



MEDIA KIT

Season 2022

SANFL
► NOW

The SANFL Story

Over 140 Years of Football History

Established in 1877, The South Australian National Football League (SANFL) runs the oldest Football competition in Australia. SANFL Football has been engrained in our sporting culture for those growing up in South Australia.

As the peak body for football in SA, SANFL manages the game across all levels of participation and talent pathways, and is the controlling body for State representative men, women, juniors and community football clubs.

Our mission is to protect, lead, manage and deliver the promotion and development of Football for the people of SA.

Our reach into the community extends far and wide and provides the opportunity for our partners to engage a passionate and diverse football audience. SANFL provides reach beyond any other sporting association in SA.

SANFL operates the most successful state league competition of any sport in Australia, because... We Love Footy!



This is SANFL NOW !

Today's modern media landscape looks better than ever for anyone looking to promote their business. Exciting streaming channels mean more opportunities to make advertising more effective and broadcast creative messages for your brand.

There is no platform more exciting than SANFL Now to enable advertisers to maximize campaign performance by ensuring their messages are delivered to relevant consumers in a brand suitable environment.

SANFL Now, delivers on demand broadcast quality vision, from the most successful state league and community football competitions in Australia.

Advertising on SANFL Now, connects your brand with the largest participation sport in South Australia, standing tall alongside our 145-year-old South Australian institution.

SANFL Now, welcomes the opportunity to meet the objectives of your business and deliver affordable advertising opportunities.



**SANFL
▶ NOW**

**A new way to watch SANFL
live and on demand.**

www.sanflnow.com.au

WELCOME TO THE FUTURE OF STREAMING SANFL.

EVERY MATCH LIVE

*EXCLUDING CHANNEL 7 BROADCASTS

FULL REPLAYS OF EVERY MATCH

APP AVAIL. ON ALL PLATFORMS

ACCESS TO MINI GAMES

HISTORIC CONTENT

EXCLUSIVE CONTENT

SEAMLESS USER INTERFACE

YEAR ROUND ACCESS

DIGITAL PASS

SANFL ▶NOW



Reach, Exposure & Audience



Fast growing OTT subscriber platform

1000+ Average hours watched per round

65% Male & 35% Female Audience

25-54 age group = 40% audience share



SANFL NOW Advertising Packages

Presenting Partner

ASSET	OPPORTUNITY	INVESTMENT
Presenting Partner	<ul style="list-style-type: none">- Recognised as the official Presenting Partner of SANFL NOW for all of its hosted matches through the season- Recognised as a Corporate Partner of SANFL- Partnership announcement on SANFL Digital platform: LinkedIn and SANFL website- Permanent hi-vis logo placement on SANFL NOW homepage- Brand Placement: in-game advertising frame- Credit Lines: in-game reads (8 and 16 word allocations)- Opportunity to supply a 30sec TVC, for play during Qtr breaks- Branding across a Match Stats graphic- Full season advertising on SANFL website (MREC and Leaderboard)- Ticketing and Hospitality opportunities throughout the season- The opportunity to work with SANFL to extend your partnership offering, with tailored solutions to meet your business objectives	From \$40,000 ex GST



SANFL NOW Advertising Packages

Premiership Partner

ASSET	OPPORTUNITY	INVESTMENT
Premiership Partner	<ul style="list-style-type: none">- Recognised as an official Partner of SANFL NOW for all of its hosted matches through the season- Partnership announcement on SANFL Digital platform: LinkedIn- Brand Placement: in-game advertising frame- Credit Lines: in-game reads (8 and 16 word allocations)- Opportunity to supply a 30sec TVC, for play during Qtr breaks- Branding across a Match Stats graphic- Full season advertising on SANFL website (MREC and Leaderboard)- Ticketing opportunities throughout the season	From \$10,000 ex GST



SANFL NOW Advertising Packages

Game Day and Season Partner

ASSET	OPPORTUNITY	INVESTMENT
Game Day Commentary Partner	<ul style="list-style-type: none">- Naming rights for the game day commentary team- Select your game of choice in any of the SANFL Rounds- Brand Placement: in-game advertising super- Credit Lines: in-game reads (8 and 16 word allocations)	Host Plus SANFL Men's League \$1000.00 ex GST (Minor Round) \$1300.00 ex GST (Finals) Host Plus SANFL Women's League \$400.00 ex GST
Season Commentary Partner	<ul style="list-style-type: none">- Recognised as a Corporate Partner of SANFL- Recognised as an official Partner of SANFL NOW- Partnership announcement on SANFL Digital platform: LinkedIn- Naming rights for the game day commentary team: Every game, every round- Brand Placement: in-game advertising super- Credit Lines: in-game reads (8 and 16 word allocations) - Full season advertising on SANFL website (MREC and Leaderboard) - Ticketing and Hospitality opportunities throughout the season - The opportunity to work with SANFL to extend your partnership offering, with tailored solutions to meet your business objectives	Host Plus SANFL Men's League \$80,000 ex GST* (Minor Round + Finals) Host Plus SANFL Women's League \$16,800 ex GST* (*adjustable to remaining games)



PARTNERSHIP HEIRACHY OVERVIEW

LEVEL	INVESTMENT OPPORTUNITY ex GST
PRESENTING PARTNER	<i>From \$40,000</i>
PREMIERSHIP PARTNER	<i>From \$10,000</i>
GAME DAY & SEASON PARTNER	<i>From \$400 per game</i>





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