



2017 SPONSORSHIPS

How Good's Footy in Asia!



Invitation to join us in 2017!



With the historic first ever game of AFL to be played for premiership points in Shanghai on May 14, there is no doubt 2017 is shaping up to be the biggest year ever for the sport of Aussie Rules in Asia. It is therefore with great pleasure that I present you with our 2017 sponsorship opportunities and invite you to help us grow footy in Asia!

Since our establishment in 2013, footy in Asia has gone from strength to strength with more expats, locals, masters, juniors and women playing the game that ever before.

We continue to grow to now represent over 4,000 active participants playing footy in almost every country in East and SE Asia, presenting excellent opportunities for corporate exposure through our successful events and media presence.

AFL Asia enjoys strong support from all our member clubs and the AFL, which allows us to oversee and coordinate the growth of footy in Asia with a particular focus on the development of the region's local talent.

Opportunities include sponsorship of our 500-participant strong Asian Championships, this year being hosted in October by the Philippine Eagles in Manila and the exciting new Shanghai Cup tournament, which will be played the day before the massive Port Adelaide vs Gold Coast AFL clash in Shanghai on May 14.

My committee and I stand ready to discuss opportunities further with you and are happy to negotiate on any areas of sponsorship you might be interested in.

Thank you for your interest in supporting footy in Asia!

Grant Keys
President, AFL Asia



Who are we?



- AFL Asia is the International Association of AFL Clubs in Asia, overseeing and coordinating Australian Rules Football in Asia.
- We represent 18 member clubs, overseeing 40+ Asian based teams, leagues and Auskick programs
- Large playing base of over 1,200 senior players, made up of a diverse mix of expatriate professionals and local students and youth recently introduced to the sport
- Over 1500 juniors (Auskick) with high growth rates, particularly amongst ex-pat communities
- Extensive online and social media presence
 - www.afl-asia.com - update to be launched in 2017
 - 3,000 facebook page likes
 - Growing Twitter and Instagram presence

A screenshot of a Facebook post from the AFL Asia page. The post text reads: "AFL Asia added 3 new photos — with Lolhya Amaral and 2 others. Published by Damen Whitfield (FI) · 11 December 2016 ·". Below the text is a large photo of a group of people in red shirts holding trophies. Below that are two smaller photos showing individuals with trophies. To the right of the photos is a statistics sidebar showing: 55,255 People Reached, 11,849 Reactions, comments & shares, 11,834 Likes, 11,729 On post, 105 On shares, 3 Love, 2 On post, 1 On shares, 1 Haha, 1 On post, 0 On shares, 2 Wow, 2 On post, 0 On shares, 2 Comments, 2 On Post, 0 On Shares, 7 Shares, 5 On Post, 2 On Shares, 1,131 Post Clicks, 922 Photo views, 0 Link clicks, 209 Other Clicks, and a NEGATIVE FEEDBACK section with 1 Hide Post, 0 Hide All Posts, 0 Report as Spam, and 0 Unlike Page.

Premier Event - Asian Championships



- Established in 2000, the most prestigious Australian Football Tournament in Asia.
- Over 500 participants in 2016, representing 18 teams over two divisions
- New All-Asia Cup (local player tournament) and women's game introduced in 2016
- 2017 Asian Champs to be hosted by Philippine Eagles in Manila, October 14
- Excellent exposure to a worldwide audience through new livestreaming technology
- Wide range of sponsorship opportunities, corporate events and hospitality
- Now seeking multi-year naming rights sponsor to help us continue to grow this premier event for footy in Asia



AFL Asia: LiveStreaming: Division 1 Grand Final

2016 AFL Asian Championships. Asia's Longest kick competition and Grand Final Starting Ceremony.

15:16 · Uploaded on 15/10/2016 · Owned · Appears once · View permalink

New Event - Shanghai Cup



- New initiative managed by AFL Asia, to be run alongside the historic Port Adelaide v Gold Coast Shanghai AFL Game, May 13-14.
- Ran in conjunction with the AustCham Summer BBQ, over 1,000 participants and supporters from the AFL Asia and Shanghai expat communities expected
- Strong interest expected from Australian and Chinese media in town for the big game
- Excellent exposure opportunities through signage and tent presence, can be combined with AFL game day corporate hospitality options
- Jumper sponsor of the the combined AFL Asia “Lions” team to play Team China at Jiangwan Stadium following the AFL game.

The poster features a group of AFL players in various colored jerseys (red, blue, white) celebrating, with one player in the center holding a trophy aloft. The background is a vibrant orange and yellow. The AFL ASIA logo is in the top right corner. Below the image, the text 'SHANGHAI CUP' is written in large, white, outlined letters on a red background. Underneath that, '13 MAY 2017' is written in large white letters on a black background. The bottom section contains event details in small white text on a black background, including the date, location, and contact information.

SHANGHAI CUP

13 MAY 2017

To coincide with the first ever AFL match for premiership points in Asia between Port Adelaide and the Gold Coast Suns.

12-A-Side Open Competitions plus Masters and Juniors Competitions in Association with the Austcham Shanghai Summer BBQ

Register your interest at AFL-Asia.com

Wellington College International Shanghai
Pudong New District, Shanghai

For more information, please contact; Grant Keys at grant.keys@afl-asia.com

A row of logos at the bottom of the poster, including Power, AFL ASIA, AustCham Shanghai, and others.

Packages – Gold Sponsor

How all businesses can help grow footy in Asia



Includes

- Logo displayed at footer of every page of new website
- Signage and access to official hospitality at Shanghai Cup and AFL Asian Championships
- One facebook and twitter Gold Sponsorship post per year
- Half page advisement in Official Shanghai Cup and Asian Champs Programs

Cost

US\$3,000/1 year or US\$5,000/2 years



Packages – Platinum Sponsor

Our elite partners for growing footy in Asia



Includes

- Prominent Banner on website homepage and at footer of every page
- Prominent signage, tents and access to official hospitality at Shanghai Cup and AFL Asian Championships
- Two facebook and twitter Platinum Sponsorship posts per year
- Full page advisement in Official Shanghai Cup and Asian Champs Programs
- Logo on all Official AFL Asia promotional materials

Cost

US\$6,000/1 year or US\$10,000/2 years



Packages – Signature Sponsor

Our first ever naming rights sponsor – realising the potential of footy in Asia



Includes

- Naming rights sponsor of Asian Championships - company name to feature in Champs logo and be known as the “X Company AFL Asian Championships” in all official promotional materials.
- Logo on AFL Asia website header on every page, prominent banner advertisement on homepage.
- Multiple facebook and twitter Platinum Sponsorship posts per year
- Full page advertisement in prominent place in Official Shanghai Cup and Asian Champs Programs
- Logo on all Official AFL Asia merchandise and promotional materials
- Other opportunities by negotiation

Cost

US\$20,000/1 year or US\$30,000/2 years



Other Sponsorship Opportunities



- **AFL International Cup (Melbourne, Aug 2017)** - The AFL's premier event for national teams, held every three years is upon us again and AFL Asia will have a strong presence through the Indonesia Garudas, China Dragons and Japan Samurai teams. Corporate partners are now being sought to help support Asia's best local talent realise their dreams of representing their nation in Australia.
- **Official Merchandise Provider** - AFL Asia is now seeking expressions of interest for a multi-year contract to be our preferred uniform and merchandise supplier. Contract to include production and prominent logo display on the Asian Lion's representative jumper, to be worn at the Team China v Asian Lions game, directly following the AFL game in Shanghai May 14.



INTERNATIONAL CUP 2017
MELBOURNE • AUGUST 5-19



Other Sponsorship Opportunities



- **Event sponsor** - AFL Asia's Clubs host a range of games (Anzac Day, Big Saturday), domestic leagues (SCAFL, GDAFL, PAFL), regional tournaments (IndoChina Cup, HK 9's, Bali Masters) and events (Grand Final Parties) throughout the year. AFL Asia can facilitate contact with Clubs for a more country-specific, targeted promotion.
- **Ball Sponsor** - Your logo on the official AFL Asia Sherrin
- **Umpire and volunteer sponsor** - Your logo on all Officials uniforms worn at Asian Champs and Shanghai Cup



THE VIETNAM SWANS PRESENT

AFL ASIA

VIỆT NAM SWANS

VUNG TAU - VIETNAM

JAKARTA BINTANGS

HONOURING LOST LIVES, SAVING YOUNG LIVES*
ANZAC FRIENDSHIP MATCH & KAINÉY CUP

VIETNAM SWANS vs JAKARTA BINTANGS
Saturday 23rd April, 2016
Lord Mayor's Oval - Vung Tau Dog Track

Friday 22nd April
• Friday night party
• Informal welcome dinner at Tommy's Bar

Sunday 24th April
• Coach's course with Wally Gallo, High Performance Manager, AFLNT
• Optional Badfields Tours, Long Tan

Monday 25th April
• ANZAC Day Open Service, Long Tan Cross

ANZAC Friendship "McMinn Dinner" - Pullman Hotel, Vung Tau
6:30pm. Includes buffet dinner, three hour drink & Midlife'n Address • Gunfire Breakfast at Tommy's Bar
Special Guest to be confirmed

Price: Non-members = 2,000,000 VND (incl. USD\$90 + \$3 processing)
2016 Swans Members: 1,500,000 VND (USD\$60)
Children 6-12: 700,000 VND (incl. USD\$30 + \$3) US - free
Book online via - <http://vietnamswans.com/anzac-2016/>

For more information visit www.vietnamswans.com or find us on Facebook

Vietnam Swans' 2016 Sponsors

CommBank, WIDE EYED, VIETNAM, DRAGON, CVP, AL FRESCO GROUP, RMIT UNIVERSITY, Lügler, green world, word, Aussie, saigonlogic, AFS, CROWN, GBE, Republic, JET, etc.

Thank you!



Thank you for your interest in supporting AFL Asia. We stand ready to discuss any opportunities with you.

Grant Keys (Vietnam, China)

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