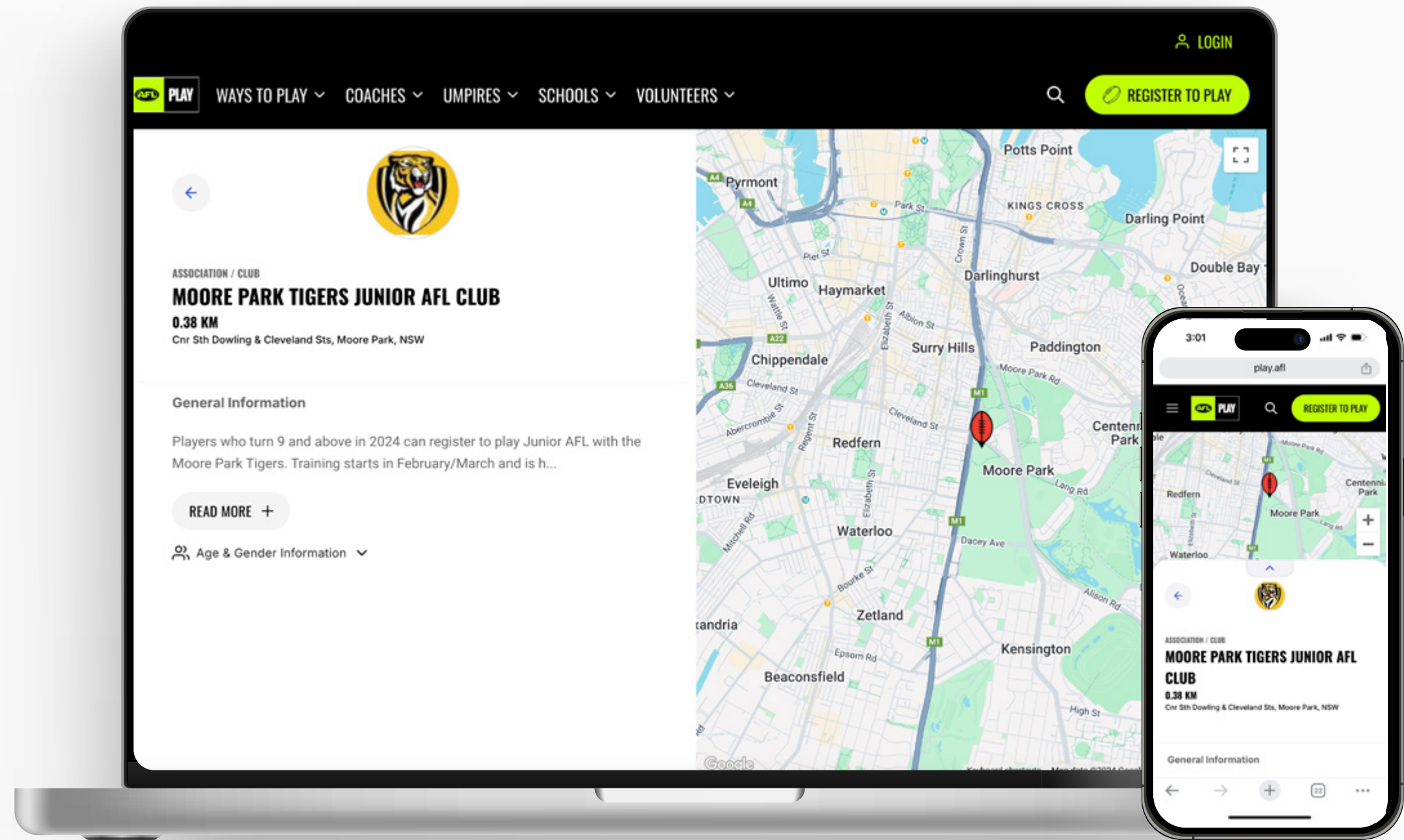
- Update Club Finder Page:
Keeping a club's description updated boosts conversions by building trust, setting clear expectations and highlighting relevant activities. When potential members see accurate, current information, they're more likely to engage and join.

- Find and save your unique short link:
Keep your unique link easily accessible and ensure to use it at all digital opportunities.

ACCESS YOUR KIT HERE



User Registration Destination



Find yours in YOUR CLUBS asset folder.
Examples: Moore Park Tigers*

PERSONALISED QR CODE:



Important

UNIQUE CLUB FINDER REGO LINK:

"uqr.to/1wngm"

Important

eDM Headers & Banners
Media Release
General Digital Displays

07
08
09

DIGITAL

02

Email Banners

Email Header:

Is the visual that is located at the top of your email. Email headers introduce you or your brand and club to the reader and set the tone for your message. The content following will further communicate messages and call to actions.

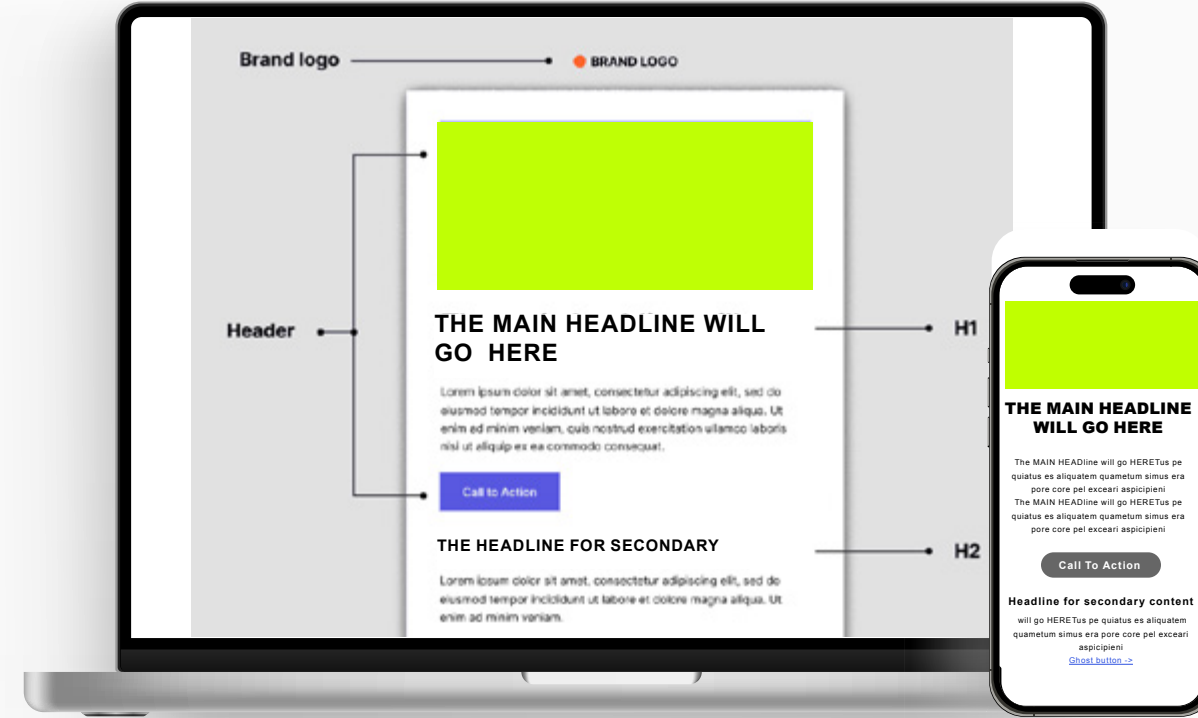
Email Banner

A narrow branded block with complete messaging and call to action that can be applied to the body content of your emails. They can be provided to partners/sponsors to share on your behalf.

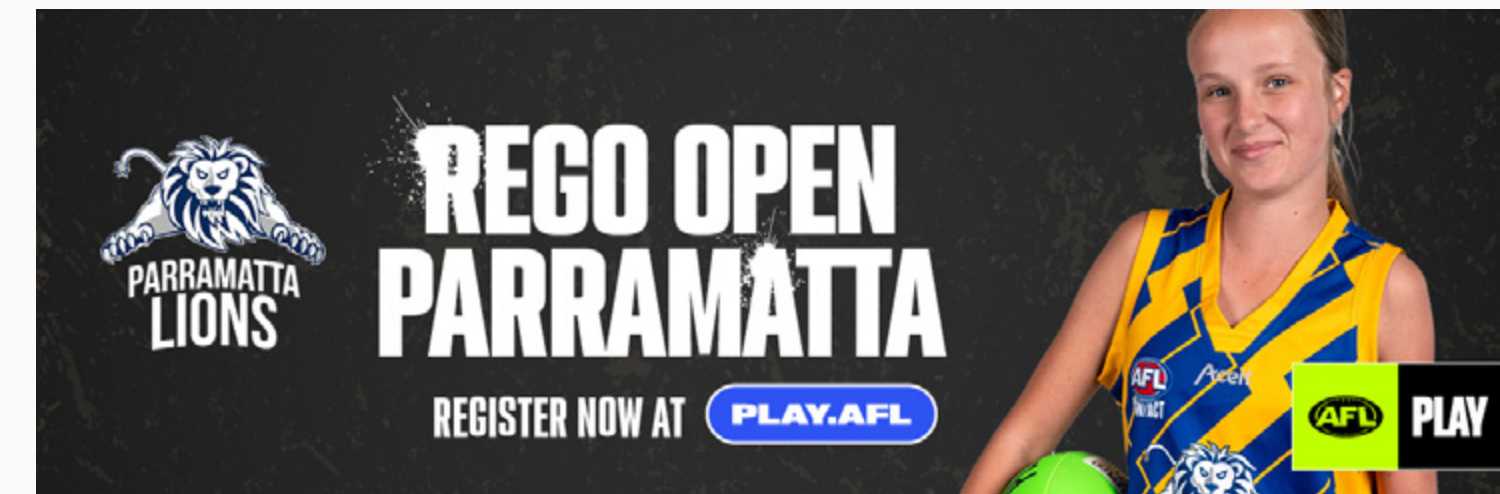
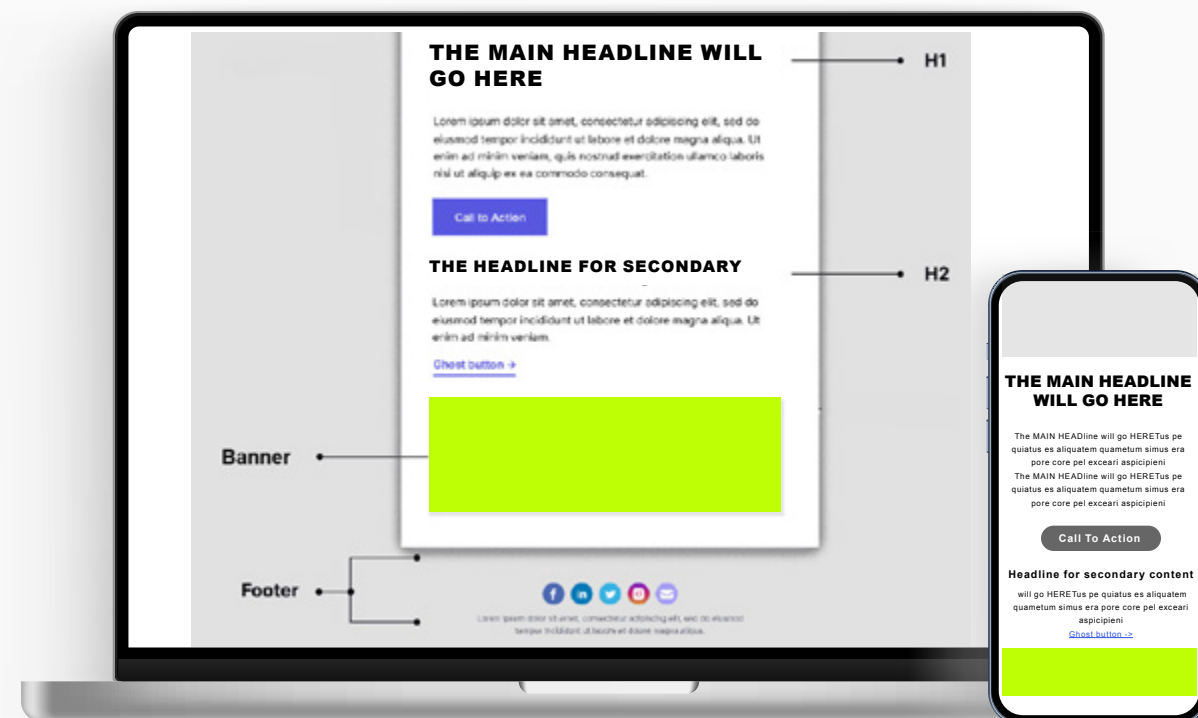
INSTRUCTIONS:

When adding these registration banners into your emails/ eDM be sure to hyperlink the image blocks to your club's unique URL link.

eDM Header



eDM Banner



Media Release

Media releases are an attention-grabbing way to deliver impactful stories about your club to local and Sydney-wide media.

With the evolution of media and social media allowing for more human and community-centric stories than ever, these can be a great way to deliver information or newsworthy facts from your club, straight into the inbox of journalists.

Media releases should be punchy and to the point, delivering any crucial points at the head paragraph, before providing any further pertinent details below. They should also include pictures in the statement where possible.

Adding quotes from club representatives or committee members like the Club President can be an effective way to create interest and generate attention, so if it's worth including in your release, ensure you do so.

You can also **embolden** any **critical facts, names or dates** to help them stand out.

Example

FROM: Your Club's email address
SENT: Monday, Month 00th, 12:00pm
SUBJECT: MEDIA RELEASE: Title/ Details goes here



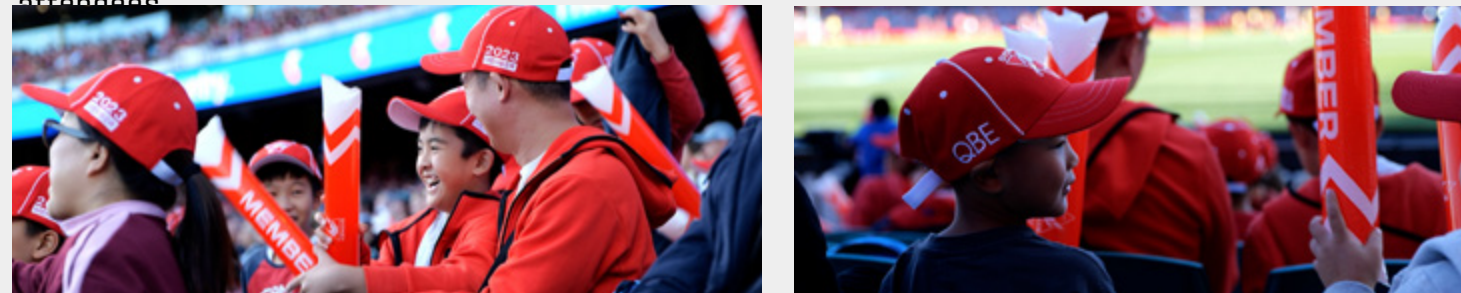
MEDIA RELEASE

The AFL's Hurstville School Village Model took a significant step last Sunday, with a group of 150 students and families enjoying their first ever live AFL match!

Now in its second term of operation throughout Hurstville, the AFL Village Model provides a dedicated teaching resource to schools in the area looking to develop their physical education and literacy offerings.

Accredited teacher and AFL Coach Lloyd Perris has been performing in the role of Educator Specialist in the region, undertaking classes aligned with the NSW Education Curriculum and bringing AFL to new audiences and young fans.

Having been bussed in to watch the Sydney Swans take on Geelong, four schools from the AFL Schools Village Model program: Hurstville Public, Hurstville Adventist, Hurstville South and Carlton South Public Schools enjoyed a hosted experience at the match - the first time watching a football code live in Australia for many attendees.



Year 5 student at Hurstville Adventist School Elijah Lam has become a fan of the game, watching Swans matches after first interacting with football through Mr Perris.

"It's my first time watching it in the stands, I've been watching it on TV this year," Lam said.

"They're fun, we really enjoy Mr Perris' classes at school it's been great learning about AFL.

"The atmosphere and watching it up close has been really exciting. We just need to score a few more goals and pass better!"

-ends-

Additional photos, details and interviews available upon request.

Name Surname

Title

Sydney

New South Wales

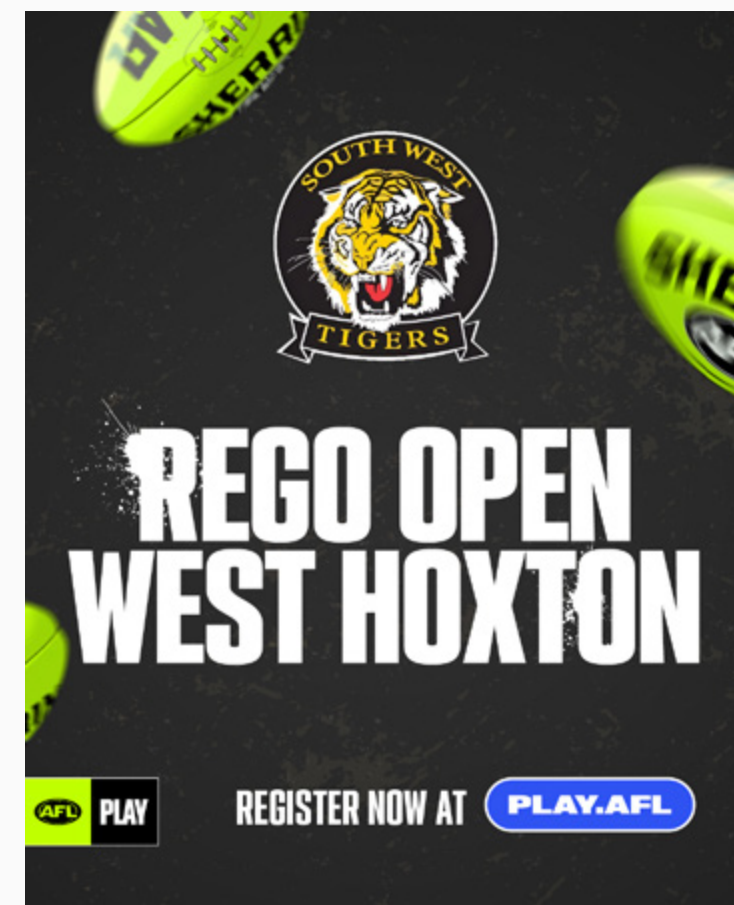
M: 0400 000 000

General Digital Displays

1920 x 1080: A 16:9 ratio, typical dimension useful for video end frame and website page.

1080 x 1350: A useful display when offered the opportunity to feature in a digital newsletter, email body, or across socials.

Example



Social Media Overview
Social Stories
Instagram Posts
Facebook Posts

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SOCIAL MEDIA



Social Media Overview

The following is your how-to guide to using the digital assets to their full potential on your club’s social media pages (specifically Instagram and Facebook). Please ensure you follow the instructions to successfully post each asset and use the timeline to help guide the scheduling of each asset.

INSTRUCTION GUIDE

Before posting the assets, please ensure that you have updated your link in bio on your Instagram and Facebook pages to **YOUR CLUBS unique short link provided.*** This is to ensure that your call to action of “register in link in bio” from the in-feed posts can be easily accessed by your audience.

This timeline has been designed to spread content across the entire span of the Registration campaign and we encourage you continue to share your regular content to continue building club awareness throughout the off season.

REMINDER*
Your ‘unique club link’ can be found in your asset folder.

Scheduling Your Rego Campaign



Example only* exact spacing between post can vary.

MONTH	WHAT'S ON	WHAT YOU SHOULD POST
NOV	Registration Open Launch	<ul style="list-style-type: none"> • “Rego Open for 2025” Social Tile • “Rego Open for 2025” Image Social Story
DEC	Registration Active	<ul style="list-style-type: none"> • “Join The Club” Social Tile • “Join The Club” Club Logo Social Story • Image Social Tile with no text • “Join The Club” Club Logo Social Story
JAN	Registration Active	<ul style="list-style-type: none"> • “Rego Open for 2025” Social Tile • “Rego Open for 2025” Club Logo Social Story • Image Social Tile with no text • “Rego Open for 2025” Club Logo Social Story
FEB	Final push for rego before start of season	<ul style="list-style-type: none"> • “Join The Club” Social Tile • “Join The Club” Image Social Story
MAR	2025 SEASON STARTS	

Social Stories

Using the timeline as a guide, post each asset to your Instagram and Facebook pages. Use the below to access instructions and caption ideas for each.

PLATFORM: Instagram + Facebook

INSTRUCTIONS:

The easiest way to ensure your story is being uploaded to both Instagram and Facebook is to link your accounts. If you have not done this / are unsure how to link them, please reach out for support.

1. Download a story image from your asset folder
2. Create a story post by uploading your story image
3. Add a link sticker through the icon of the smiley face in a square next to the text icon



4. Add YOUR CLUBS unique shortlink.
5. Customise sticker text with: "Register here"
6. Place this link sticker over the blue PLAY.AFL button on the image as shown in examples
7. Upload story to Instagram and Facebook.

No additional text or hashtags are required on these stories.

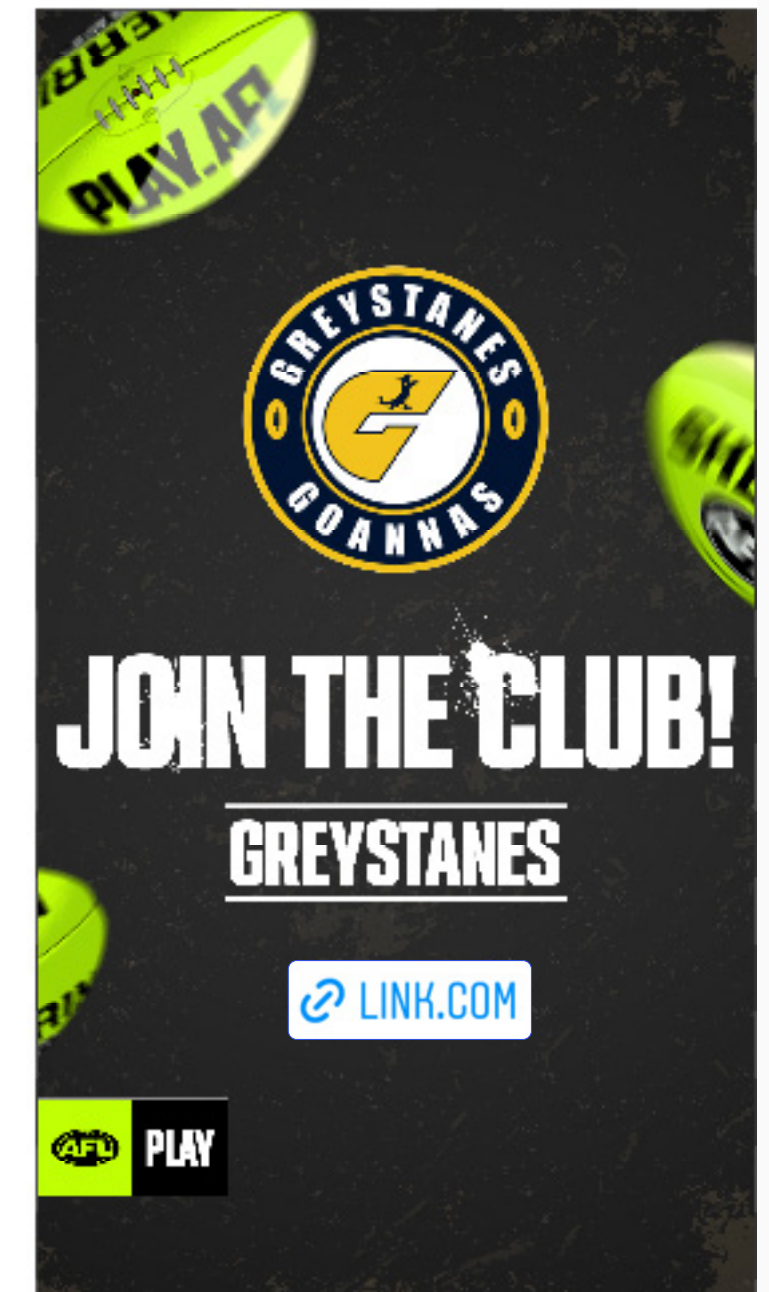
Story Samples



1. Rego Open



2. Join the Club



Instagram Posts

Using the timeline as a guide, post each asset to your Instagram. Use the below instructions and caption ideas for each post.

Instructions:

1. Download a tile image from your asset folder.
2. Create post on Instagram and upload the tile image.
3. Add a caption choosing a relevant option from below and make sure that you edit to add in your *SUBURB* and *CLUB NAME*
4. Copy and paste the hashtags from below to the end of your caption
5. Upload your post.

Hashtags:
#AFL #PlayAFL #LocalFooty

1. Rego Open



CAPTION IDEAS

Want to play footy in 2025? Come and join the club here in *insert SUBURB*

Learn new skills, have a kick around, make new friends and have fun whilst doing it! We cater to different ages and all levels of skills and abilities, from those who have never played sport, to a representative level.

Interested in joining *insert CLUB NAME*? Head to the link in our bio to register!

2. Join the Club



CAPTION IDEAS

It's not too late to join the club and register for the 2025 AFL Season!

Here at *insert CLUB NAME* we're a footy club with multiple teams that cater to all levels and experience.

Develop new skills, soak in the good vibes and experience all that footy has to offer here in *insert SUBURB*!

Register now via the link in our bio!

3. Club Imagery



CAPTION IDEAS

Local footy in *insert SUBURB* is the place to be in 2025 and we want you to be a part of it!

Footy is a great way to get involved in the local community. Whether you are new to the game or have played before, we have multiple teams that cater to all levels and experience.

Join the club and get in on the fun here at *insert CLUB NAME*! Register now via the link in our bio!

Facebook Posts

Note: these instructions are the same as Instagram but the caption ideas differ slightly to direct the message to the audience and users of the platform.

INSTRUCTIONS:

1. Download a Facebook image from the Facebook asset folder.
2. Create a post on Facebook and upload the Facebook image.
3. Add a caption choosing a relevant from below and make sure that you edit to add in your SUBURB and CLUB NAME.
4. Copy and paste the hashtags from below to the end of your caption.
5. Upload your post.

HASHTAGS:

#AFL #PlayAFL #LocalFooty

1. Rego Open



CAPTION IDEAS:

Looking for kids to join our club here in *insert SUBURB* to play AFL!

Here at *insert CLUB NAME* your child can try out a new sport, develop footy skills, make new friends and have lots of fun! We cater to different ages and all levels of skills and abilities from those who have never played sport to the representative level.

Interested? Head to the link in our bio to register!

2. Join the Club



CAPTION IDEAS:

It's not too late to join the club and register for the 2025 AFL Season!

We're a community footy club with multiple teams that cater to all levels and experience.

Join *insert CLUB NAME* so you and your kids can develop new skills, have lots of fun and experience all that our footy community has to offer here in *insert SUBURB*!

Register now via the link in our bio!

3. Club Image



CAPTION IDEAS:

Local footy in *insert SUBURB* is the place to be in 2025 and we want you to be a part of it!

AFL is a great way to get your family involved in the local community. Whether your child is new to the game or has played before, we have multiple teams that cater to all levels and experience.

Join the club and get in on the fun here at *insert CLUB NAME*!

Register now via the link in our bio!

A5 flyers
Posters/ Corflutes
Bumper Stickers
Outdoor Banners
Newspaper
Additional Media Support

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PRINT

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As part of this 2025 Kit, your club will receive a collection of printed collateral.

A5 Flyers

Posters/ Corflutes

Bumper Stickers

Vinyl Banners 3000mm x 1500mm

High quality vinyl banners with eyelets designed for outdoor signage are effective from a distance. Ideal placements would be on major roads or intersections around your suburb, near schools, shopping centres, entrances to your grounds.

INSTALLATION

Banners with QR codes: Most effective in high foot-traffic areas (not major roads/ roundabouts).

Banners with Images: Most effective in high-car traffic or foot-traffic locations.



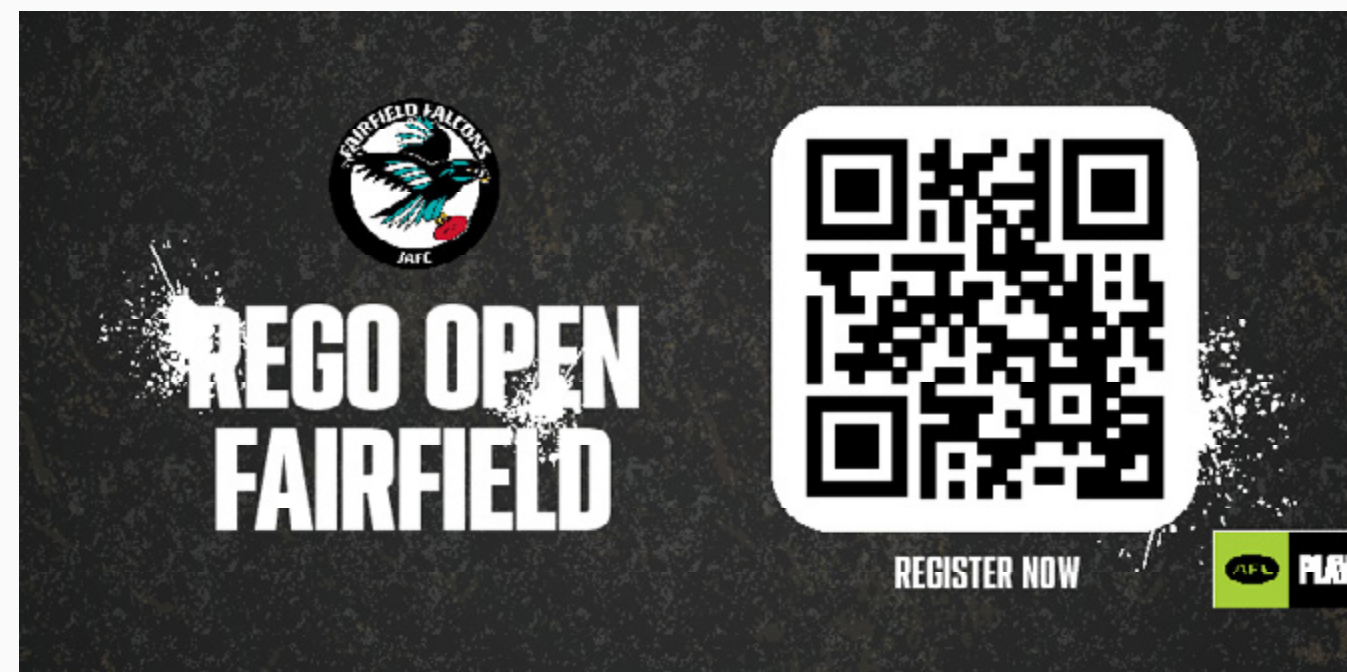
Flyers



A1 Posters



Bumper Stickers



Outdoor Banners



Newspaper

In your asset folder you will find 3 standard dimensions for Newspaper ad spaces: Full Page, Half Page and Quarter Page. Should you be interested in taking out ad space in newspaper and have found that these artworks do not fit the requested specs - adjustments can be made on your behalf.

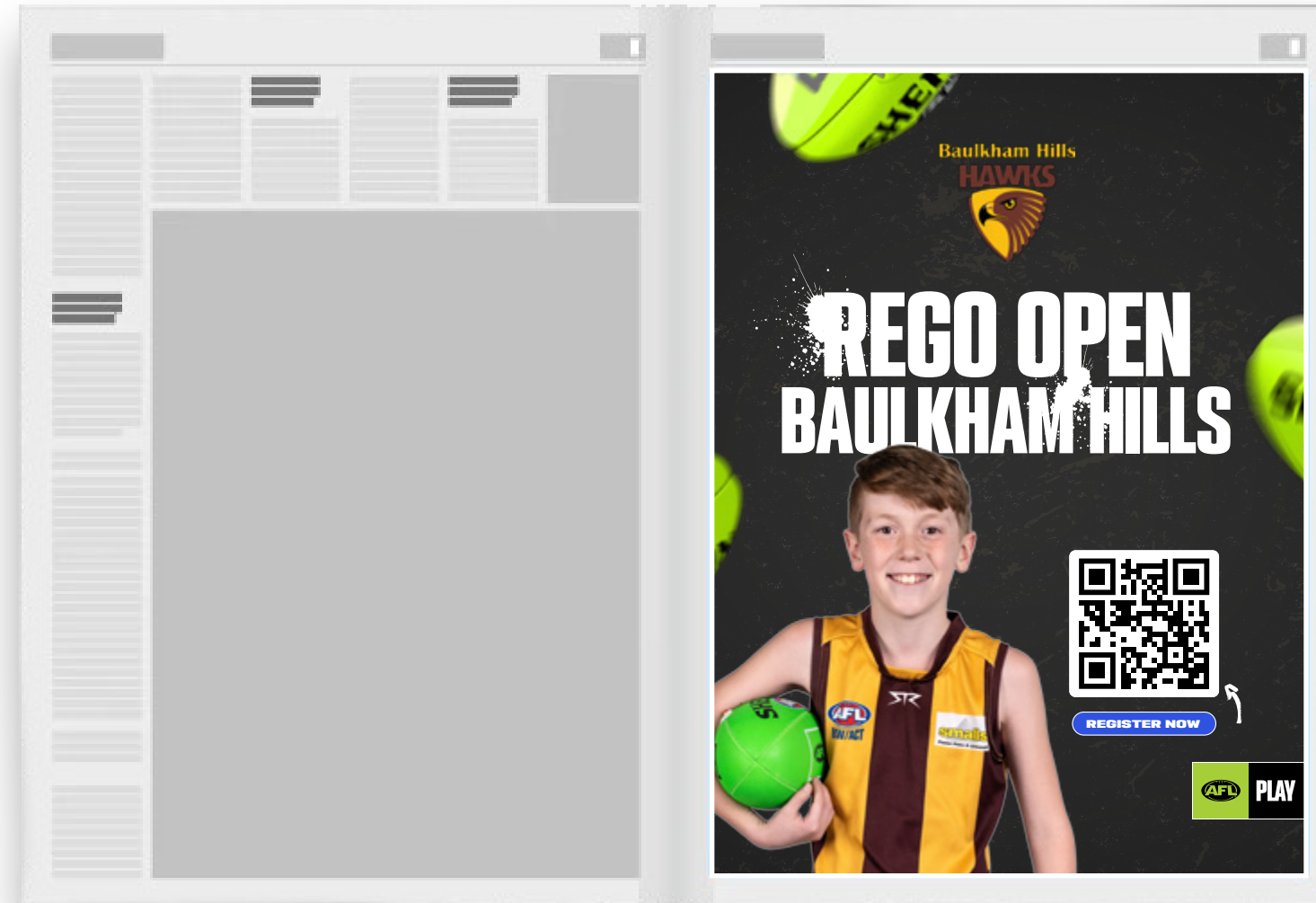
Additional Media Support

As part of our commitment to helping your club and the game of AFL grow in NSW, we are determined to help tell your stories of the game. While the media release template (page 8) should enable you to reach out directly to local media, any stories that you believe have strong community or editorial value can be amplified through the team at AFL NSW/ACT.

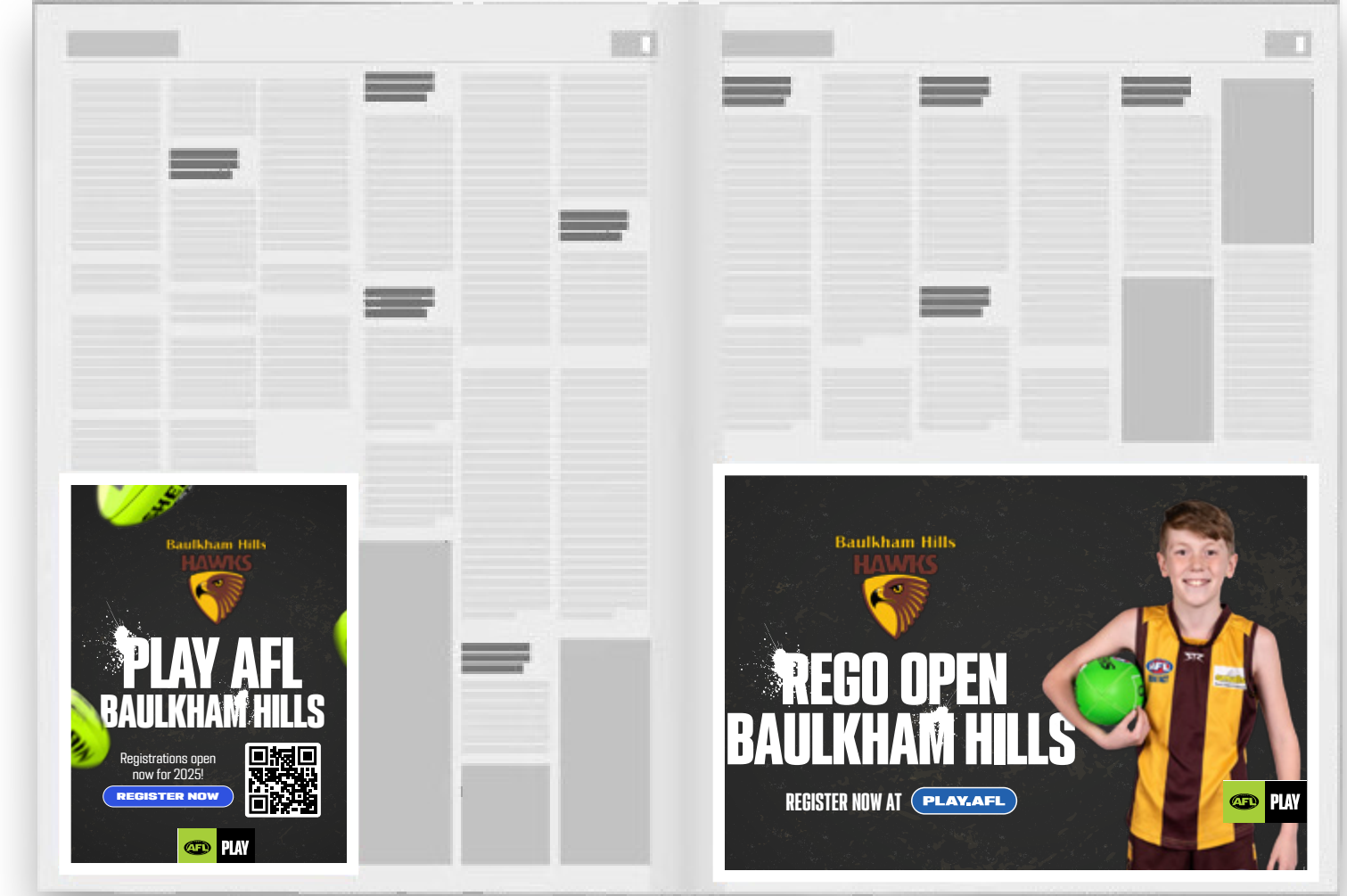
Please get in touch with stories to help us tell your club's story on the scale it deserves. i.e.

- 200th games
- Mother-daughter teams
- Premiers' debut
- Academy selections

Newspaper Ad assets.



Full page



Quarter page

Half page

Outlets we work with:



SUPPORT

05

FOR FURTHER SUPPORT, PLEASE CONTACT:

MEDIA, MARKETING & ASSET SUPPORT
nswfan@afl.com.au

If you would like any support in how to use this document or any of the assets within it, or help to amplify your club's story through media, please get in touch.





2025 AFL LOCAL MARKETING KIT MANUAL