

















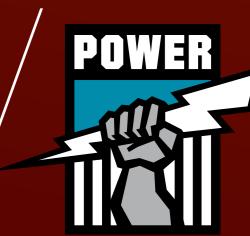


PROGRAM OF EVENTS

Integration and product showcase opportunities across a diverse range of events in Shanghai to support the game, including:

- → Come Try Australia's Game Student Expo: Dec 2016
- → PAFC Pre-Season Promotional Tour Dec 2016
- → Sports Business Summit Early 2017
- → 'Play AFL' Schools program throughout 2017
- → SHANGHAI 2017 GAME May 2017
 - → Official Game Eve AFL Cocktail Event
 - → Taste of Australia' Festival
 - → Study Australia Interactive zone
 - → Tourism Australia Experience
 - Trade Delegations tour around game
 - → Official AFL Post-Game Party















Naming Rights

- → Official pre-game function
- → Corporate Hospitality precinct
- → AFL Playground

Venue Media

- → LED perimeter fence signage
- → Scoreboard Partner
- → Static Signage

Experiential

- → Concourse Activation (Eastern Plaza)
- → Pre-game inner sanctum experiences
- → Toss the Coin
- → Junior Mascot









GBROADCAST

→ We will deliver significant exposure for our Partners throughout China and Australia through our broad network of media partners, which include:

Australia









News Corp Australia

China











