PARTNERSHIP GUIDE

2025

alintaenergy

Gippsland LEAGUE

ABOUT US

Gippsland League is the ‘premier football/netball competition’ in Gippsland. The league consists of the region’s ten largest towns/cities. ***Bairnsdale, Drouin, Leongatha, Maffra, Moe, Morwell, Sale, Traralgon, Warragul and Wonthaggi****,* while the league covers six local councils; Baw Baw, Bass Coast, East Gippsland, Latrobe City, South Gippsland and Wellington.

The League provides a pathway for footballers, netballers and umpires to play/officiate at the highest level in Gippsland and beyond. Gippsland League invests heavily in our junior development and both our football and netball representative programs. Every year the League participates in the Association Championships (Netball Victoria’s talent pathway tournament) where we enter 6 junior sides and an open team. These sides frequently win the Gippsland championships and compete in the state finals.

In conjunction with our football & netball competition, Gippsland League also administers a number of football and netball programs including the Gippsland All Stars junior football program, Gippsland Stars Netball (Victorian Netball League teams) and the Gippsland Junior Interleague Carnival.

GIPPSLAND LEAGUE PROFILE

- Four grades of football
- Six grades of netball
- 800 Gippsland League Records printed every week
- 1327 registered footballers in 2024
- 615 registered netballers in 2024
- In excess of 1000 volunteers
- In excess of 5000 members & supporters
- Five umpire associations – East Gippsland, Gippsland (West), Sale, Latrobe Valley, South Gippsland
- 5 weekly matchdays with 10 grades of competition across Gippsland

Gippsland League also operates and administers:

- Gippsland All Stars junior football program with 500 participants region wide
- Gippsland Stars Netball with teams in the state league (VNL) and State Netball Series
- Gippsland Junior Interleague Carnival where the 6 Gippsland based Leagues compete in representative junior football

GIPPSLAND LEAGUE MEDIA REACH

Gippsland League is the only league in Gippsland that features a weekly filmed football match through GL TV. The League also live streams all senior finals and all grades of football are live streamed on Grand Final day. In 2022 the Gippsland League was awarded the best video coverage at the AFL Victoria media awards. The Gippsland League also operates the Gippsland Stars social pages with 2000 followers (started Sept 2023) and the Gippsland All Stars pages with 1700 followers.

CHANNEL	DETAILS	NUMBERS
Facebook	Facebook followers	10,800 (Gippsland League) + access to All Stars & Gippsland Stars
Instagram	Instagram followers	3792 (Gippsland League) + access to All Stars & Gippsland Stars
YouTube	Gippsland League TV	1082 (subscribers) + 153,545 views in 2024
X	X Followers	1002
TikTok	TikTok followers	1100 (Gippsland League) + access to Gippsland Stars

MEDIA REACH

TRFM radio live broadcast their match of the round via radio each week.

Optus Gippsland League TV films five football matches each week and livestreams all matches including TRFM match of the round. We also film weekly A Grade netball matches.

Media coverage – You Tube TV streaming, Optus Gippsland League TV, TRFM, with weekly reports in newspapers including Bairnsdale Advertiser, Gippsland Times, Latrobe Valley Express, Leongatha Star, Pakenham Gazette, South Gippsland Sentinel Times & Warragul Gazette.

GIPPSLAND LEAGUE TV

Gippsland League has embraced the digital age by offering live and on-demand coverage of its matches on YouTube, providing fans with access to their favorite teams. This initiative has not only enhanced the viewing experience but has also provided valuable statistical insights that can enrich the appreciation of the game.

2024 Optus GLTV - By the Numbers

- 153,545 views
- 31.3K watch time (hours)
- 1,082 subscribers
- 29,661 Grand Final Views
- 55,343 Finals Series

WHY SPONSOR GIPPSLAND FOOTBALL & NETBALL?

Australian Football is the most played sport in Gippsland, with more than 20,000 registered participants in 2024. Football offers a captive audience of thousands every weekend during the football season and with four grades of football and six grades of netball played at six venues on game day.

As well as community football's reach, sporting clubs support community togetherness and encourage a healthy and social lifestyle for its participants and fans.

WHAT DOES YOUR CONTRIBUTION MEAN?

- Eased cost burden on clubs by way of reduced costs to run the League
- Allows the league to run a high standard of competition
- Assists the league to provide a positive experience and encourage representative football and netball for all participants
- Allows the League to continue to invest in the member clubs and both the football and netball product

AVAILABLE PACKAGES SEASON 2025

Gippsland League has very limited opportunities to get involved in supporting local sport and promoting your business. Some areas include

GOLD PACKAGES

PREMIER PARTNERSHIPS

Packages by negotiation with the Gippsland League starting from $12k + GST

- Fully customised benefits – e.g naming rights to programs, products etc

Potential benefits include:

- Product naming rights – e.g ‘your business’ Player Stats Portal
- Competition & Program wide branding opportunities
- Custom branding and program opportunities to suit your business
- Representative and on field branding opportunities

All packages include Record advertising (premium positions), event invites, season passes and more

AVAILABLE PACKAGES SEASON 2025

NAVY PACKAGES

MAJOR PARTNERSHIPS

*Navy packages start at **$7k + GST per season** with a multi year commitment preferred*.

Types of benefits available in this tier:

Gippsland League branding
- Premier grade Competitions Sponsors packages
- Recognition as League Major Sponsor
- Finals venue branding opportunities (fence signage, gate signage etc)
- Branding at Gippsland League events

Gippsland League benefits
- Opportunity to present awards and attend functions, complimentary season passes + more
- Newsletter & Team App advertising
- Social Media branding options – on content for programs, awards etc
- Gippsland League TV advertising options

Weekly record advertising
- Full page weekly advertising for your company

AVAILABLE PACKAGES SEASON 2025

RED PACKAGES

FOOTBALL or NETBALL COMPETITION PARTNERSHIP

*Red packages start at **$2.5k + GST per season** with a multi year commitment preferred.*

Types of benefits available in this tier:

Premiership Cup naming rights*

- e.g. ‘Your Business’ 17 & Under Cup, ‘Your Business’ Thirds Cup
- Listed and recognized on the League PlayHQ site (results and ladders),
- in the Gippsland League Record & printed on Premiership Cup plaques with business logo.

Gippsland League branding

- Competition leading Goalkicking/Goalshooting Award naming rights

Gippsland League benefits

- Digital Record Advertising – Full page colour per week
- Opportunity to present the awards and attend functions, complimentary season passes + more

AVAILABLE PACKAGES SEASON 2025

SUPPLIER PACKAGES

SUPPLIER PARTNERSHIP

*Supplier packages start at **$3k + GST per season** with a multi year commitment preferred.*

Types of benefits available in this tier:

Preferred Supplier rights
- Business named as preferred supplier
- Gippsland League utilise business as a supplier*
- Recognition on media materials as preferred supplier of Gippsland League

Gippsland League branding
- Finals Signage opportunities
- Social media branding opportunities

Gippsland League benefits
- Access to promote business to member clubs
- Digital Record Advertising – Full page colour per week
- Opportunity to present the awards and attend functions, complimentary season passes + more

*Pending product and affiliate requirements

GIPPSLAND LEAGUE BENEFITS MATRIX

Looking for specific benefits?

Take a look at what package a number of the benefits Gippsland League can offer fit into

BENEFIT	GOLD	NAVY	RED	SUPPLIER
Premier Partnership rights	x			
Major Partnership rights		x		
Competition Partnership rights			x	
Supplier Partnership rights				x
Access to naming rights and custom branding for programs/products	x			
Access to promote business or product to member clubs	x	x		x
Access to Premiership Cup naming rights	x	x	x	
Award naming rights access	x	x	x	x
Access to League run theme round event promotion opportunities	x	x		
Access to representative teams on field branding packages	x			
Access to social media advertising	x			
Access to social media branded content (e.g MVP awards posts)	x	x		
Access to social media logos on sponsor related content	x	x	x	x
Newsletter advertising access	x	x		
Team App advertising	x	x		
Premium access to Gippsland League TV advertising during each match	x			
Access to weekly Gippsland League TV advertising opportunities	x	x		
Finals Signage - minimum 20 metres of fence signage in premium positions	x			
Finals Signage - Netball finals signage	x	x		
Finals Signage - minimum 10 metres at minor and Grand Finals		x		
Finals Signage - minimum 10 metres at select finals				x
Logo on Premiership Dais	x	x		
Logo on Presentations media wall	x	x		
Logo on home page of website	x	x		
Logo on Social media cover photos	x			
Access to Premium Record advertising position	x			
Full Page - Hard copy Record ad	x	x		
Full Page - Digital copy Record ad	x	x	x	x
Invites to events	x	x	x	x
Opportunity to present awards at events	x	x	x	x
Negotiated number of season passes	x	x		
Set number of season passes			x	x
INVESTMENT TIER	From $12k	From $7k	From $2.5k	From $3k (Contra options)

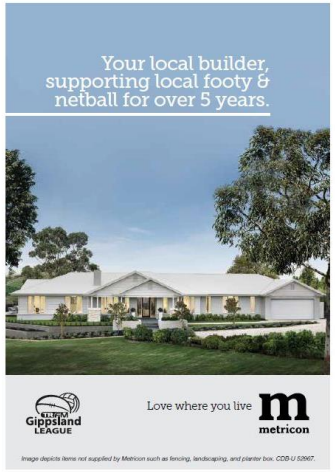
SEASON 2025

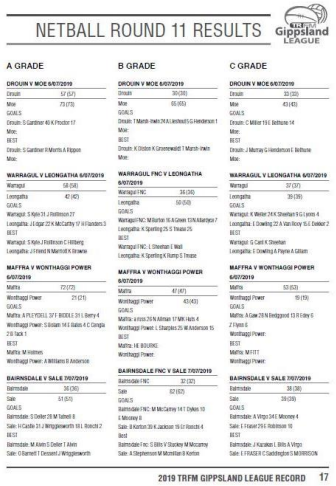
ADVERTISING SPONSORSHIP

Record Advertising:

- Weekly advertisement in the GL Record (full page or half page) including finals
- Two GL Season Passes (admission to all matches including finals)
- Acknowledgement as advertising partner

Packages: ***$1500 per season (Full Page, colour) + Pre Season Magazine ad included*** *($65 per issue pro rata)*
$1000 per season (Full Page, Black/White) *($43 per issue pro rata)*
$750 per season (half page, Black/White) *($32 per issue pro rata)*




NETBALL ROUND 11 RESULTS

A GRADE

B GRADE

C GRADE

2019 TRFM GIPPSLAND LEAGUE RECORD 17

FOR MORE INFORMATION

Contact Gippsland League Operations Manager

Brandon Milburn

operations@gippslandleague.com.au