



AFL Sydney Partnership

December 2016



AUSTRALIA'S GAME

1. AFL Sydney - 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 Senior league is the competition arm that resides over the community club network in the greater Sydney area. AFL Sydney 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.

There are 27 community clubs participating within the program that caters for men and women.

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



- The AFL Sydney Seniors are the largest senior AFL competition in NSW
- The AFL Sydney competition includes over 3,000 participants
- The competition has grown by over 10% in 5 years.
- Female football is the fastest growing segment in our game
- 93 teams play in the rapidly expanding competition
- Over 3,000 people attended the AFL Sydney community grand final days
- Every weekend in season around 15 community venues run across Sydney – from Wollongong to Richmond and Bondi to Penrith
- The competition match days are very well supported by parents, families and friends
- Strong links exist with the Sydney Swans and GWS GIANTS
- A diverse range of participants from various multicultural backgrounds
- Over 2.5 million page views to the AFL Sydney website annually

AFL Sydney – High Profile Talented Player Outcomes



- Callum Mills (2015) – Sydney Swans from **North Shore**
- 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**
- **Dane Rampe** (2013) – Sydney Swans from **UNSW/ES**
- Ben Davis (2016) – Adelaide Crows from **UNSW/ES**



National Women's League 2017

- Nicola Barr (2016) – GWS Giants from Sydney University
- Erin McKinnon (2016) – GWS Giants from Mosman / Sydney University
- Jacinda Barclay (2016) – GWS Giants from UNSW/ES
- Rebecca Beeson (2016) – GWS Giants from UNSW/ES
- Codie Briggs (2016) – GWS Giants from Newtown
- Maddy Collier (2016) – GWS Giants from UNSW/ES
- Kristy De Pellegrini (2016) – GWS Giants from Southern Power
- Amanda Farrugia (2016) – GWS Giants from Macquarie University
- Mai Nguyen (2016) – GWS Giants from UNSW/ES
- Isabella Rudolph (2016) – GWS Giants from Manly Warringah/Sydney University
- Kate Stanton (2016) – GWS Giants from Wollongong
- Renee Tomkins (2016) – GWS Giants from Penrith
- Stephanie Walker (2016) – GWS Giants from Sydney University



AFL Sydney – 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 the AFL Sydney team.

Branding at venue, player uniforms and footballs

Activation opportunity

Grand Final Day and Presentation Night

AFL Sydney Grand Final days attracts over 3000 people each year

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

Branding on umpire uniforms 250+

Website

Available space on AFL Sydney website

Branding on all competition memorandums

Promotion through Facebook pages