



DIGITAL PLAYBOOK

2026

DIGITAL GUIDELINES FOR COMMERCIAL PARTNERS

INTRODUCTION



PREPARED BY
AFL Barwon

AFL Barwon produces engaging content designed to entertain, inspire and deepen the connection with our audience.

PREPARED FOR
Partners
Stakeholders

AFL Barwon's content is optimised for maximum reach and impact through inspired ideas and execution, guided by delivering optimum outcomes for partners, Leagues, clubs, players and key stakeholders.

This document provides an overview of AFL Barwon's digital opportunities, and guidelines on how we can best work together to deliver a great end product and ensure we can work collaboratively to grow and nurture our shared audiences.

PLATFORM MIX



VISUAL REPRESENTATION OF OUR DIGITAL PLATFORMS AND HOW THEY INTERCONNECT – AUDIENCES INTEGRATED



Total Views

4.8M

Total Followers

18.7K

New Followers

1.1K



Total Views

8.3M

Total Followers

18.1K

New Followers

3.1K



Impressions

55,414

Total Followers

839

New Followers

202



Total Viewers

220K

Total Followers

1410

New Followers

145



Total Views

971K

Total Clicks

2.3M

AFL Barwon TV Views

78.4K

OUR GROWTH STORY



3.7 M
113%

Views during
Finals



224%

Interactions
Increase



1.6 M
144%

Views during
Finals



1200%

Reel
Watch Time





DIGITAL TIERS

SPONSORED CONTENT

- Access to AFL Barwon's best performing, regular content during the GFNL, BFNL and CDFNL seasons.
- Think regular social graphics (stats), video highlights, player of the game.

BESPOKE

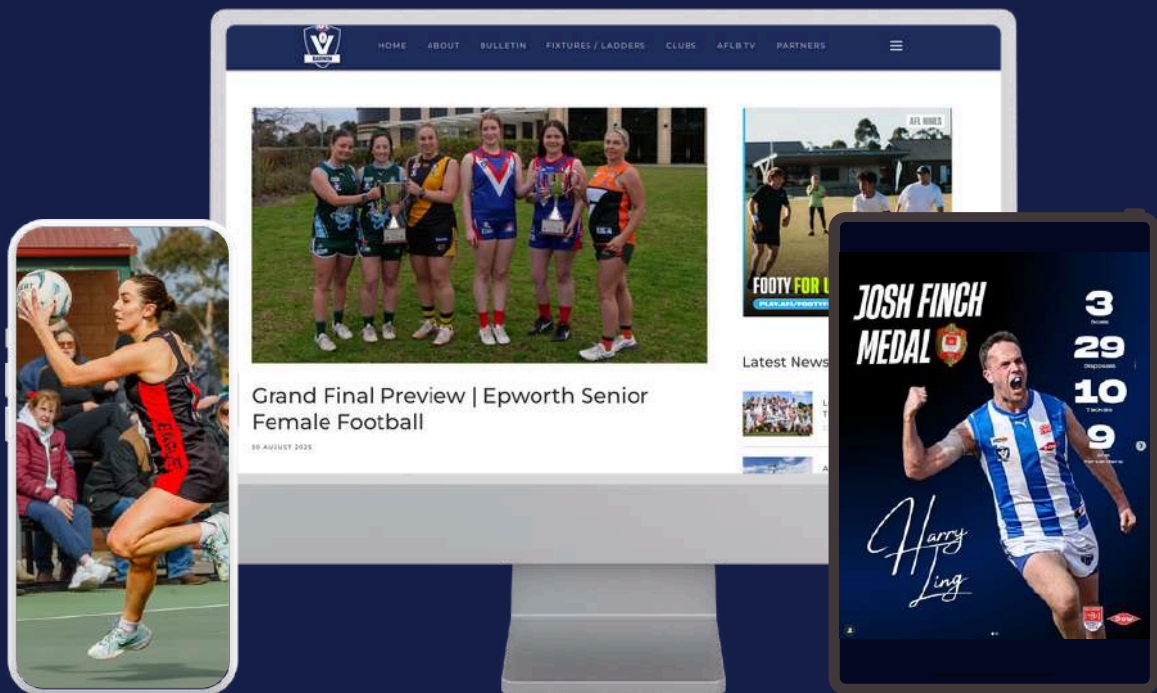
- Creating custom to brief branded content with AFL Barwon talent.
- Think TVCs, scripted, highly collaborative.

PREMIUM NATIVE

- Creating custom to brief branded medium form content with AFL Barwon talent.
- Think deeper storytelling, podcasts, medium to longer format.

DIGITAL ADVERTISING

- Dedicated assets that you can elect to purchase to promote your brand.
- Think website placements, static match day integration, digital marketing.

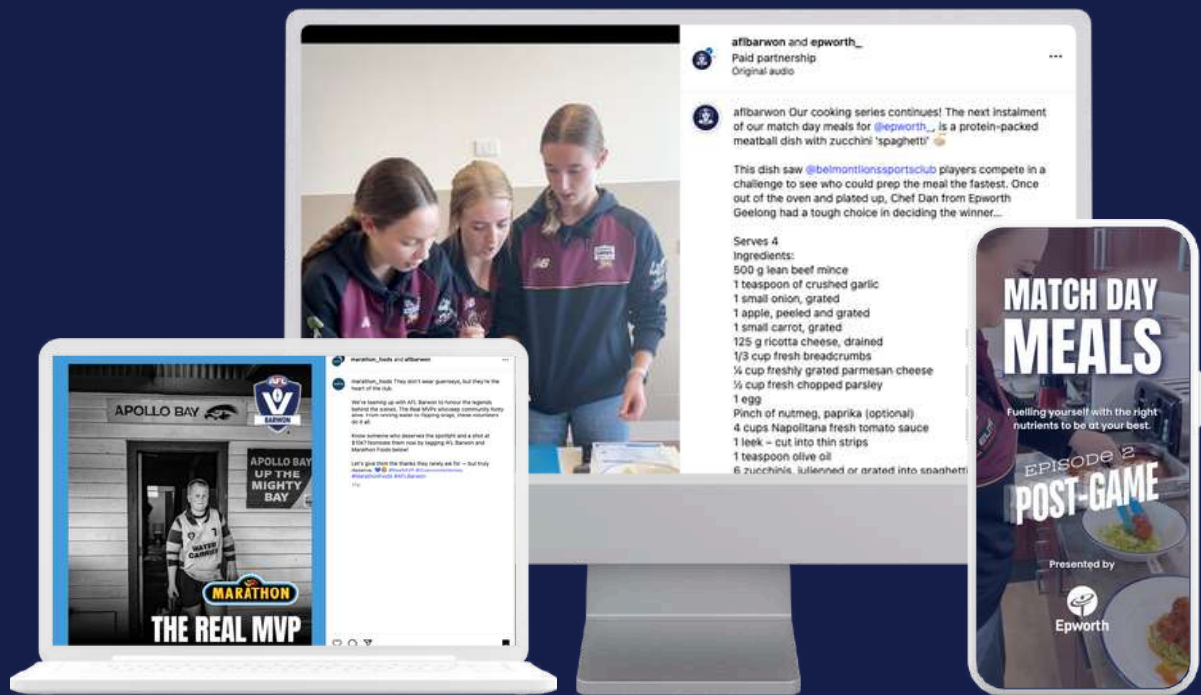


SPONSORED CONTENT

Access to AFL Barwon's best performing, regular season content will ensure you're reaching your audience every week.

What is it?

- Video Highlights (best goal, mark, final two minutes)
- Editorial (match previews, match reports)
- Social Graphics (statistics, awards)
- Milestones and key announcements.
- Branded video

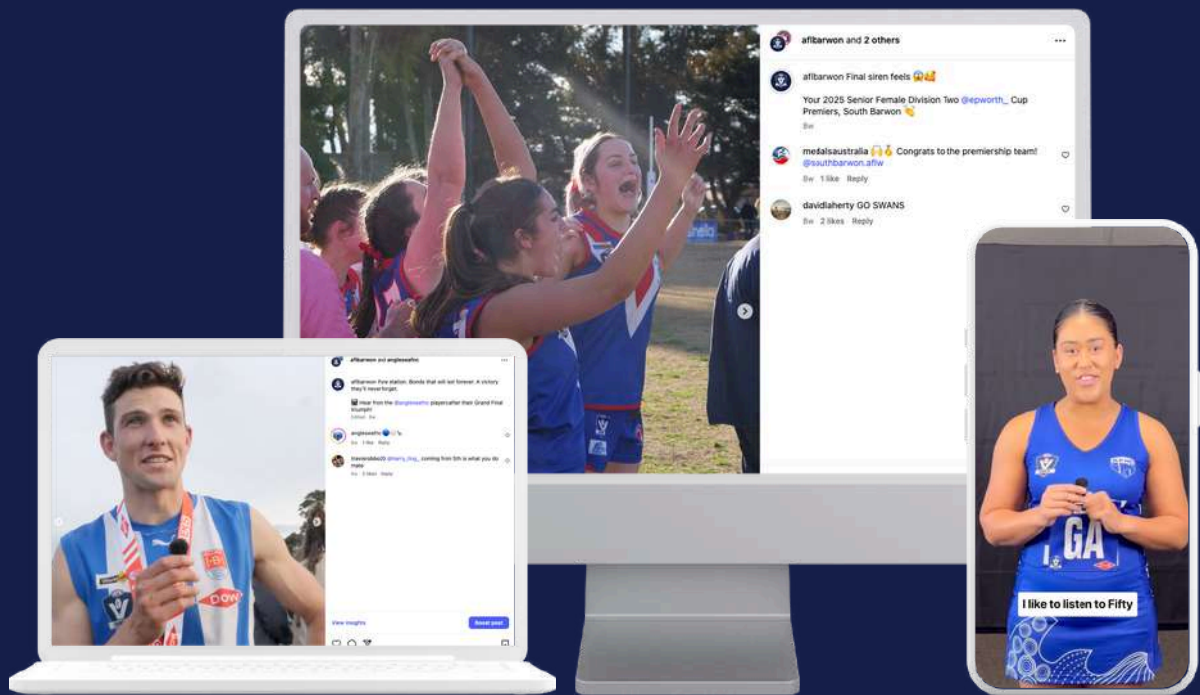


BESPOKE

Creating custom to brief branded content with AFL Barwon talent.

What is it?

- Highly collaborative
- Scripted
- On Location
- TVCs
- Driving partner messaging



PREMIUM NATIVE

Creating custom to brief branded content with AFL Barwon talent with premium access.

What is it?

- On Location
- Long and short form storytelling
- Focus on AFL Barwon pathway and connection into clubs and players
- Narrative focused
- Instructional content

Examples

GFNL/BFNL Grand Final – Mic'd Up, Bench Cam

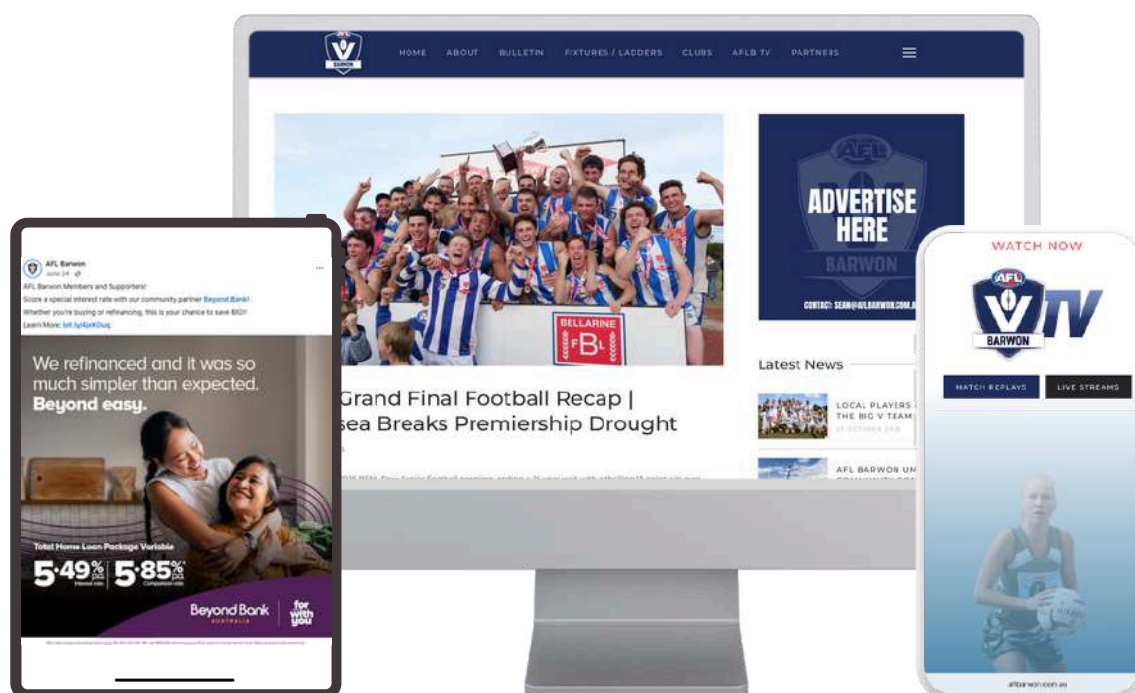
Club/Player (past or present) – features, interviews

DIGITAL ADVERTISING

The chance to advertise on AFL Barwon's digital platforms through premium placements and website banners

What is it?

- AFL Barwon website advertising
- Social Media (Facebook & Insta Story only)
- EDM to Members
- TVC Big Screen Advertising
- AFL Barwon TV (Match Live Streaming and Replays)



DIGITAL ADVERTISING

Why advertise with AFL Barwon?

- Engaged Audience – Our digital platforms attract thousands of local players, coaches, volunteers, and supporters.
- Targeted Reach – Advertise directly to a community passionate about sport and local businesses.
- Cost-Effective Marketing – Affordable advertising rates compared to traditional media.
- Multi-Platform Exposure – Visibility across desktop, mobile, and live-streamed content.

Opportunities for new and existing partnerships?

- Exclusive Discounts for Existing AFL Barwon Partners – As a valued partner, you have the first opportunity to secure premium placements at a discounted rate.
- Tailored Advertising Packages – Customisable options to suit different business needs and budgets.
- Season-Long & Short-Term Campaigns – Flexibility to run ads for key promotional periods or the entire season.



CONTACT US

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