

AFL Sydney Juniors & AFL NSW/ACT partnership Opportunity

November 2016



AUSTRALIA'S GAME

1. AFL Sydney Juniors - Overview

AFL has a long and proud history throughout Sydney. In more recent times the expansion of AFL in the Sydney market has become an AFL Commission priority. With the advent of the newly formed GWS GIANTS, the long term success of the Sydney Swans, record participation rates and TV ratings, the AFL is well placed to continue its rise in Sydney.

The AFL Sydney Juniors is the competition arm that resides over the community club network in metropolitan Sydney. AFL Sydney Juniors is committed to provide an exceptional standard of service to its constituents that will support growth of AFL. It is focussed on being an inclusive sport that drives community benefits, health and well being.

The AFL Sydney Juniors is broken into two spate geographical based competitions, in Greater Western Sydney and Sydney Harbour respectively. There are 50 community clubs participating within the program that caters for boys and girls aged 8-18 years of age.

As a part of the expansion plans and to allow greater investment into this rapidly growing community sport, AFL Sydney juniors is looking to form strong partnerships with like minded organisations. As a part of this process, AFL Sydney Juniors welcomes any opportunity to explore potential partners from already existing relationships in the Sydney football family.



1. AFL Sydney Juniors – Exposure Opportunity

- The AFL Sydney Juniors is the largest junior AFL competition in NSW and one of the largest in Australia
- The AFL Sydney Juniors competition includes over 10,000 participants (7-18 year olds) and has a network of 50 + competing clubs
- The competition has grown by over 33% in 5 years.
- Female & Youth Girls football is the fastest growing segment in our game
- 485 teams play in the rapidly expanding competition (increase from 329 in 2012)
- 10,000 people watched the AFL Sydney Juniors community grand final days across 4 venues
- Every weekend in season over 50 community venues run across Sydney – from Blue Mountains to Bondi and Hornsby to Waterfall
- The competition match days are very well supported by parents, grand parents, families and friends
- A further 3500 children (5-8 years) are also linked with junior club network participating in the NAB Auskick Program
- Strong links exist with the Sydney Swans and GWS GIANTS
- A diverse range of participants from various multicultural backgrounds
- 1.9 million page views to the AFL Sydney juniors website- 2015 (18% growth from 2014)



Drummoyne Power JAFC Youth Girls team

1. AFL Sydney Juniors – High Profile Talented Player Outcomes

- Callum Mills (2015) – Sydney Swans from **Mosman**
- Abe Davis (2015) – Sydney Swans from **UNSW/ES**
- Sam Naismith (2015) – Sydney Swans from **North Shore**
- Jack Hiscox (2014) – Sydney Swans from **Sydney University**
- **Will Langford** (2013) – Hawthorn from **UNSW/ES**
- Brandon Jack (2013) – Sydney Swans from **Pennant Hills**
- Jarrod Witts (2011) – Collingwood from **Sydney University**
- Tom Young (2010) – Collingwood from **Sydney University**
- **Kieren Jack** (2007) – Sydney Swans from **Pennant Hills**
- Dylan Addison (2005) – Western Bulldogs from **St George**



National Women's League 2017

- **Nicola Barr** (2016) – GWS Giants from **Queenwood**
- Erin McKinnon (2016) – GWS Giants from **Mosman**



1. AFL Sydney Juniors – Partnership Opportunities

Official competition partner

Naming rights
 Branding opportunities include signage, website, social media communication channels, apparel
 Activation at key games, events

Representative Program

Naming rights of 3 day event (Queens B'Day Weekend) involving representative teams from all sub regions across Sydney. Over 1400 participants and 5000 in attendance
 Branding at venue, player uniforms and footballs
 Activation opportunity

Grand Final Day and Presentation Night

Sydney Juniors grand Final day attracts over **5000** attendance at Macquarie University alone
 Three other Grand Final locations, Two presentation nights
 Presentation and messaging opportunities at Grand Finals and Presentation nights
 Branding of footballs, signage on site and other involvement in the day is available

Umpires/Coaches

Branding on umpire uniforms 400 + umpires
 Branding for coaches bibs 450+ coaches

Website

Available space on AFL Sydney Juniors website
 Branding on all competition memorandums
 Promotion through Facebook pages

