

# PORT ADELAIDE FOOTBALL CLUB 2014 ADELAIDE OVAL MEDIA KIT



DIGITAL | SIGNAGE | PRECINCT ACTIVATIONS | EVENTS

# COMING HOME | ADELAIDE OVAL

2



Welcome to the most successful league football club in Australia and to the future of football in South Australia, the remarkable new Adelaide Oval \$535m stadium re-development.

The Port Adelaide Football Club has a long and intimate association with the original ground. Our supporters rightly feel at home here.

An improved stadium model for the club means even greater opportunity for our club partners and advertisers.

**EXCLUSIVE PRECINCT ACTIVATION RIGHTS**  
**TWO TIERED LED SIGNAGE SYSTEM**  
**IPTV SYSTEM**  
**5 NEW SUPER SCREENS**

# AFL | THE GAME

3

TRULY NATIONAL  
THE BIGGEST GAME IN TOWN  
MOST ATTENDED GLOBAL EVENT 2013: AFL GRAND FINAL 100,007  
650,000+ MEMBERS  
1 MILLION TV VIEWERS PER WEEK  
3 FIRST CLASS MEDIA PARTNERS – CHANNEL 7, FOXTEL AND TELSTRA  
#1 ATTENDED SPORT IN THE WORLD (PER CAPITA)



Port Adelaide was the ONLY team in the AFL to play in all markets in 2012 and 2013



# THE CLUB | STATISTICS

4

## Port Adelaide

The Port Adelaide Football Club began in 1870 around the docks of Port Adelaide. Over 143 years much has changed, and much has stayed the same. Port Adelaide has a remarkable history, having produced 37 premierships (1 AFL, 36 SANFL) in 76 Grand Final appearances and a myriad of iconic moments in Australian sport.

Led by our Chairman David Koch, CEO Keith Thomas, Coach Ken Hinkley and Captain Travis Boak, the clubs rise both on and off the field in 2013 will get even bigger at the new look Adelaide Oval as its home ground from 2014.



## AUDIENCE REACH



### TV VIEWERS 2013

8.3 million people (22 home and away games)  
4.5 million people (11 home games)  
3.2 million people from 2 finals in 2013

**SUPPORTERS** 2013 **200,000**  
2014 Projected **300,000+**

**MEMBERS** 2013 **41,000**  
2014 Projected **50,000+**

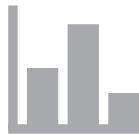
**ATTENDANCE** 2013 **27,000 (AVE)**  
2014 Projected **35,000+**

**MEDIA  
INTERVIEWS** 2013 **800+**  
2014 Projected **1,000+**



### 300 SME'S

80+ Corporate partners and suite holders including major brands of Renault, CUB and SGIC



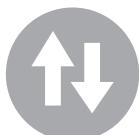
### INCOME BRACKETS

11.9% \$15k-\$20k  
4.7% \$20k-\$25k  
6.5% \$25k to \$30k  
7.9% \$30k to \$40k  
8.1% \$40k to \$50k  
33.2% \$50k+



### ONE OF ONLY 18

...teams in this country's truly national game



### THERE ARE PORT ADELAIDE

...teams in the SANFL League, SANFL Reserves and junior structure

# ONLINE INTEGRATION

5

## Digital & Social Media

The journey of our supporter starts at home, at work or in the community.

Be it walking to the ground or engaging via the superscreens, the time when we are not playing is just as important to stay connected.

Work with the club to develop the complete supporter engagement program incorporating both game-day integration and digital/social media connection.



### YOUTUBE

Ranked No.1 in the AFL in 2013

Views	141,000 ave monthly views	(220% growth YOY)
Subscribers	4,000	(338% growth YOY)

### SOCIAL MEDIA

Facebook	58,000 likes	(47% growth YOY)
Twitter	22,000 followers	(57% growth YOY)
Instagram	12,000 followers	(300% growth YOY)
Google Plus	35,000 followers	(250% growth YOY)

### CLUB APP

Downloaded	25,000 times in 2013	(93% growth YOY)
Unique visitors	10,000 average per month	(150% growth YOY)
Page Views	250,000 average per month	(206% growth YOY)

### PORTADELAIDEFC.COM.AU

<b>Unique visitors</b>	<b>Page Views</b>
106,000 ave per month (16% growth YOY)	576,000 ave per month (41% growth YOY)

### SUPPORTER DATABASE

The club's drive to communicate with our people has resulted in a dedicated and deliberate approach to understand our supporters leading to record increases in contact data.

#### Members

25,000 accounts	(growth of 31% YOY)
19,000 email addresses	(growth of 85% YOY)
18,000 mobile numbers	(growth of 46% YOY)
25,000 addresses	(growth of 31% YOY)

#### Supporters (Non members)

95,000 accounts	(growth of 5% YOY)
26,000 email addresses	(growth of 26% YOY)
39,000 mobile numbers	(growth of 38% YOY)
87,000 addresses	

### DIGITAL OPPORTUNITIES



#### Website

Advertisements (MREC, brick, over the page)  
Skin ads  
Segments e.g. player of the year, statistics, injury news, trade, draft

#### Video

Existing segments e.g. PTV cribs, Pillow talk, Friday flashbacks, All the goals, Community snapshot, Player challenges

#### eDM

Standalone segments  
Ad tile in existing segments

# GAMEDAY ENGAGEMENT

6

## Precinct Activation

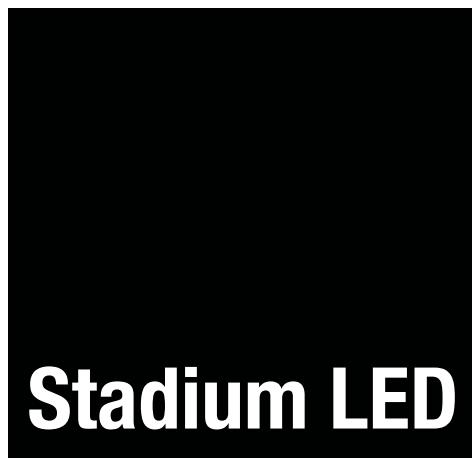


INCLUSIONS	GAMEDAY PARTNERSHIP	SAMPLING & BRANDING	CHARITY PARTNERSHIP
<b>EXPERIENTIAL</b>			
Coin Toss and Team Mascot	Money can't buy		
Activation - Southern Plaza	Major presence	Yes	Yes
Activation - Eastern Gates	Major presence	Yes	Yes
Activation - City Bridge	Yes (Subject to approval)		
Activation - Memorial Drive	Case by case	Case by case	Case by case
Precinct Sampling (NB: non food & beverage)	Yes	Yes	Yes
<b>RECOGNITION</b>			
MC Acknowledgement & Stadium Audio	Pre-recorded audio and live on game-day		Pre-recorded audio & live on game-day
Logo Acknowledgement	Permanent brand on internal superscreens		
<b>BRANDING</b>			
Team Banner Branding	Prominent		
Official Chairman's Before The Bounce event	Yes		
Free Standing Signs on Precinct	Major presence	Yes	Yes
<b>SUPERSCREEN ADVERTISING</b>			
External Screens Airtime (30 second TVC)	2 x advertisements & promotional support		1 x advertisement
Internal Screens (static)	Permanent logo presence		
Internal Screens Airtime (30 second TVC)	1 x advertisement		1 x advertisement
<b>LED ADVERTISING</b>			
Ground & Level 3	Rotation of excess airtime pre and post game with joint major partners		

OR, WORK WITH THE CLUB TO BUILD YOUR OWN PROGRAM



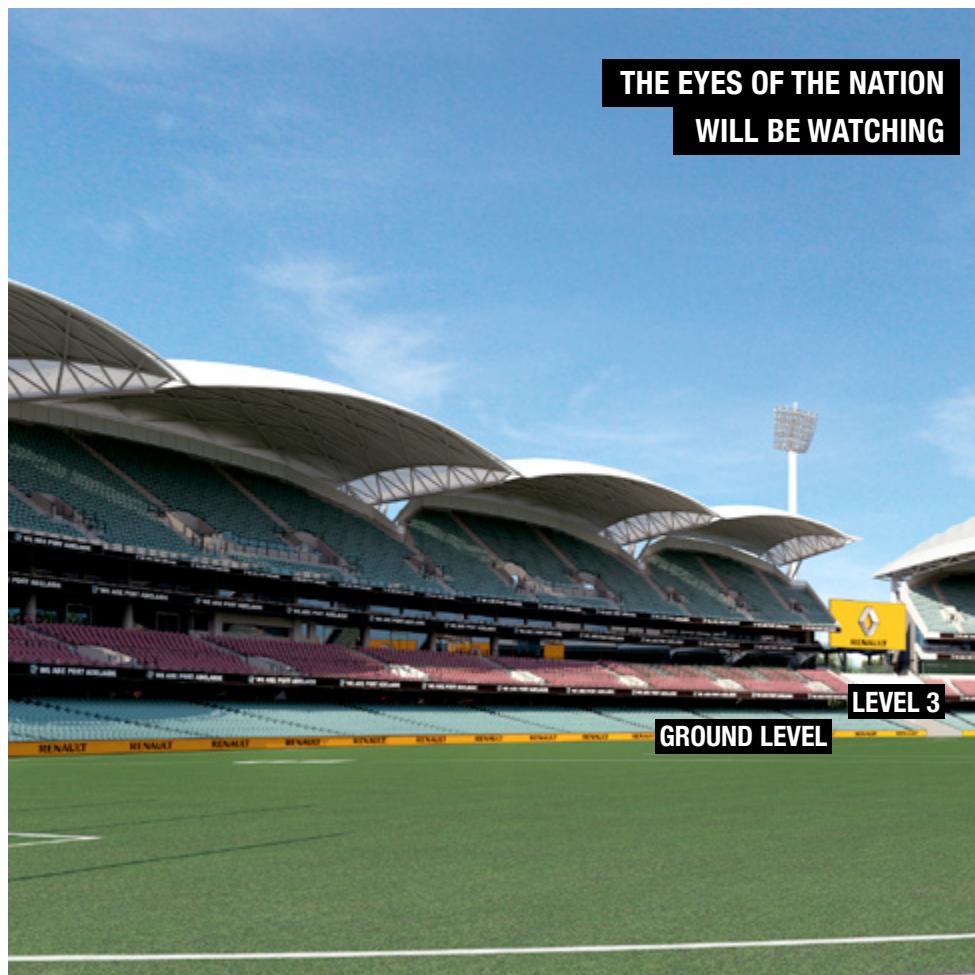
# SIGNAGE



## Stadium LED

Leverage the AFL national broadcast exposure by bringing your brand to life with the club's exclusive two tiered LED advertising.

**National TV coverage**  
**Dual messaging on two tiers**  
**Greater brand recall**  
**Complement your marketing mix**



Right: East stand

Below left: Northern Hill, East stand

Below right: East, South and West stand



### GROUND LEVEL

- South Stand, East Stand, Northern Hill
- 328 metres
- TV Arc
- Media value\*\* of over \$20,000+ for 1 minute across 11 home games

**Your brand on ground and in the thick of the action**

### LEVEL 3

- South Stand, East Stand
- 258 metres
- TV Arc
- Media value\*\* of over \$15,000 for 1 minute across 11 home games

**The perfect height to capture every kick in the game**

### GROUND & LEVEL 3

- South Stand, East Stand, Northern Hill
- 586 metres
- TV Arc
- Dual messaging for the one client on multi-levels

**Promote both brand and call to action messaging in this unique opportunity**

### RED TIME

- South Stand, East Stand, Northern Hill
- 586 metres
- TV Arc
- Complete coverage post 30 minutes for each quarter

**With injury and stoppages, longer quarters can be your chance for significant ROI**

### GAME BREAK

- South Stand, East Stand, Northern Hill
- 586 metres
- TV Arc
- Capture TV exposure in and out of advertising breaks

**Capture the TV audience in and out of the broadcast nationally for the quarter, half and three-quarter time breaks**

All packages include one creative animation development with subsequent changes or dual applications the cost of the client

\*\* Source: Repucom 2014 Adelaide Oval study

# SIGNAGE

## Stadium Static

Leverage the AFL national broadcast exposure by permanently branding all club home games in both the TV and non-TV arc.

Maximise your client message when the eyes of the nation watch AFL return to the Adelaide Oval with an expected 35,000+ attendance per game.

Right: South stand

Below left: Northern Hill, East stand

Below right: West stand



### LEVEL 4

- South Stand, 122m, 2 x 60m panels
- East Stand, 162m, 16 x 10m panels
- TV Arc
- Media value\*\* of almost \$10,000 for 10 metres across 11 home games

**Only metres above ball height, own the stadium and TV with significant static coverage**



### HERITAGE SCOREBOARD

- Northern "Hill"
- 19 metres
- Only 1 panel
- Media value\*\* of nearly \$60,000 for the 19 metres across 11 home games

**The iconic scoreboard remains the centrepiece of the redevelopment**

### GROUND LEVEL

- West Stand
- 100 metres
- Non-TV Arc and reverse angle TV exposure
- 10 x 10m panels
- Media value\*\* of over \$10,000+ for 10 metres across 11 home games

**With the growth of full stadium camera coverage, complement this supporter signage opportunity**

## DISCUSS FULL SEASON AFL ADELAIDE OVAL OPPORTUNITIES

All packages include one creative animation development with subsequent changes or dual applications the cost of the client

\*\* Source: Repucom 2014 Adelaide Oval study

# SIGNAGE

## Superscreens

As our 35,000+ club game day supporters arrive at Adelaide Oval via the newly built bridge connecting the city to the stadium, the Southern Plaza will be the place to meet.

With an IPTV system connecting three internal superscreens and the LED signage system, total stadium ownership is limited only by your imagination.

Pictured right is 2x60sqm external screens and below are 2x125sqm internal screens. There is also a 180sqm screen on the Northern Hill.



### ADVERTISING SCHEDULE (EXTERNAL)

TIME (HRS)	6-5	5-4	4-3	3-2	2-1	1-0	GAME	0-1	1-2	2-3
30 Sec Spots	9	9	9	9	20	20	40	20	9	9

### ADVERTISING SCHEDULE (INTERNAL)

STATE OF PLAY	ADVERTISING	METRIC	MIN. CAPACITY
Pre-game	TVC	30 Seconds	12
First Quarter	Pull Through	5 Minutes	4
First Quarter (red time)	Pull Through	Case by case	Case by case
1/4 Time Break	TVC	30 Seconds	4
Second Quarter	Pull Through	5 Minutes	4
Second Quarter (red time)	Pull Through	Case by case	Case by case
1/2 Time	TVC	30 Seconds	8
Third Quarter	Pull Through	5 Minutes	4
Third Quarter (red time)	Pull Through	Case by case	Case by case
3/4 Time Break	TVC	30 Seconds	4
Fourth Quarter	Pull Through	5 Minutes	4
Fourth Quarter (red time)	Pull Through	Case by case	Case by case
Post Game	Pull Through	30 Minutes	1

Creative costs not included – the club can develop an animation sequence / segment as part of the solution

### SUPERSCREEN CONTENT INTEGRATION OPPORTUNITIES

MC / Announcer partner  
Goal Replay partner  
Statistics / Updates partner  
Crowd Lift branding  
Behind the Scenes  
Quiz  
Guessing Game  
Word Puzzler  
Bay Competitions  
Member Messaging  
MVP  
Gameday DJ  
Best Dressed Fan  
Face in the Crowd  
Fan photos / Upload  
Kick and Catch



...Or build your own

# EVENTS

10

## One

Experience, One. The next level in entertainment. The pinnacle of luxury in Adelaide.

For some, sport is more than a game. It represents an opportunity. To mingle. Entertain. Conduct business. Created with One thing in mind. You.

State of the art technology. The finest dining. A new standard in personalised service.

Located on the premium middle tier of the Southern Stand, One provides expansive views of stunning Adelaide Oval.

As part of Adelaide's most exciting development, it is the city's most exclusive corporate facility limited to only 100 memberships.

Combining decadence with a sense of drama, One, will match any sporting or entertainment event in Australia.

One is the perfect venue to view the best stage in the country. AFL, Cricket, Rugby and spectacular concerts alike will be at your disposal.

Inspired by the most exclusive sporting clubs in Europe, your experience in One will be second to none.



### THE CLUB'S OWN FACILITY ALL YEAR ROUND

## MEMBERSHIP

All 22 AFL Home and Away games at Adelaide Oval or just the Power or Crows 11 home games.

Premium gourmet catering with canapes upon arrival. The finest selection of beverages including premium spirits and premium wines throughout the event.

First rights to access to purchase cricket, other events and conferencing.

## NAMING RIGHTS

The opportunity exists to permanently brand the room with naming rights and influence the design.

One is purpose built by the Port Adelaide Football Club and is exclusively the club's property 365 days a year.

With the highest calibre of executives and corporate market rotating through as guests of One members during AFL, Cricket and all other events at the Adelaide Oval, bring your brand immediate awareness to this core group with naming rights to the venue.



## CONFERENCE

Work with the club to develop your next corporate event or conference with full audio and visual presentation capability including presentations from club coaches, players and officials.

From leadership seminars to staff training to client presentations, One is the pinnacle in corporate training facilities.

# EVENTS

## Match-Day Hospitality

### NAMING RIGHTS FOR CLUB GAMEDAY FACILITIES

The Port Adelaide Football Club has a range of unique rooms and facilities at the Adelaide Oval. From the intimate inner sanctum of the Locker Room to the intense atmosphere above the famous Northern Hill.

From brand ownership with each room or promotion to the members within, Adelaide Oval brings with it tailored solutions for all demographics to engage.



### THE DECK

Take the raw authenticity of the Adelaide Oval Hill and combine it with the luxury and grandeur of the newly developed Adelaide Oval. The magnificent result is The Deck, a 100-person, premium viewing venue located on the mid-tier of the northern most tip of the Eastern stand.

**The traditional footy experience has never been better!**

### CATHEDRAL ROOM

Overlooking the St. Peter's Cathedral in North Adelaide, the Cathedral room in the Eastern Stand of the Adelaide Oval, provides for a 200 person ultra-modern breathtaking dining room with premium centre wing seats.

The opportunity exists to work with the club to develop your own exclusive event before, during and after the game - be it a product launch, staff function or for the ultimate corporate experience.

**Create your own tailored event!**

### THE LOCKER ROOM

Exclusive to only 150 members, the Locker Room provides the ultimate football inner sanctum experience. Located alongside the change rooms members have unrestricted views of the players and coaches in the warm up area throughout the game.

**Any closer and you'd be in the huddle!**

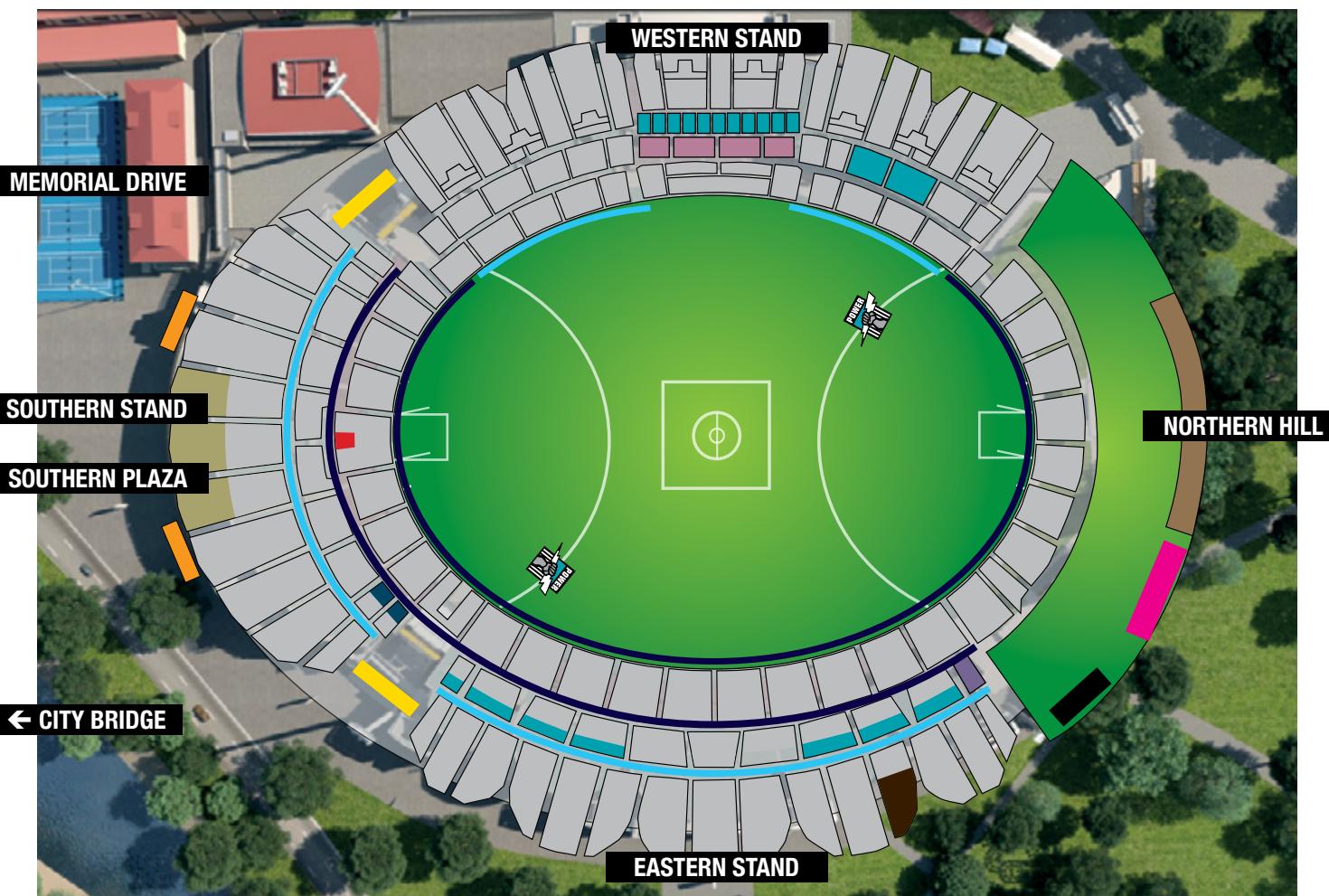
# ADELAIDE OVAL

12

## KEY

One	125sqm Superscreen
Locker Room	180sqm Superscreen
The Deck	60sqm Superscreen
Corporate Boxes	Heritage Scoreboard
Before the Bounce	LED Signage
Cathedral Room	Static Signage
City View Dining Room	

## Map



# ADELAIDE OVAL

13

## Opportunity Summary

The opportunity to take your place in history as the eyes of the nation turn to Adelaide Oval from 2014.

**WORK WITH THE CLUB TO BUILD A SOLUTION TO FIT YOUR STRATEGY.**



### LED SIGNAGE

LED SIGNAGE	LOCATION	TOTAL METRES	AVAILABLE MINUTES	DETAIL
Ground Perimeter	South Stand, East Stand, Northern Hill	328	120	1 minute minimum
Level 3	South Stand, East Stand	258	120	1 minute minimum
Combined Ground and Level 3 (one client, dual branding)	South Stand, East Stand, Northern Hill	586	120	1 minute minimum
Red Time Combined Ground and Level 3 (all quarters post 30 mins)	South Stand, East Stand, Northern Hill	586	Variable	All game time post 30 minutes in each quarter
Game Break Combined Ground and Level 3 (pre, during and post match)	South Stand, East Stand, Northern Hill	586	Variable	15 minutes pre-game, all quarter breaks and post game

### STATIC SIGNAGE

STATIC SIGNAGE	LOCATION	TOTAL METRES	AVAILABLE PANELS	DETAIL
Level 4	South Stand	122	2	2 x 60m panels
Level 4	East Stand	162	16	16 x 10m panels
Heritage Scoreboard	Northern Hill	19	1	1 x 19m panel
Ground Perimeter	West Stand	100	10	10 x 10m panels

# ADELAIDE OVAL

14

## Opportunity Summary



### EXTERNAL SUPERSCREENS

TIME (HOURS) 2 x 60sqm screens in the South Plaza	6-5 PRE GAME	5-4 PRE GAME	4-3 PRE GAME	3-2 PRE GAME	2-1 PRE GAME	1-0 PRE GAME	GAME TIME	0-1 POST GAME	1-2 POST GAME	2-3 POST GAME
Available 30 Second Spots	9	9	9	9	20	20	40	20	9	9

### INTERNAL SUPERSCREENS

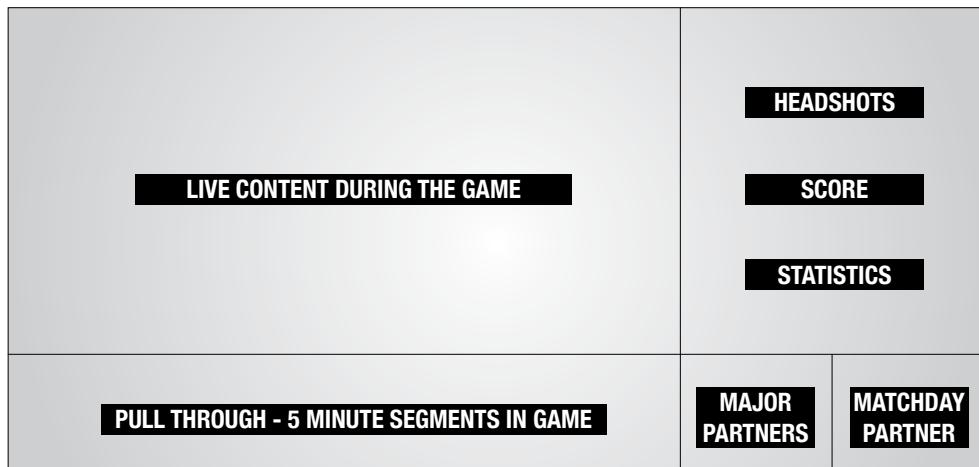
STATE OF PLAY	ADVERTISING	METRIC	MIN. CAPACITY
Pre-game	TVC	30 Seconds	12
First Quarter	Pull Through	5 Minutes	4
First Quarter (red time)	Pull Through	Case by case	Case by case
1/4 Time Break	TVC	30 Seconds	4
Second Quarter	Pull Through	5 Minutes	4
Second Quarter (red time)	Pull Through	Case by case	Case by case
1/2 Time	TVC	30 Seconds	8
Third Quarter	Pull Through	5 Minutes	4
Third Quarter (red time)	Pull Through	Case by case	Case by case
3/4 Time Break	TVC	30 Seconds	4
Fourth Quarter	Pull Through	5 Minutes	4
Fourth Quarter (red time)	Pull Through	Case by case	Case by case
Post Game	Pull Through	30 Minutes	1

### INTERNAL SUPERSCREEN SETUP

During game time, superscreens run as pictured, right.

Out of game time, all TVCs and superscreen segments run in full screen mode.

Screen not to scale



# ADELAIDE OVAL

15

## Opportunity Summary



### NAMING RIGHTS FOR CLUB GAMEDAY FACILITIES

EVENTS AND FUNCTION ROOM RIGHTS	NAMING RIGHTS FOR FULL YEAR	VENUE BRANDING FOR PAFC HOME GAMES	CONFERENCING	TAILORED GAMEDAY EVENTS	MEMBERSHIP
One	Available		Available		Available
The Deck		Available			Sold Out
Cathedral Room				Available	
The Locker Room		Available			Available

### PRECINCT ACTIVATION

INCLUSIONS	GAMEDAY PARTNERSHIP	SAMPLING & BRANDING	CHARITY PARTNERSHIP
<b>EXPERIENTIAL</b>			
Coin Toss and Team Mascot	Money can't buy		
Activation - Southern Plaza	Major presence	Yes	Yes
Activation - Eastern Gates	Major presence	Yes	Yes
Activation - City Bridge	Yes (Subject to approval)		
Activation - Memorial Drive	Case by case	Case by case	Case by case
Precinct Sampling (NB: non food & beverage)	Yes	Yes	Yes
<b>RECOGNITION</b>			
MC Acknowledgement / Stadium Audio	Pre-recorded audio and live on game-day		Pre-recorded audio & live on game-day
Logo Acknowledgement	Permanent brand on internal superscreens		
<b>BRANDING</b>			
Team Banner Branding	Prominent		
Official Chairman's Before The Bounce event	Yes		
Free Standing Signs on Precinct	Major presence	Yes	Yes
<b>SUPERSCREEN ADVERTISING</b>			
External Screens Airtime (30 second TVC)	2 x advertisements & promotional support		1 x advertisement
Internal Screens (static)	Permanent logo presence		
Internal Screens Airtime (30 second TVC)	1 x advertisement		1 x advertisement
<b>LED ADVERTISING</b>			
Ground & Level 3	Rotation of excess airtime pre and post game with joint major partners		

**DISCUSS OPPORTUNITIES WITH THE CLUB FOR THE SHOWDOWN LAUNCH OF AFL AT ADELAIDE OVAL**

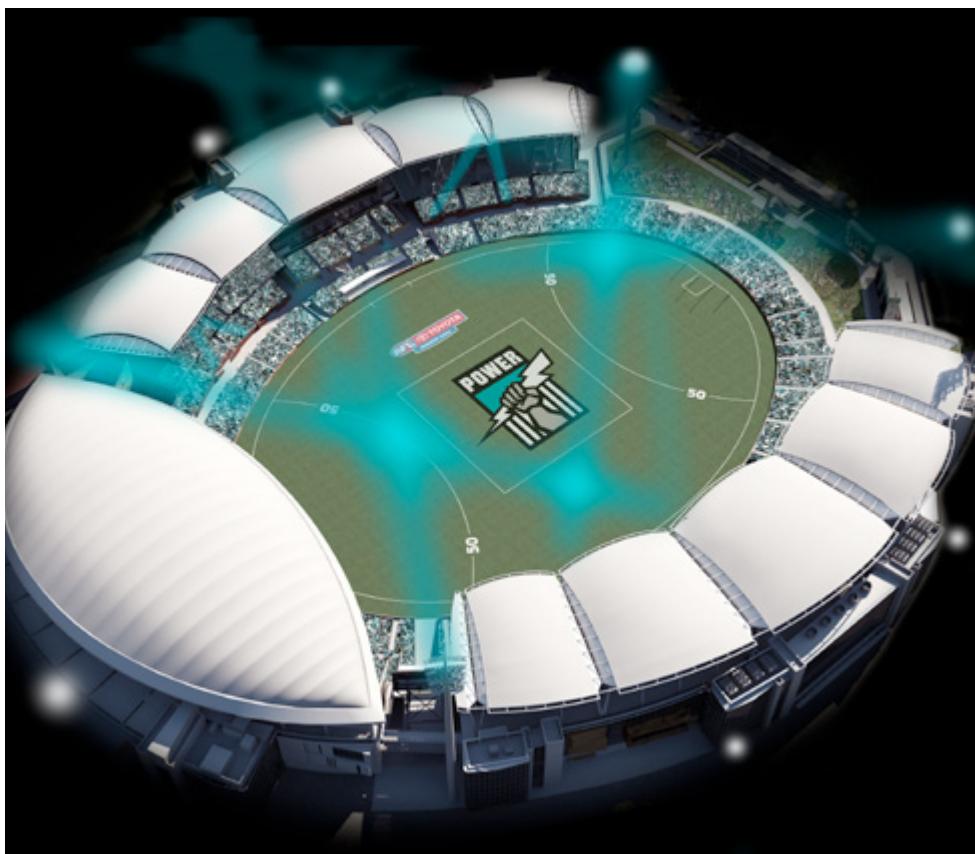
# ADELAIDE OVAL

16

## Club Contacts

### PORT ADELAIDE FOOTBALL CLUB

Allan Scott Power Headquarters  
Brougham Place  
Alberton SA 5014  
(08) 8447 4044



#### RICHARD KELLY

General Manager Corporate  
M: 0409 909 150  
D: 08 8447 9964  
F: 08 8447 8633  
E: rkelly@pafc.com.au

#### SCOTT FITZGERALD

National Sales Manager  
M: 0424 958 962  
D: 08 8447 9928  
F: 08 8447 8633  
E: sfitzgerald@pafc.com.au

#### FRASER JOHNSON

Corporate Sales Executive  
M: 0414 635 512  
D: 08 8447 9956  
F: 08 8447 8633  
E: fjohnson@pafc.com.au

#### KOSTA MYLONAS

Corporate Sales Executive  
M: 0401 874 188  
D: 08 8447 9975  
F: 08 8447 8633  
E: kmylonas@pafc.com.au

#### REBECCA ROGERS

Corporate Sales Executive  
M: 0413 265 290  
D: 08 8447 9978  
F: 08 8447 8633  
E: rrogers@pafc.com.au



**WE ARE PORT ADELAIDE**

