



# 2010 49<sup>th</sup> Parallel Cup

[www.49thparallelcup.com](http://www.49thparallelcup.com)

Canada vs. USA

International Australian Football

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# The Opportunity

Grass roots PR and brand awareness with elite players and supporters of Australian football from across North America.

- 200 players
- Estimated 500+ crowd
- Canadian, American and Australian
- Men and Women
- Aged 18 to 35

Association with Australian brands breaking into the Canadian market such as AFL Canada, Flight Centre, Arnott's Tim Tams, Wolf Blass and VB.





# Strategic Benefits

Awareness with Canadians and Americans playing at the highest level of Australian football in North America.

For Australian brands, put your brand in front of your biggest endorsers....Australians!

Generate awareness in the largest city in Canada.



# 49<sup>th</sup> Parallel Cup

[www.49thparallelcup.com](http://www.49thparallelcup.com)



- First played in 1999, the 49<sup>th</sup> Parallel Cup is the biggest International Australian football event in North America played between Canada and the US men's and women's national teams.
- A First in 2010: the first time the national men's under 23 team will be playing for the cup.
- The event will be held on the July 31<sup>st</sup> long weekend at Humber College Lakeshore, Toronto, Ontario (p118 V7).
- AFL Canada is managing the event in 2010 with support from its members and sponsors.





# Event Schedule

*Saturday July 31<sup>st</sup>*

Location: Humber College Lakeshore, Toronto, Ontario

8-9am Sponsor Tents Available

9.30am Gates Open to Public

10am Ontario Aussies vs Boston Demons

12pm Under 23 Men Canada vs USA

2pm Women Canada vs USA

4pm Men Canada vs USA





# Event Marketing

## Entry Fee

- \$7 to \$10 entry fee (to be confirmed)
- Fee entitles 4 football matches, Arnott's Tim Tams and one VB beer or Wolf Blass wine. Currently negotiating other free giveaways and prizes.

## Advertising

- Bi-weekly press releases to regional media.
- Articles posted to [www.aflcanada.com](http://www.aflcanada.com), member sites and International Australian football websites (started May 1<sup>st</sup>). AFLC has experienced a 55% lift in hits on its website during the promotion of this event (total of 37,850 hits in May).
- Creation of event web site [www.49thparallelcup.com](http://www.49thparallelcup.com)
- Currently working with Tourism Toronto to finalize a communication plan for the month lead up to the event.



# Event Partners



## Flight Centre

- Largest travel group in Canada



## Tourism Toronto

- Supporting sports tourism in Toronto with the Ontario AFL being the biggest Australian football league in the Northern Hemisphere.



## Comfort Inn

## Arnott's Tim Tams

- Professional product sampling to drive awareness.

## VB Beer

- Launch of brand into Canada.

## Wolf Blass Wine





# Sponsorship Agreement

## *CACC Obligations*

- Help to promote the event through your network of members, media contacts and dignitaries.
- Supply AFLC with bottled water and water melons for the event which we would like to offer free of charge to players and spectators (it may be a very hot summers day).
- AFLC and US Footy will be purchasing two new perpetual 49th Parallel Cup trophies this year. Pay for the two trophies and we can engrave on them permanently "Kindly Donated by\_\_\_\_\_". A cost per trophy can be negotiated.





# Sponsorship Agreement

## *AFLC Obligations*

- AFLC will supply a private corporate tent at the event with waiter service which you can entertain CACC members and dignitaries as you see fit.
- Supply AFLC with your brand/logo which will be featured on the event web page ([www.49thparallelcup.com](http://www.49thparallelcup.com)) and signage on display during the event (within the limitations outlined in the event permit).
- AFLC will feature you as a sponsor on press releases and promotional materials.





# Support Information

# Aussie Football in Canada



- Playing Members: 125 juniors, 70 women, 560 men
- 22 clubs
- Leagues in Ontario, BC, Alberta & Quebec
- Football in Canada is 21 years old
- Double digit player growth in 2008 and 2009
- Largest men's and junior leagues in the Northern Hemisphere
- Men's national team ranked 5<sup>th</sup> in the world (24 countries playing the sport).
- AFLC is a participant of the AFL grant program ranked as a tier one country.



# About AFL Canada

[www.aflcanada.com](http://www.aflcanada.com)

AFL Canada is the governing body of Australian football in Canada. Endorsed by the Australian Football League (governing body of world football), AFLCs primary responsibilities include:

- Grow Australian football in Canada via:
  - Junior development
  - Improving player pathways
  - Entering new provinces
- Manage the Canadian National teams
- Work with other International groups to promote the game (including the AFL)
- Annually elected Executive oversees the four provincial leagues on behalf of playing clubs

# AFL Canada Properties



National Teams including:

- Men – Northwind
- Women – Northern Lights
- Juniors – Wolfpack



# AFLC Organizational Chart



**AFL Canada Exec:**  
Darrel Perry - President  
Greg Everett - Vice President  
Robert Parker - Director Special Projects  
Rebecca Jones - Treasurer  
Jake Anson - Secretary

Greg Everett - International Liaison Officer

Steve Spurrell - Web Communications Officer

TBA - Junior Development Coordinator

TBA - Sponsorship Officer

**AFLC National Teams:**  
**Northwind (Men)**  
Emile Studham - Head Coach  
**Northern Lights (Women)**  
Jake Anson - National Women's Development Officer  
**Wolfpack (Juniors)**  
Mike McFarlane - Head Coach

**Provincial Reps : Ontario, BC, Alberta & Quebec**

**Ontario Exec:**  
Martin Walter - President

**BC Exec:**  
Stuart Grills - President

**Alberta Exec:**  
Dane Rolfe - President

**Quebec Exec:**  
Luke Anderson - President

**Club Executives and Players**