



**AAMI STADIUM**

# ARENA ADVERTISING OPPORTUNITY

Season 2012

# ARENA ADVERTISING OPPORTUNITIES AND BENEFITS

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AAMI Stadium, one of Australia's leading sporting venues, provides you with a captive audience for your branding and advertising messages.

## AAMI Stadium Arena advertising:

- Is on display for all Adelaide and Port Adelaide matches played at AAMI Stadium + the SANFL Finals Series
- Puts your brand right in the action
- Is a cost effective and simple way to access enormous football audiences across Australia
- Provides dominant branding that cannot be zapped through or ignored.

Tailor your arena advertising to suit your company's objectives, selecting from a range of value added benefits:

- AAMI Stadium Corporate Hospitality
- AAMI Stadium Ultimate Memberships
- SANFL Football Magazine Advertising
- SANFL President's Lunches
- SANFL Match Day Promotions

*"AAMI Stadium arena advertising allows SA Brewing to communicate with our target market as they are being entertained by one of Australia's most spectacular sports. Our brands are embedded in the action providing mass exposure and increased brand awareness".* **Jake Parkinson, Regional Manager, SA Brewing.**

## AAMI Stadium is the home of Football in South Australia

- A minimum of 22 AFL matches are played at the Stadium each year as well as the SANFL Finals Series and Grand Final (6 matches)
- 2011 average match attendance 28,350
- Average yearly attendance over past three years 752,159
- The total national TV viewing audience exceeded 9.8 million in 2011



# ARENA ADVERTISING PROPERTIES

- 1 x Northern concourse fascia sign as highlighted in yellow below, dimensions are: 13.8m x 1m
- Visible at all games at AAMI Stadium, including AFL Pre Season Cup Matches, Port Adelaide Football Club Home Matches, Adelaide Football Club Home Matches and SANFL Final Series.
- Being within the TV Arc, this site offers exceptional branding opportunities within the stadium and also with the significant television audience tuning in to watch AFL & the SANFL finals series

\* Please note production costs are sponsor's responsibility



**NORTHERN CONCOURSE SIGN #24**



# ARENA ADVERTISING PROPERTIES

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- 1 x North eastern concourse fascia sign as highlighted in yellow below, dimensions are: 14m x 1m
- Visible at all games at AAMI Stadium, including AFL Pre Season Cup Matches, Port Adelaide Football Club Home Matches, Adelaide Football Club Home Matches and SANFL Final Series.
- Being within the TV Arc, this site offers exceptional branding opportunities within the stadium and also with the significant television audience tuning in to watch AFL & the SANFL finals series

\* Please note production costs are sponsor's responsibility



**NORTH EASTERN CONCOURSE SIGN #29**

# ARENA ADVERTISING PROPERTIES

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- 1 x eastern concourse fascia sign as highlighted in yellow below, dimensions are: 14.5m x 1m
- Visible at all games at AAMI Stadium, including AFL Pre Season Cup Matches, Port Adelaide Football Club Home Matches, Adelaide Football Club Home Matches and SANFL Final Series.
- Being within the TV Arc, this site offers exceptional branding opportunities within the stadium and also with the significant television audience tuning in to watch AFL & the SANFL finals series

\* Please note production costs are sponsor's responsibility



**EASTERN CONCOURSE SIGN # 31**



# ARENA ADVERTISING PROPERTIES

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- 1 x eastern concourse fascia sign as highlighted in yellow below, dimensions are: 16.5m x 1m
- Visible at all games at AAMI Stadium, including AFL Pre Season Cup Matches, Port Adelaide Football Club Home Matches, Adelaide Football Club Home Matches and SANFL Final Series.
- Being within the TV Arc, this site offers exceptional branding opportunities within the stadium and also with the significant television audience tuning in to watch AFL & the SANFL finals series

\* Please note production costs are sponsor's responsibility



**EASTERN CONCOURSE SIGN # 34**

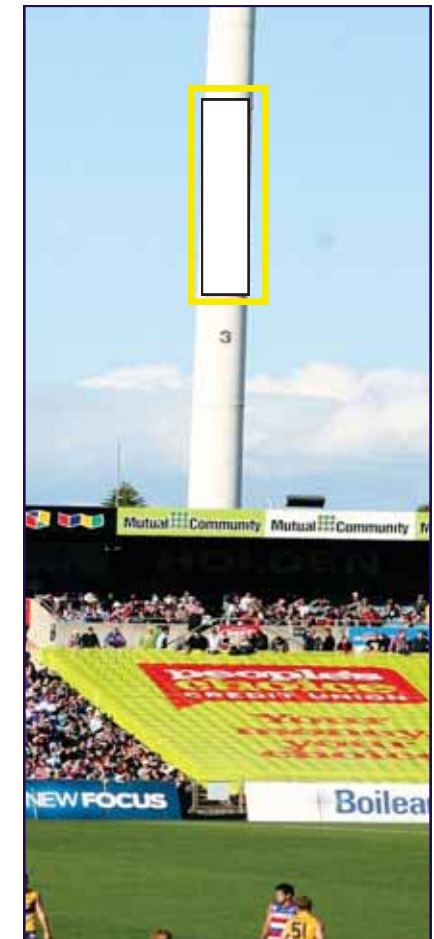


# ARENA ADVERTISING PROPERTIES

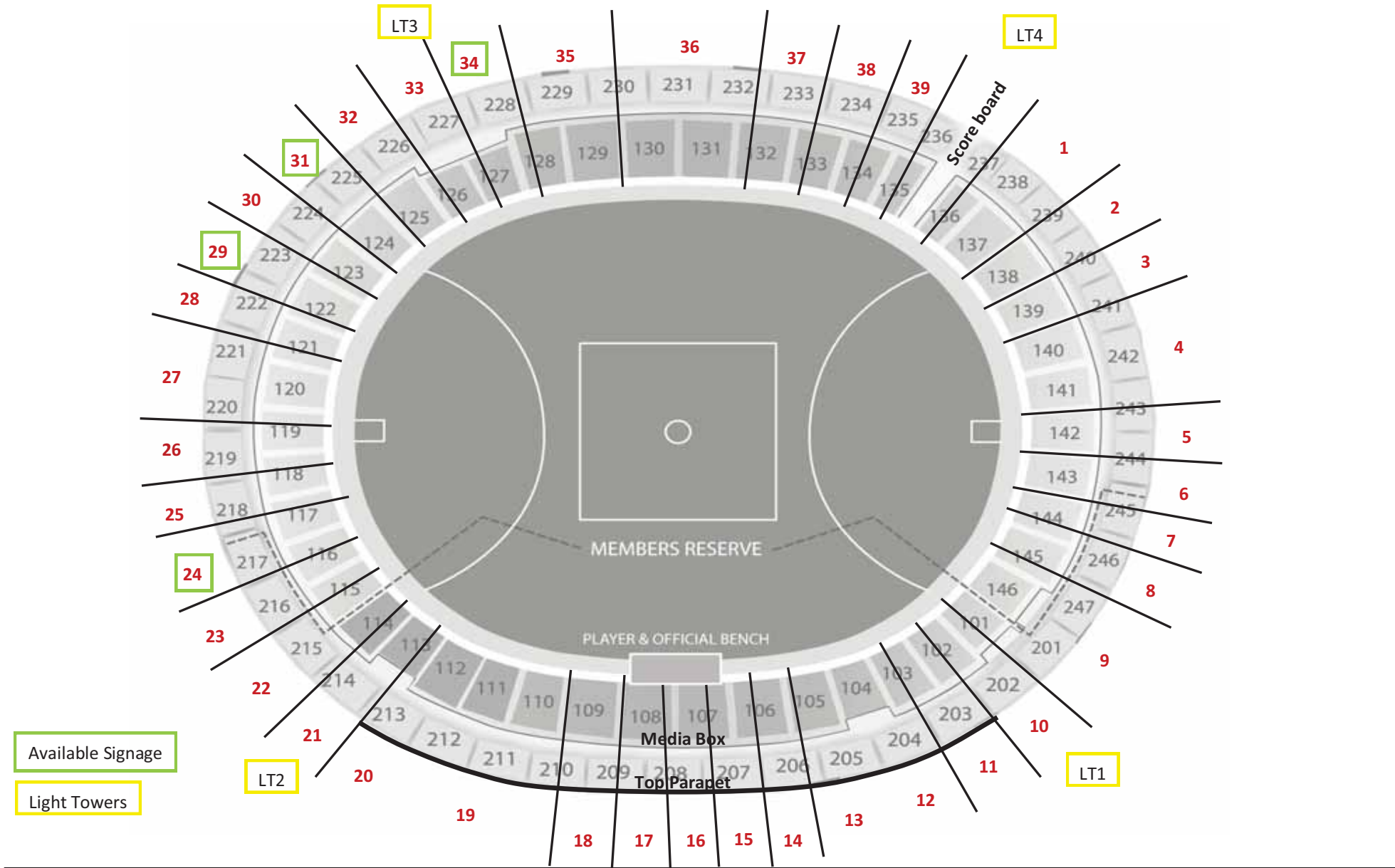
- 4 x AAMI Stadium light towers as pictured below - dimensions are:
    - Light tower 1 - 1500mm x 7500 mm
    - Light tower 2 - 1200mm x 6000mm
    - Light tower 2 - 1500mm x 7500mm
    - Light tower 4 - 1500mm x 7500mm
  - Visible at all games at AAMI Stadium, including AFL Pre Season Cup Matches, Port Adelaide Football Club Home Matches, Adelaide Football Club Home Matches and SANFL Final Series.
  - Light tower 3 & 4 are within the TV Arc, offering branding opportunities within the stadium and also with the significant television audience tuning in to watch AFL & the SANFL finals series
- \* Please note production costs are sponsor's responsibility



**LIGHT TOWERS # 1, 2, 3 & 4 - TOWERS 3 & 4 PICTURED ABOVE**



# AAMI STADIUM SIGNAGE MAP



# ARENA ADVERTISING PROPERTIES

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Location	Size	Investment (Season 2012)
<b>CONCOURSE SIGNAGE</b>		
Northern Concourse Sign # 24 *	13.8m x 1m	\$23,000 + GST
North eastern Concourse Sign #29 *	14m x 1m	\$16,000 + GST
Eastern Concourse Sign # 31 *	14.5m x 1m	\$12,000 + GST
Eastern Concourse Sign # 34 *	16.5m x 1m	\$15,000 + GST
Light Towers # 1,2,3 * & 4 *	40.95 sq m	\$ 20,000 + GST

Cost of signage & installation to be met by client.

\*TV Viewing Arc





## South Australian National Football League

AAMI Stadium

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