



# GRASS STAINS GUARANTEED

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**PROMOTIONAL  
TOOLKIT**

# OVERVIEW

The Grass Stains Guaranteed campaign taps into nostalgia, aimed at parents (key decision makers) with kids aged 4–12. Every grass stain tells a story – of confidence built, friendships formed and skills learned along the way. This is an awareness campaign that will run across all our kids pathway products in 2026 which includes NAB AFL Auskick, NAB AFL Superkick, Junior Footy and School Holiday Programs.

## AUDIENCES

The Game Development Engagement team have done significant work to understand the target audience for our kids' pathway products (NAB AFL Auskick, NAB AFL Superkick, Junior Footy and School Holiday Programs). The target audience are parents of children aged 4–12, no matter their previous or current relationship with footy.

This campaign is aimed at building awareness to parents for our kids' pathway programs. It is designed to excite feelings of nostalgia, and the positive benefits kids gain from playing footy which includes new friends, confidence, running outdoors and getting off screens. There is a program and level for every child, with this campaign an introduction to these options.

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.

## 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.

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 gets kids off screens, outside with friends and into the kind of play we all remember growing up – grass stains guaranteed.*

*Footy creates friendships, builds confidence and gets kids outdoors. Whatever their version of play – big kicks, small games, simple fun – grass stains are guaranteed.*



### Social Media Story (1080x1920)

It is recommended that a link sticker is added to each social media story directing clicks to [PLAY.AFL/GRASS-STAINS](https://play.afl/grass-stains)

[DOWNLOAD SOCIAL MEDIA ASSETS HERE](#)

## ADDITIONAL DIGITAL ASSETS

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

It is recommended that these website assets are linked to the [play.afl/auskick](https://play.afl/auskick) website when posted.



### 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 STATIC ASSETS HERE](#)

[DOWNLOAD MOTION ASSETS HERE](#)

## 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.

Should you wish to share the link directly to your centre, please find your centre on the [play.afl club finder map here](#), find and select your centre and copy your unique centre link. If you have any questions, please contact our customer service team at [superkick.afl.com.au](mailto:superkick.afl.com.au)

[DOWNLOAD HERE](#)

[EDITABLE TEMPLATE HERE](#)

[EDITABLE GIRLS GROUP FLYERS](#)