



**FIND
YOUR
FOOTY**



superkick

**PROMOTIONAL
TOOLKIT**

OVERVIEW

This toolkit is designed to provide a range of promotional assets and editable templates that you can use to promote your NAB AFL Superkick program.

Please ensure when you are promoting Superkick you use correct designation. In the first instance, the program must be referred to as NAB AFL Superkick, you can then use Superkick after that.

EDITABLE ASSETS (CANVA TEMPLATES)

Canva is a great tool to allow you to update information and imagery that is better suited to your audience. The following toolkit provides links to editable templates in Canva for flyer and social media assets. Canva will include some locked features that cannot be changed, but will also include editable fields to include program specific images, club logos and additional information. Click on the 'EDITABLE TEMPLATE HERE' button next to each asset to view the Canva templates.

[CANVA TUTORIAL HERE](#)

AUDIENCE SPECIFIC PROMOTION

Understanding your audience and talking to them specifically is key to cutting through in market. You should ensure:

- Images reflect the community. Can the community imagine themselves in the scene?
- Copy speaks to the audience. Does the message resonate with them?

See below specific copy to support prospective NAB AFL Superkickers across various community groups. The Canva templates are a great way to update imagery to ensure it highlights each audience.

| Audience/Roles | Message |
|----------------------------------|--|
| Top Age Auskickers | Level up your footy with NAB AFL Superkick! Weekly sessions include skills and modified game play. Register now at play.afl/superkick . |
| Not Ready for Local Footy | Play your way with NAB AFL Superkick. Enhance your skills and put them into action with match play in the same session. Register now at play.afl/superkick . |
| New to Football | Get a feel for footy, without the pressure, with a super session filled with skills and match play. Register today at play.afl/superkick . |

FLYERS

Flyers are used to share information with the audience and allow them to take that information home to read when they are ready. Flyers can be distributed at community events, and opportunities where there will be heavy foot traffic. Flyers should look to include an engaging image, program or event specific information and end with a call to action. For example, scan the QR code to learn more.

QR codes should be generated using Bitly. By using Bitly, you will be able to track how many scans your QR code has had, and therefore measure or determine the success of the flyer and whether it was useful for advertising that specific event/program. Once signed up to Bitly, simply copy and paste your link [here](#) to generate the trackable QR code, then use the editable template button below to add the QR code to your flyer.

Should you wish to share the link directly to your centre, please find your centre on the play.afl club finder map [here](#), find and select your centre and copy your unique centre link. If you have any questions, please contact our customer service team at superkick@afl.com.au.



Flyer (A4)

Digital and print versions are available for state and regional use. These can be used for promoting NAB AFL Superkick registrations at events or opportunities with heavy foot traffic.

[DOWNLOAD HERE](#)

[EDITABLE TEMPLATE HERE](#)

ADDITIONAL DIGITAL ASSETS

Assets in a wide variety of sizes are available for use across digital platforms. These assets can be used when you have promotional opportunities on your club website and where other promotional opportunities occur.

It is recommended that these website assets are linked to the play.afl/superkick website when posted.



Digital Assets

- (300x250) MREC - digital (for example: webpage, digital newsletter)
- (728x90) Leaderboard - digital (for example: webpage, digital newsletter)
- (300x600) Half Page Ad - digital (for example: webpage, digital newsletter)
- (300x100) Sidebar - digital (for example: webpage, digital newsletter)
- (600x300) eDM header - digital (for example: Facebook cover, operational communications)
- A4 Participant certificates - hand out at the end of the program to all participants

[DOWNLOAD HERE](#)

SOCIAL MEDIA

Social media is a great way to reach a large range people, both current followers and new audiences.

From sharing videos and tagging other accounts to linking through to a website, social media is a strong tool in communicating a message a directing the audience where you want them to go.

Social media tiles are available to post on state and centre Facebook and Instagram accounts. These can be used to promote registrations for NAB AFL Superkick, no matter their level of Australian rules football knowledge.



Social Media Tile (1080x1080)

Include any additional text in your post rather than on these images for better engagement.

Suggested copy:

Level up your footy with NAB AFL Superkick! Weekly sessions include skills and modified game play. Register now at play.afl/superkick.

[DOWNLOAD HERE](#)

[EDITABLE TEMPLATE HERE](#)



Social Media Story (1080x1920)

It is recommended that a link sticker is added to each social media story directing clicks to PLAY.AFL/SUPERKICK.

[DOWNLOAD HERE](#)

[EDITABLE TEMPLATE HERE](#)