



SOUTH AUSTRALIAN
**Business
Chamber**
EST. 1839



2026

Official Gather Round Business Lunch

PARTNERSHIP OPPORTUNITIES



GATHER ROUND

A FESTIVAL OF FOOTY




Fixture



GATHER ROUND

<p>THU, APRIL 9</p>  <p>ADELAIDE OVAL 7.10PM</p>	<p>FRI, APRIL 10</p>  <p>ADELAIDE OVAL 7.10PM</p>	<p>SAT, APRIL 11</p>  <p>BAROSSA PARK 12.05PM</p>
<p>SAT, APRIL 11</p>  <p>ADELAIDE OVAL 12.45PM</p>	<p>SAT, APRIL 11</p>  <p>NORWOOD OVAL 3.45PM</p>	<p>SAT, APRIL 11</p>  <p>ADELAIDE OVAL 7.05PM</p>
<p>SUN, APRIL 12</p>  <p>NORWOOD OVAL 12.00PM</p>	<p>SUN, APRIL 12</p>  <p>BAROSSA PARK 2.45PM</p>	<p>SUN, APRIL 12</p>  <p>ADELAIDE OVAL 6.45PM</p>





ALL TIMES LOCAL



Summary

The 2026 Official Gather Round Business Lunch will be held at Adelaide Convention Centre on Friday, 10th April 2026.

The AFL and South Australian Business Chamber appreciates the opportunity to present the following partnership proposal for the event.



Co-Major Partner

PARTNERSHIP COMPONENTS	
<p>BRANDING ON MARKETING COLLATERAL (PHYSICAL & DIGITAL)</p> <ul style="list-style-type: none"> • Event designation – The Official AFL Gather Round Business Lunch, presented by <i>your brand</i> • Inclusion of your brand logo on all event collateral and promotional material pre-, during and post-event, including on-screen and media backdrop throughout the event • AFLEO point of purchase branding, which saw 57K unique visitors (5k daily peak) during the '25 sales period 	<p>ACTIVATION INTEGRATION</p> <ul style="list-style-type: none"> • Category exclusivity and advocacy throughout AFL member network • Approved event activation, giveaways or branding opportunities throughout the venue during the event, subject to approval by AFL • Each attendee will receive their own full size Official 2026 Gather Round Sherrin, as per the ones used across Gather Round <p>GATHER ROUND LEADERSHIP SUMMIT</p> <ul style="list-style-type: none"> • 2 x Tickets to the inaugural Gather Round Leadership Summit, hosted by Sydney Swans Institute, on Thursday 9 April, valued at \$2,540
<p>HOSPITALITY INCLUSIONS</p> <ul style="list-style-type: none"> • 1 x Table of 10 seats at the 2026 Official Gather Round Business Lunch, at Adelaide Convention Centre on Friday 10 April • 10 x Premium Hospitality packages to be used in either Suite One, Premiership Suite or Gil Langley Suite at Adelaide Oval* 	<p>FACILITATED CONNECTIONS</p> <ul style="list-style-type: none"> • Exclusive networking facilitated by AFL & SA Business Chamber during and after the event, including targeted post-event introductions • Ability to communicate with attendees' post-event via post event comms
<p>INVESTMENT</p> <ul style="list-style-type: none"> • 1 Year: \$23,950 ex GST • 2 Year: \$22,950 ex GST (5% or CPI increase for year 2**) 	<p>* Match subject to availability at time of partnership, for one Match at Adelaide Oval across the 2026 Gather Round</p> <p>** Whichever is greater; Year 2 sponsorship is contingent on the extension of Gather Round in South Australia.</p>



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Supporting Partner

PARTNERSHIP COMPONENTS	
<p>BRANDING ON MARKETING COLLATERAL (PHYSICAL & DIGITAL)</p> <ul style="list-style-type: none"> • AFLEO point of purchase branding, which saw 57K unique visitors (5k daily peak) during the '25 sales period • Inclusion of your brand logo on printed event collateral and on-screen throughout the event 	<p>ACTIVATION INTEGRATION</p> <ul style="list-style-type: none"> • Category exclusivity and advocacy throughout AFL member network • Approved event activation, giveaways or branding opportunities throughout the venue during the event, subject to approval by AFL • Each attendee will receive their own full size Official 2026 Gather Round Sherrin, as per the ones used across Gather Round
<p>HOSPITALITY INCLUSIONS</p> <ul style="list-style-type: none"> • 1 x Table of 10 seats at the 2026 Official Gather Round Business Lunch, at Adelaide Convention Centre on Friday 10 April • 6 x Premium Hospitality packages to be used in either Suite One, Premiership Suite or Gil Langley Suite at Adelaide Oval* 	<p>FACILITATED CONNECTIONS</p> <ul style="list-style-type: none"> • Exclusive networking facilitated by AFL & SA Business Chamber during and after the event, including targeted post-event introductions. • Ability to communicate with attendees' post-event via post event comms
<p>GATHER ROUND LEADERSHIP SUMMIT</p> <ul style="list-style-type: none"> • 1 x Ticket to the inaugural Gather Round Leadership Summit, hosted by Sydney Swans Institute, on Thursday 9 April, valued at \$1,270 	<p><i>* Match subject to availability at time of partnership, for one Match at Adelaide Oval across the 2026 Gather Round</i> <i>** Whichever is greater; Year 2 sponsorship is contingent on the extension of Gather Round in South Australia.</i></p>
<p>INVESTMENT</p> <ul style="list-style-type: none"> • 1 Year: \$13,950 ex GST • 2 Year: \$12,950 ex GST (5% or CPI increase for year 2**) 	



Table Partner

PARTNERSHIP COMPONENTS	
BRANDING ON MARKETING COLLATERAL (PHYSICAL & DIGITAL) <ul style="list-style-type: none"> • Branded signage for your table at the event • Inclusion of your brand logo on digital rotating signage at the event (alongside other table sponsors) 	ACTIVATION INTEGRATION <ul style="list-style-type: none"> • Opportunity to provide approved branded gift or giveaway for your Table on the day of the lunch (at partner's cost) • Each attendee will receive their own full size Official 2026 Gather Round Sherrin, as per the ones used across Gather Round
HOSPITALITY INCLUSIONS <ul style="list-style-type: none"> • 1 x Table of 10 seats at the 2026 Official Gather Round Business Lunch, at Adelaide Convention Centre on Friday 10 April 	
INVESTMENT <ul style="list-style-type: none"> • 1 Year: \$8,000 ex GST 	<i>2-year opportunity not available for Table Partnership</i>





2026 Official Gather Round Business Lunch Partnership Opportunities Summary

Co-Major Partner	Supporting Partner	Table Partner
<p>Exposure and Activation</p> <ul style="list-style-type: none"> Event designation - Official AFL Gather Round Business Lunch, presented by <i>your brand</i> Event activation (<i>approved by AFL</i>) Branding on all pre-event collateral and marketing materials On-screen and media backdrop branding throughout the event 10 x Official 2026 Gather Round Sherrin match balls 	<p>Exposure and Activation</p> <ul style="list-style-type: none"> Event activation (<i>approved by AFL</i>) On-screen and media backdrop branding throughout the event 10 x Official 2026 Gather Round Sherrin match balls 	<p>Exposure and Activation</p> <ul style="list-style-type: none"> Table activation on your individual table (<i>approved by AFL</i>) On-screen branding at the event 10 x Official 2026 Gather Round Sherrin match balls
<p>Hospitality Summary</p> <ul style="list-style-type: none"> 1 x table of 10 at the 2026 Official AFL Gather Round Business Lunch 10 x hospitality packages to be used at 1 Adelaide Oval match across Gather Round* 2 x tickets to the Sydney Swans Gather Round Leadership Summit 	<p>Hospitality Summary</p> <ul style="list-style-type: none"> 1 x table of 10 at the 2026 Official AFL Gather Round Business Lunch 6 x hospitality packages to be used at 1 Adelaide Oval match across Gather Round* 1 x ticket to the Sydney Swans Gather Round Leadership Summit 	<p>Hospitality Summary</p> <ul style="list-style-type: none"> 1 x table of 10 at the 2026 Official AFL Gather Round Business Lunch 10 x Category One Seats for Collingwood vs Fremantle match at Adelaide Oval (Friday night)
<p>Investment:</p> <ul style="list-style-type: none"> 1 Year: \$23,950 ex GST 2 Year: \$22,950* ex GST 	<p>Investment:</p> <ul style="list-style-type: none"> 1 Year: \$13,950 ex GST 2 Year: \$12,950* ex GST 	<p>Investment:</p> <ul style="list-style-type: none"> 1 Year: \$8,000 ex GST



Key Contacts

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