PROMOTIONAL TOOLKIT
SCHOOL HOLIDAY PROGRAMS

OVERVIEW

This toolkit is designed to provide a range of promotional assets to promote your local School Holiday Programs. Throughout the promotional period a multi-channel approach will be live to inform, engage, and encourage participation in School Holiday Programs.

The objective of States, Leagues and Clubs sharing these promotional assets is to build awareness of the programs each term and drive traffic to the play.afl/holidayprograms webpage for audiences to get more information and register to play via play.afl/club-finder-map.

The toolkit includes a range of promotional materials and editable templates that can be used to promote locally and across different audience channels. 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.

Please remember the approach to School Holiday Programs in 2026 is for both NAB AFL Auskick and NAB AFL Superkick programs, however to enhance the journey for new audiences both programs will fall collectively under School Holiday Programs and positioned as age based programs.

AUDIENCES

The Game Development Engagement team have done significant work to understand the target audience for School Holiday Programs is parents of children aged 4-12, no matter their previous or current relationship with footy.

Engaging parents is key, and we will be utilising the research undertaken to deliver key messages that resonate with this audience.

A reminder when sharing content from your centre, It's important to refer to the messaging hierarchy for consistency and resonance.

- **School Holidays Sorted**: Looking for fun, active and engaging ways to keep your child entertained these holidays?
- **Inclusive** for all
- Play, laugh and make lifelong **friends**
- **Off screens** and into the outdoors
- Stay on top of your schedule and get them outside
- Hone their skills: refine their skills to support their footy journey

SOCIAL MEDIA ASSETS

Social Media Tile (1080x1080)
Include any additional text in your post rather than on these images for better engagement.

Social Media Story (1080x1920)
It is recommended that a link sticker is added to each social media story directing clicks to PLAY.AFL/HOLIDAYPROGRAMS

DOWNLOAD SOCIAL MEDIA ASSETS HERE

DOWNLOAD EDITABLE TEMPLATES HERE

DIGITAL DISPLAY ASSETS

Digital Assets
- (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)
- (600x300) eDM header - digital (for example: Facebook cover, operational communications)

DOWNLOAD ASSETS HERE

FLYERS

Flyer (A5)
Mixed

DOWNLOAD HERE   EDITABLE TEMPLATE HERE

Flyer (A5)
All Girls

DOWNLOAD HERE