

A FESTIVAL OF FOOTY

EXPLORE SOUTH AUSTRALIA

APRIL 10-13

ASSOCIATED
EVENTS TOOLKIT
2025



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BACKGROUND

Gather Round will return to South Australia from **Thursday 10 April** to **Sunday 13 April**, following the incredible success of the first two years. Gather Round 2025 will again see a round of the Premiership Season fixture played in South Australia, with nine matches over four days, and all 18 clubs descending on Adelaide and South Australia. The 2025 event dates will coincide with school holidays in Victoria, Western Australia, New South Wales and Queensland.

Festival of Footy - Associated Events Program

The Festival of Footy program is a collation of independently hosted activations and special offers from businesses across South Australia. The program is open to all regional areas and is free to join.

Research has shown that interstate visitors make up **33% of match attendances** for Gather Round. The event achieved **\$91.6 million economic contribution** and contributed to **191,696 visitor nights in South Australia**, with interstate visitors spending on average **4.5 nights in the state**.





GETTING INVOLVED IS EASY!

Your business can put on a special deal or event to attract visitors travelling to Gather Round.

Examples of deals:

- Wear your footy colours to receive a free/discounted tasting.
- A distillery, brewery might offer a new tasting paddle.

Examples of events:

- A winery to host a picnic on their lawns over the Gather Round weekend aimed towards families.
- Amplify your venue with live entertainment and additional food offerings during Gather Round.

The key is being creative, showcasing your amazing products and experiences and follow the guidelines to get your business included in the Festival of Footy celebration!

Businesses simply register their proposed deal or event via our customised online portal - answering a few quick questions around what the deal or event planned is, costings, access and timings.

The registration is submitted and reviewed to ensure it complies with the guidelines in place and the approval is provided.

Submissions which don't comply with the guidelines and terms provided, will be contacted directly to discuss alternate options and opportunities.

REGISTER YOUR INTEREST

1. Visit eventotron.com
2. Click Login / Sign up. If you have previously registered an event with Festival of Footy, please use your existing login details.
3. Click on Festivals & Seasons and **search for Festival of Footy 2025**.
4. Click Apply.
5. Work your way through the application by completing steps 1 - 4.
6. Once you have submitted and finalised your application it will be reviewed by the South Australian Tourism Commission and then by the AFL for final approval.

Australian Tourism Data Warehouse (ATDW) Listing

To be promoted on southaustralia.com your **deal** or **event** will need to be registered on ATDW once you are approved.

HOW THE ATDW WORKS



Register on the ATDW

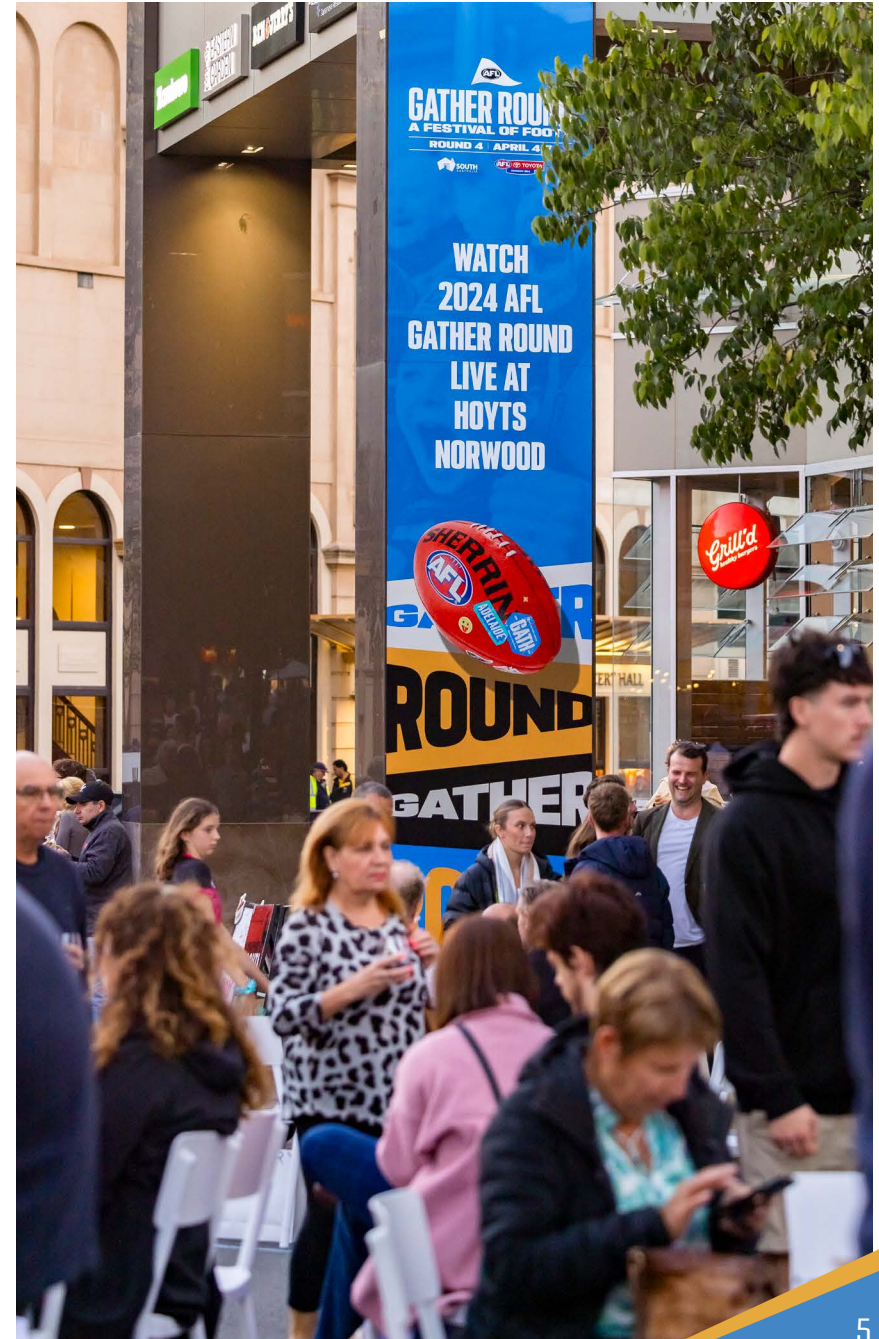
Create ATDW Listing

Listing appears on southaustralia.com

Listing visible for promotion

ATDW Leads

For ATDW listing support, visit tourism.sa.gov.au/support/atdw





DO'S & DON'TS

There are a few DO's and DON'Ts when it comes to planning your deal or event within the associated events 'Festival of Footy' program. First, all interested businesses **must register** via the **Eventotron portal** and include the requested detail - that is the most important!

Be clear and concise with what you are promoting and ensure it adheres to the guidelines outlined below.

The deal or event **should connect to the Festival of Footy** and be something exciting and engaging for visitors to experience South Australia.

Businesses **must not use AFL Intellectual Property** (which includes terms 'AFL' and 'Gather Round' as well as trademarked logos for AFL and Gather Round), this includes the use of the terms in the title of the deal or event.

Businesses **should not imply or pass themselves off as a partner of the AFL**, any AFL Clubs or any Gather Round matches and cannot integrate their brand with AFL branding or run a consumer promotion to win tickets to Gather Round.

Businesses cannot be promoted or activate within AFL controlled environments (unless otherwise approved by the AFL).



BENEFITS

Be a part of one of **South Australia's** major sporting events.

Inclusions on southaustralia.com **Gather Round page** (ensure ATDW listing for inclusion).

Receive a Festival of Footy branding pack including bunting, posters, and window decals to make your business look the part.



KEY DATES

Festival of Footy Application Timeline:

- 13 November - Applications open
 - Successful applicants notified once reviewed by SATC and approved by AFL
- 20 February - Applications closed
- January / February - ATDW listings finalised
- March - Campaign promotion commences, and businesses post events on social channels
- **April - Gather Round (Thurs 10 – Sun 13 April)**
- May - Feedback survey

Gather Round Fixture:

Thursday 10 April

Adelaide Oval - Adelaide v Geelong. 7.10pm

Friday 11 April

Adelaide Oval - Collingwood v Sydney. 7.10pm

Saturday 12 April

Barossa Park - North Melbourne v Gold Coast. 12.05pm

Adelaide Oval - Carlton v West Coast. 12.50pm

Norwood Oval - Western Bulldogs v Brisbane. 3.45pm

Adelaide Oval - Melbourne v Essendon. 7.05pm

Sunday 13 April

Barossa Park - Richmond v Fremantle. 12.05pm

Norwood Oval - St Kilda v GWS. 2.50pm

Adelaide Oval - Port Adelaide v Hawthorn. 6.50pm



TIPS ON HOW TO PROMOTE YOUR BUSINESS

Once your application is approved, here are some suggestions on how to promote your Festival of Footy offerings.

- Create a new event or add a deal to your existing ATDW listing.
 - Refer to page 10 for examples.



Tag [@southaustralia](#) and [#SeeSouthAustralia](#) when posting on social media to ensure reach in your posts.

- Use the Festival of Footy Canva social templates (when available) and promote your deal or event on social media and optimise the copy in your social media posts to help make your content searchable.
- Instagram stories and Facebook posts - include a link to your deal or event on your website.
- Send an email to your database with details of your deal or event.
- Collaborate and share ideas with neighbouring businesses to leverage each other's marketing activity and reach a broader audience.
- Let your local visitor centre and regional tourism organisation know about your deal or event, so they can help amplify and promote.

EXAMPLE MESSAGING

No matter what your **Festival of Footy** offering, this is the chance to call-out your point of different and **showcase unique aspects of South Australia**. Be sure to have a think how your venue can **entice visitors**.

Please find example communications below:

WINERY EXAMPLE:

"Gather and enjoy South Australia with [insert operator] Winery."

BREWERY EXAMPLE:

"An award-winning brewery in the Adelaide Hills, Welcome to SA's Festival of Footy."

DISTILLERY EXAMPLE:

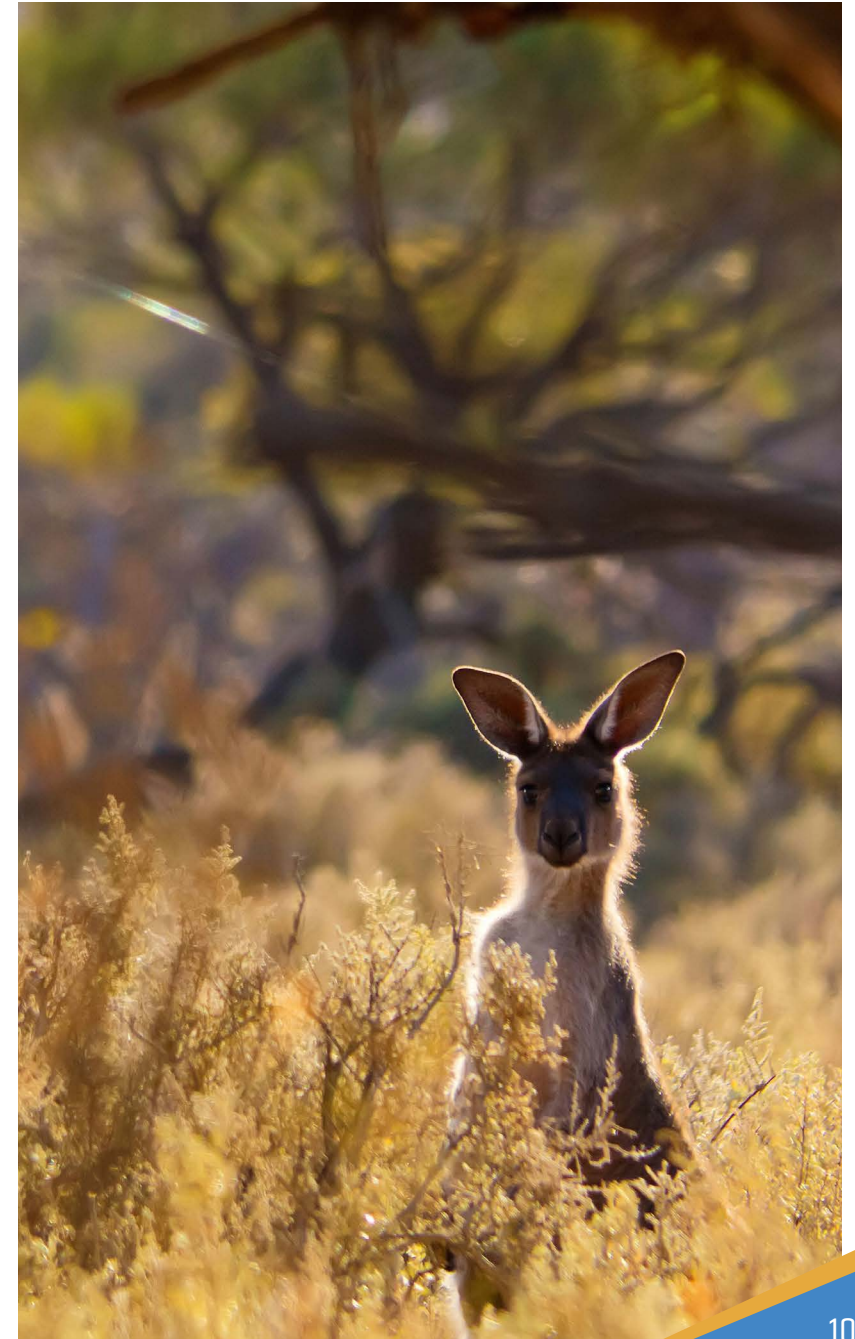
Another reason to explore South Australia. Come and visit [insert operator]."

BAKERY EXAMPLE:

"Best bakery experiences in South Australia. [insert operator] worthy of a Road Trip."

REGION EXAMPLE:

"Don't miss out on the iconic sites of Naracoorte Caves and the Blue Lake in Mount Gambier, as you Road Trip through the Limestone Coast."



LET'S GOOOO!

ADELAIDE

ADDITIONAL RESOURCES

For further information on how to level up your social media game please find our [Tips and Tricks](#) guide.

Ensure your ATDW listing is up to date. For all ATDW support please see our [Support Hub](#).

Use [@southaustralia](#) and [#SeeSouthAustralia](#) on social media to help people find your content and include reasons to encourage consumers to visit your region.



SOUTH
AUSTRALIA

