

A FESTIVAL OF FOOTY

IN SOUTH AUSTRALIA

APRIL 9-12

ASSOCIATED EVENTS

2026-TOOLKIT



WELCOME

Congratulations on your successful associated event application. We're excited to have you involved in the Festival of Footy, as part of AFL Gather Round in 2026.

PROMOTING YOUR EVENT

Your event offering has been accepted and now it's time to spread the word!

Here are some simple ways to promote your Festival of Footy event:

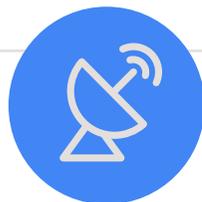


REGISTER YOUR EVENT ON ATDW

Make sure your event is listed on the Australian Tourism Data Warehouse (ATDW) - it's free, quick, and easy.

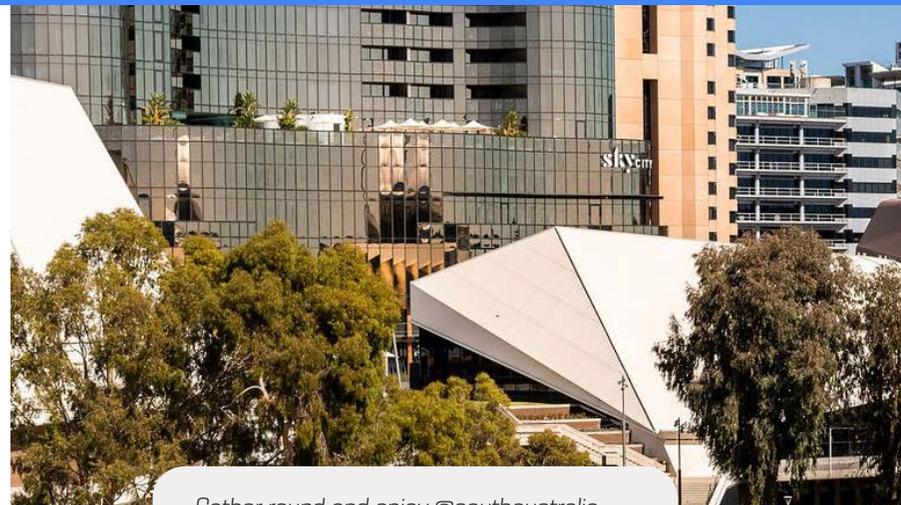
By registering, **your event can appear across 250+ tourism websites**, including southaustralia.com and australia.com.

Head to the [ATDW Support and Marketing Hub](#) to get started.



SOCIAL MEDIA

- **Tag** @southaustralia and use #SeeSouthAustralia to reach more people.
- **Add a call to action:** Always tell your followers what to do next in your social copy. E.g. "Book tickets via the link in our bio!"
- **Collaborate:** Ask your event partners, venues, and talent to share posts and use Instagram's collaboration tool to maximise exposure.
- **Make it easy:** Use the Festival of Footy Canva templates (coming soon) to create standout content, and optimise your captions for better results.



Example captions:

Gather round and enjoy @southaustralia with us this Festival of Footy. We're offering [insert offer / event] on [date].

When footy meets flavour! Visit [insert venue] and sip, cheer and celebrate with a cocktail in hand this weekend. [insert offer / event] on [date].

Baked with love in SA and worth every kilometre. [insert venue] is one of @southaustralia's must-stop bakeries on your Gather Round road trip. [insert offer / event] on [date].

From paddock to plate and straight onto your Festival of Footy itinerary. [Restaurant Name] is one of @southaustralia's dining gems. [insert offer / event] on [date].

What do you get when you mix one of @australia's best sporting events and one of the world's best wine regions? @afl Gather Round. [insert offer / event] on [date].

To find more information on how to level-up your social media game check out our [Tips and Tricks Guide](#).



PROMOTING YOUR EVENT Continued.



WEBSITE

Add a clear link or banner on your website that takes people straight to your Festival of Footy event listing.

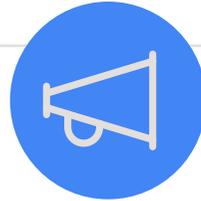
Make it easy to find on your homepage or events / what's on page.



EMAIL MARKETING

Got a mailing list? Use it! Send an eye-catching email featuring your event, great visuals, and clear messaging to a targeted database.

Team up with event partners and ask if they can promote your event through their own newsletters and provide them with imagery and assets.



PUBLIC RELATIONS - GET THE WORD OUT

Write a media release that highlights what makes your event special; think newsworthy angles, unique experiences and community connections. You can distribute through a PR agency or simply create your own media list and pitch directly.

Tip: Target South Australian 'What's On' outlets to reach audiences who are actively seeking events and activities.

Invite media or key stakeholders for pre-event familiarisation visits. It's a great way to give them a behind-the-scenes look and build buzz before your event kicks off.

Host media and influencers: Hosting journalists or influencers helps you tell your brand story first-hand and showcases the very best of your event, sparking positive coverage.

Keep your local visitor centre and regional tourism organisation in the loop, they can help amplify your event through their channels and networks.



