

A FESTIVAL OF FOOTY

IN SOUTH AUSTRALIA

APRIL 9-12

ASSOCIATED EVENTS

2026—GUIDELINES





BACKGROUND

Following the incredible success of its first three years, AFL Gather Round returns to South Australia from **Thursday 9 to Sunday 12 April**.

The 2026 event will once again see an entire round of the Premiership Season fixture played right here in South Australia, with **nine matches over four days** and all 18 AFL clubs descending on Adelaide and regional areas.

The timing also aligns with school holidays in Victoria, New South Wales, Queensland and Western Australia, making it the perfect opportunity for fans to plan a footy-filled getaway.

FESTIVAL OF FOOTY – ASSOCIATED EVENTS PROGRAM

The Festival of Footy showcases a diverse lineup of independently hosted events and special offers from South Australian businesses.

Open to all regions across the state, the program is free to join and celebrates the spirit of Gather Round through local experiences, hospitality, and community connection.

All associated events must be held within two weeks before or after the 2026 AFL Gather Round dates.

Research has shown more than **54,000** interstate visitors make up match attendance for Gather Round. In 2025 the event achieved **\$113.9 million economic contribution** and contributed to **241,613 visitor night stays** in South Australia, with interstate visitors spending on average **4.7 nights** in the state.





WHY GET INVOLVED?

The South Australian Tourism Commission (SATC) shares your story and event with a highly engaged audience and leverage the excitement and respect this major sporting event has built over the last three years.

Leverage the excitement and respect this major sporting event has built over the last three years and have the South Australian Tourism Commission (SATC) share your story and event with a highly engaged audience.

Getting involved is easy and SATC offers all associated events:

- To be part of one of South Australia's major sporting events and gain access to national audiences.
- Inclusion on the southaustralia.com Gather Round page.
- A platform to launch a new product or experience.
- Access to a highly engaged, footy-obsessed audience.
- Exposure of your brand to potential new customers from across Australia.
- Festival of Footy branding pack.
- The opportunity to collaborate with other businesses.
- Overarching marketing and communications activities.
- A dedicated team member to assist with queries.

FORMULATING YOUR EVENT CONCEPT

- Be **clear and concise** with what you are promoting and ensure it adheres to the guidelines below.
- Your deal or event should have **a unique selling point** and be different to your usual offerings.
- Your deal or event **should connect** to the Festival of Footy and be **something exciting and engaging** for visitors to experience South Australia.
- **Do 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.
- **Do not imply yourself as a partner** of the AFL, any AFL Clubs or any Gather Round matches and do not integrate your 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).





REGISTER YOUR INTEREST FOR THE FESTIVAL OF FOOTY PROGRAM

- 1 → Visit eventotron.com and sign up as a new user. If you have previously registered an event with Festival of Footy, please use your existing login details.
- 2 → Click on 'Festivals & Seasons' and search for **Festival of Footy 2026**.
- 3 → Click **apply**.
- 4 → Work your way through the application **by completing steps 1-4**.
- 5 → 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.

All interested businesses must register via the Eventotron portal and include the requested detail - that is the most important!

To be involved you must register an Australian Tourism Data Warehouse (ATDW) Listing. Visit the ATDW Support and Marketing Hub to get started.

 Please contact kylie.clancy@sa.gov.au for more information.



KEY DATES

Festival of Footy Application Timeline:

Applications open - Wednesday 14 January 2026

Successful applications notified once reviewed by SATC and approved by AFL.

Applications close* - Friday 6 February 2026

Please note submissions received before this will be included in the AFL Gather Round Festival of Footy printed brochure.

*Late applications may be accepted, but approved inclusions will only be featured online.

ATDW listings finalised - Friday 27 February 2026

Marketing campaign launches - March 2026

AFL Gather Round - Thursday 9 April to Sunday 12 April 2026

Feedback survey from businesses - May 2026

GATHER ROUND FIXTURE

Thursday April 9

Adelaide Oval - Adelaide Crows vs Carlton 7:10pm

Friday April 10

Adelaide Oval - Collingwood vs Fremantle 7:10pm

Saturday April 11

Barossa Park - North Melbourne vs Brisbane Lions 12:05pm

Adelaide Oval - Essendon vs Melbourne 12:45pm

Norwood Oval - Sydney Swans vs Gold Coast SUNS 3:45pm

Adelaide Oval - Hawthorn vs Western Bulldogs 7:05pm

Sunday April 12

Norwood Oval - Geelong Cats vs West Coast Eagles 12:00pm

Barossa Park - GWS GIANTS vs Richmond 2:45pm

Adelaide Oval - Port Adelaide vs St Kilda 6:30pm



