



PLAY

AFL NINES

**2025 SPRING
CAMPAIGN
PROMOTIONAL TOOLKIT**

OVERVIEW

This toolkit is designed to provide a range of promotional assets to promote playing AFL Nines. These assets are a suite designed to inform, engage, and drive registrations into playing AFL Nines in the 2025 season and are part of a multichannel and multi phase campaign strategy. Please refer to the 2025 'Footy For Me' Campaign Strategy for more information.

The objective of States, Leagues and Clubs sharing these promotional assets is to build awareness and drive registrations of our AFL Nines competitions and drive traffic to the <https://play.afl/play/afl-nines> webpage for audiences to get more information and register through <https://play.afl/club-finder-map>.

The toolkit includes a range of promotional materials and editable templates that can be used to promote AFL Nines locally and across different audience groups. These assets include flyers, social media tiles, stories, and digital resources, available in both editable and non-editable formats, as well as print and digital options.

AUDIENCES

The Game Development Engagement team has invested deeply in understanding who AFL Nines is really for. And the insight is clear: AFL Nines isn't for everyone — it's footy for *me*. This version of the game attracts a diverse mix of participants (me's). From returning local footy players and past Nines participants, to a broader range of new, niche audiences, each brings a unique motivation to the field. The new me who's watched footy forever but never played in a team. The busy me who can only commit to one game a week. The social me who's more about mates than medals. It's footy, made to fit in, made for me.

You can view all the assets that speak to each audience on page 5.

A reminder when sharing content from your centre, It's important that:

- Images reflect the community, and we ask ourselves "Can our audiences imagine themselves in the scene?"
Our Canva templates are a great way to update imagery ensuring individual assets resonate with specific audiences.
- Copy speaks to the audience, and we ask ourselves "Will this message resonate with them?"
See the **messaging hierarchy within the campaign strategy document** for specific audience considerations and copy suggestions to support promotions across various audience segments.

EDITABLE CANVA TEMPLATES

The following pages in this toolkit include links to both editable and non-editable templates in Canva. Some features will be locked to maintain brand consistency, but editable fields are available for you to customize with program-specific information. To access these templates, simply click on the 'EDITABLE TEMPLATE HERE' button next to the relevant asset.

If you're new to Canva or need a refresher, you can find a helpful tutorial via the link below.

[CANVA TUTORIAL HERE](#)

If you have any questions regarding campaign implementation please reach out to your state AFL Nines lead.

SOCIAL MEDIA ASSETS

Social media is an effective way to connect with a wide audience, reaching both your current followers and potential new ones. By sharing videos, tagging other accounts, and linking to websites, social media allows you to deliver messages and guide your audience exactly where you want them to go.

We encourage you to tag **@aflplay** whenever possible so we can reshare your posts and help boost engagement. For maximum impact, include any specific details or additional information in your post captions rather than on the images themselves. This will help drive stronger interaction with your audience.

The 'Footy For Me' campaign demonstrates who AFL Nines is the perfect fit for. From this, we have a range of assets for you to use across your social media channels.

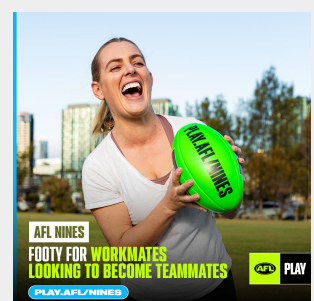
Social media tiles are available for posting on state and centre Facebook and Instagram accounts, see below:

Social Media Tile (1080x1080)

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

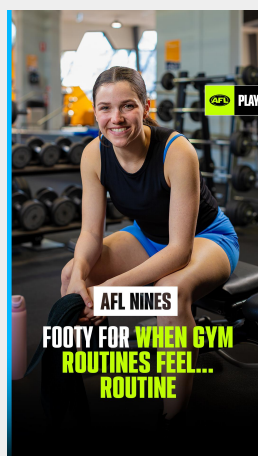
Suggested copy:

Footy for me? AFL Nines is the version of footy that fits in. It's fast-paced, action packed and played once a week. With no tackling, no training and no full on weekends, it's footy for me.



Social Media Story (1080x1920)

It is recommended that a link sticker is added to each social media story directing clicks to [PLAY.AFL/NINES](https://play.afl/nines)



[DOWNLOAD SOCIAL MEDIA ASSETS HERE](#)

[DOWNLOAD EDITABLE SOCIAL MEDIA ASSETS HERE](#)

ADDITIONAL DIGITAL ASSETS

Assets in a wide variety of sizes are available for use across digital platforms. These assets can be used when you have promotional opportunities on your club websites and where other promotional opportunities occur.

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



- (300x250) MREC - digital (for example: webpage, digital newsletter)
- (728x90) Leaderboard - digital (for example: webpage, digital newsletter)
- (300x600) Half Page Ad - digital (for example: webpage, digital newsletter)
- (300x100) Sidebar - digital (for example: webpage, digital newsletter)

[DOWNLOAD STATIC ASSETS HERE](#)

[DOWNLOAD MOTION ASSETS HERE](#)

FLYERS (A5)

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.

QR codes should be generated using Bitly. By using Bitly, you will be able to track how many scans your QR code has had. 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.



[EDITABLE TEMPLATE HERE](#)

[PRINT VERSION HERE](#)

OUTDOOR ASSETS

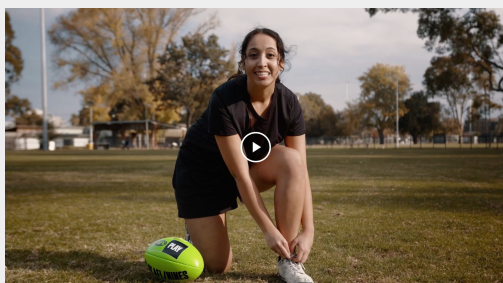
Local grounds facilitating finals or end of season events are a great place to advertise upcoming Nines competitions. You can send the templates below to a local print company and they will be able to produce collateral for you to utilise at grounds.

- A1 Corflute Sign
- Digital Scoreboard LED
- Fence Banner



[DOWNLOAD DESIGNS HERE](#)

CAMPAIGN VIDEOS



Our 'Footy For Me' campaign videos are the perfect way to showcase our audiences of AFL Nines and how it's the perfect footy for me.

These assets can be used across your social media channels and club website.

[DOWNLOAD CAMPAIGN VIDEOS](#)

ASSETS BY AUDIENCE

BUSY ME

Footy for when your week's cooked.

Audience: Shift workers, hospitality, healthcare



[VIEW HERE](#)

CORPORATE ME

Footy for busting boardroom boredom.

Audience: Full time workers and teams

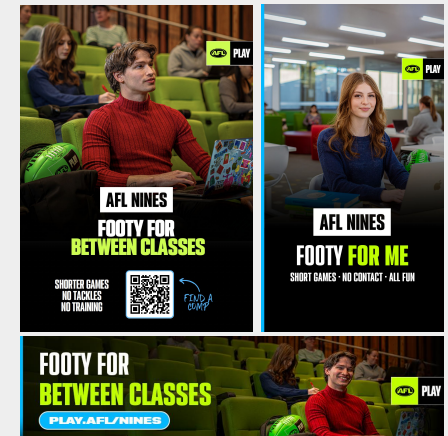


[VIEW HERE](#)

UNI ME

Footy for in between classes.

Audience: University and TAFE Students



[VIEW HERE](#)

HIGH SCHOOL ME

Footy for when brains need breaks.

Audience: High School Students



[VIEW HERE](#)

ONE OF THE GIRLIES ME

Footy for the group chat girlies.

Audience: High School and Young Adult Women



[VIEW HERE](#)

THE POST GAME PARMA ME

Footy for people who come for the post-game parma.

Audience: Those who enjoy the social aspect of sport

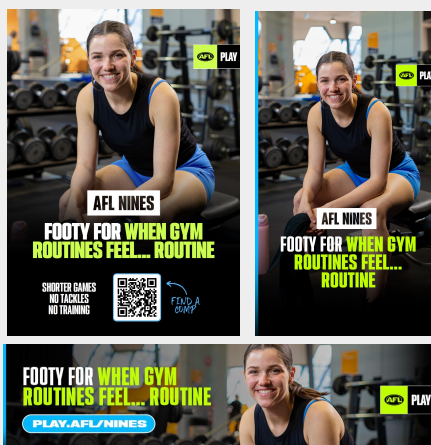


[VIEW HERE](#)

GYM JUNKIE ME

Footy for when your gym routine feels, routine.

Audience: Those who enjoy the gym but are looking for something to refresh their routine



[VIEW HERE](#)

STILL GOT IT ME

Footy for those looking for a come back.

Audience: Those who previously enjoyed playing footy or other team sports



[VIEW HERE](#)

HAVE ANOTHER ME?

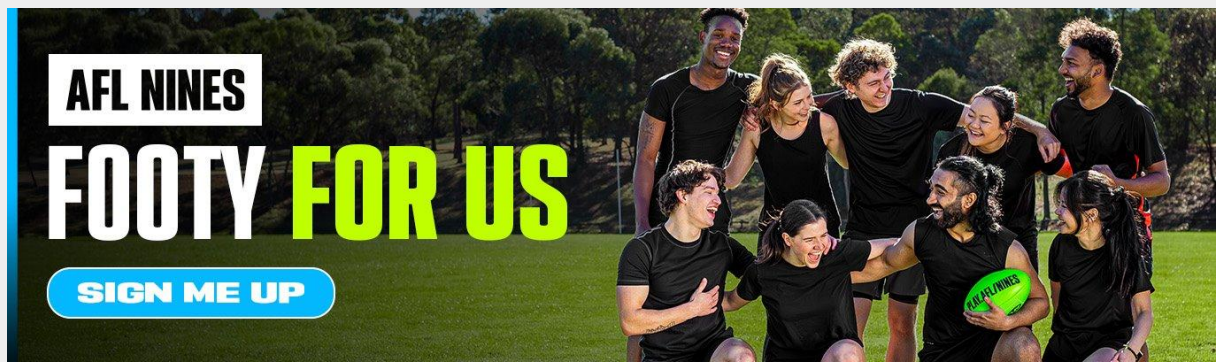
Create your own flyers to reach specific audiences
With the editable templates below

[EDITABLE SOCIAL TILES](#)

[EDITABLE FLYER](#)

AFL NINES FOR US

AFL Nines is for the team players, the sideline banter, staying socially fit as well as physically fit, for those who are there for mates not medals. The below assets have been developed to speak to audiences that come for the social aspect of the game, showcasing those that make 'us'.



STATIC SOCIAL TILES

EDITABLE SOCIAL TILES

FLYER FOR PRINT

EDITABLE FLYER