

# AFL 2020 CLUB USER GUIDE

VERSION 1

THIS PROPERTY IS PRESENTED IN COMMERCIAL CONFIDENCE.

For more specs visit [mktgspecs.com.au](https://mktgspecs.com.au)



# AFL 2020

## SUBMISSION, DEADLINE & CONTACT

Upload your finished content to [mktgdrop.com](http://mktgdrop.com)

*All round 1 content **must** be provided to MKTG by 24<sup>th</sup> February 2020*

*All round 2 content **must** be provided to MKTG by 2<sup>nd</sup> March 2020*

MKTG has an expert in-house studio, specialising in stadium content

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## HOME CLUB ENTITLEMENTS



Timing	Moment	Big Screen	Fence LED	Parapet LED	Club / Sponsors
Pre-game	Gates open until 30 minutes before first bounce	Home club theming / sponsorable	Home club theming / sponsorable	Home club theming / sponsorable	50% club 50% sponsors
Pre-game	30 minutes before first bounce until match start	Home club theming / sponsorable (Sponsored content must be Fan Engagement opportunities)	Home club theming / sponsorable (Sponsored content must be Fan Engagement opportunities)	Home club theming / sponsorable (Sponsored content must be Fan Engagement opportunities)	50% club 50% sponsors
In-game	Commercial allocation	Match	Commercial sponsor branding	Commercial sponsor branding	100% sponsors
In-game	Goal celebration*	Home club goal animation plus sponsor themed goal animation	Home club theming / sponsor	Home club theming / sponsor branding / goal kicker stats	See goal spec doc for breakdown*
Qtr Time	First 60 seconds, last 60 seconds.	Home club theming / sponsorable	Home club theming / sponsorable	Home club theming / sponsorable	50% club 50% sponsors
Half Time	First 120 seconds, last 120 seconds.	Home club theming / sponsorable	Home club theming / sponsorable	Home club theming / sponsorable	50% club 50% sponsors
3 Qtr Time	First 60 seconds, last 60 seconds.	Home club theming / sponsorable	Home club theming / sponsorable	Home club theming / sponsorable	50% club 50% sponsors
Post Game	Final siren and 30 minutes after	Home club theming / sponsorable	Home club theming / sponsorable	Home club theming / sponsorable	50% club 50% sponsors

\*Goal celebration animation has its own spec doc on [mktgspecs.com.au](http://mktgspecs.com.au)



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## HOME CLUB ENTITLEMENTS

### Pre-game – 50% club / 50% sponsor

Up until 30 minutes to bounce, this is the opportunity to display club messages for long dwell times, as well as be used to encourage interaction by using elements such as social media and fan generated content.

### 30 minutes to first bounce – 50% club / 50% sponsor

Until game start, it is recommended that clubs use this time to assist the build into the match. The opportunity exists to use the LED to support key moments in the pre-game program such as mascot entry, player warm up, on field activations, team entry, celebrate player milestones etc.

Any sponsored content in this time **must** be Fan Engagement opportunities.

### In game – 100% sponsor

Clubs are allowed a maximum of six commercial partners per event day, as part of their 8% allocation.

In-game commercial slots are 30 seconds long (made of one 15 second animation repeated).

There will be 17 display slots and 3 bonus slots per match.

These slots can be displayed as one commercial partner across the whole LED, or split into three parts (goal/wing/goal) with a different commercial partner in each third.

There is a maximum of six different combinations per match day.

Key moments of the game will trigger ‘interrupt’ animations, eg. goal animations. During the playback of these animations and associated data, the commercial sequence will be paused.

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## HOME CLUB ENTITLEMENTS

### Breaks - Quarter Time, Half Time & Three Quarter Time - 50% club / 50% sponsor

Clubs have opportunity to display content during breaks. These could be in support of on-field or big screen club content, celebrating the match situation or highlights, promoting upcoming segments or club functions. These breaks could also be used to invite fans to engage with the club by use of social media and fan generated content.

### Post Match - 50% club / 50% sponsor

In the case of a win, the LED can be used to celebrate and highlight the theme song.

In the case of a loss, more muted animations and graphics should be used.

The screens can be used for promotion of your next home game and club functions and brand messaging.

For significant player milestones, LED creative can be built to support the celebration the player's achievement.

### Club entitlements

As part of the 2020 club package, the following content is included:

- Clubs are permitted up to fifteen pieces of club content or messages per game.
- Three of the fifteen are able to have live data display - social media, team list, and player stats on goal animation.
- Remaining twelve can be used for standard club branding and messages to be displayed pre-game, in breaks and post-game.
- From this twelve, three changes can be made leading into each home game.
- All initial content is required by 6<sup>th</sup> March 2020
- All weekly content and instructions need to be delivered by Monday noon prior to first showing. If additional messages or changes per week are required or a requirement of late delivery of material, additional production charges will occur for management, programming and handling of this content. Please contact MKTG to discuss these requirements.

### Example rundown

Clubs will have opportunity to display a variety of creative throughout the match day.

Final scheduling will be co-ordinated with the Match Day Producer to meet event requirements. As an example of how creative could be scheduled, the table below is a suggested timing from the list of content likely to be built. There some mandatory AFL requirements, market with an asterix.

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## EXAMPLE RUNDOWN



Content	Description	Suggested timing
Animated primary club brand*	Animated club display using club slogan, brand, mascot, etc	Pre game up until bounce
Static primary club brand*	Static version of above creative	Default holding state in event of playout failure
Club images / mascot	A secondary club-themed animated display using club images or mascot	Player warmup
Club template	Background display for clubs to customise with copy, logos etc. Examples of club use: Club messages, next home game, pregame sponsor	Pre game up until bounce During breaks
Social media	Display to use with live data / social media feed	Pre game and during breaks
Team entry	Animated display to use during team entry onto field to build hype and excitement	Pre game with team entry
Team list	A display for clubs to communicate the team for the game	Pre game during team entry / player warmup
Crowd cue	A highly customised display for each club to use to prompt fans to do something specific e.g. MAKE SOME NOISE	Leading into match / During breaks
Match start	Energetic animation to use in the final build-up to the start of the match e.g. 60 second countdown	Pre game into bounce
Goal celebration*	Short club & sponsor animation to celebrate goals	In game post goal
Team Song	Animation to run with the team song after a win	Post match
Win celebration	Animation to celebrate a club's win	Post team song
Loss animation	Holding animation to play as other team's song is played	Post match
Next match	Animation to explain the details of the club's next match	Post team song

\*Required