TR FM Gippsland LEAGUE

PARTNERSHIP OPPORTUNITIES 2018

TRFM Gippsland League Profile

TRFM Gippsland League is the 'premier football/netball league' in Gippsland. The league consists of the region's ten largest towns/cities. Bairnsdale, Drouin, Leongatha, Maffra, Moe, Morwell, Sale, Traralgon, Warragul and Wonthaggi, while the league covers six local councils; Baw Baw, Bass Coast, East Gippsland, Latrobe City, South Gippsland and Wellington.

- Four grades of football
- Six grades of netball
- 1000 Gippsland League Records printed every week
- In excess of 900 footballers
- In excess of 600 netballers

Numbers Game

4819 Facebook followers

745 Twitter followers

2,459,415 page requests from April - September 2017 on the GL website

410,000 average website requests per month between April -September 2017

Over **14,300** patrons through the gate during the 2017 finals series

Grand Final crowd of 5000 for the 2017 season

GL Reach

TRFM live broadcast their match of the round via radio each week.

Media coverage - Grand Final live streamed online, Gippsland FM live broadcast, 9 Gippsland, Win features, Prime 7 advertising, weekly reports in newspapers including Bairnsdale Advertiser, Gippsland Times, Latrobe valley Express, Leongatha Star, Pakenham Gazette, South Gippsland Sentinel Times & Warragul Gazette.

Four umpire associations: Sale, Gippsland, Latrobe Valley & South Gippsland

Sponsorship packages and Football Records advertising opportunities are limited.

For more information please contact:
AFL Gippsland Media & Marketing manager
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or

TRFM Gippsland League Operations Co-ordinator
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Partnership Opportunities available for 2018

Packages can be fully customised and negotiated to meet your business needs. All packages include a negotiated number of Season Passes, A weekly GL Record advertisement and an invite to the GL sponsors function on Grand Final day.

FINALS SERIES SPONSOR

Naming rights sponsor to the TRFM Gippsland League Finals Series e.g. "Your business" Finals Series 2018.

Included: naming rights sponsor to the 2018 GL Finals Series, naming rights to the premiership cup, opportunity to present premiership cups in football and netball, prominent gate signage at all finals, opportunity to have sponsor activation at all finals, tickets to season launch, tickets to presentation night, opportunity to present Football and Netball premiership cups on Grand Final day.

SENIOR FOOTBALL INTERLEAGUE

Package includes rights as the major sponsor of TRFM Gippsland Leagues Senior Football representative program. Including prominent logo placement on playing jumpers, playing shorts, off field attire.

Included: tickets to season launch, tickets to presentation night, opportunity to present Senior Football Team of the Year at presentation night.

JUNIOR FOOTBALL INTERLEAGUE

Package includes rights as the major sponsor of TRFM Gippsland Leagues Junior Football representative program. Including prominent logo placement on playing jumpers, playing shorts, off field attire.

Included: tickets to season launch, tickets to presentation night, opportunity to present Thirds or Fourths premiership cup on Grand Final day.

NETBALL SHOOTING STAR AWARDS

The Netball Shooting Star award is awarded to the player who shoots the most goals in the regular season in each grade. The awards are presented from A Grade through to 15 & Under.

Included: naming rights to the NSS awards, weekly social media posts promoting the "your business" NSS awards, tickets to season launch, tickets to presentation night, opportunity to present Netball Shooting Star award trophies at presentation night.

FOOTBALL MVP AWARD

The Football MVP award is voted on by the coaches. Each week the competing clubs give their 3,2,1 votes which are tallied throughout the regular season to determine the Leagues Most Valuable Player.

Included: naming rights to the MVP award, weekly social media posts promoting the "your business" MVP Award, tickets to season launch, tickets to presentation night, opportunity to present the MVP trophy at presentation night.

FOOTBALL RECORD

Full Page and Half Page records ads available.

Full Page - $1500 ex GST
Half Page - $750 ex GST

The stats: 18 weeks regular season including 6 finals.
1000 copies distributed each weekend across the 5 matches.
300-500 copies regularly sold at each finals series match
800-1000 copies sold at the Grand Final

Included: weekly advertisement in GL Record (full page or half page), Two GL Season Passes (including finals), invitation to GL Finals sponsors function.

TRFM GIPPSLAND LEAGUE MAJOR SPONSORS 2018

TRFM

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