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Media Kit

AFL Footy Finals Week to be launched at Melbourne's prestigious new Docklands

After the resounding success of last year's AFL Grand Final weekend, Waterfront City, together with Nvisage Media and Events Australia, will once again be organising a whole host of activities for this year's end-of-season extravaganza. However, this year, Docklands will be expanding the finals programme to eight days instead of two, therefore incorporating both preliminary finals the weekend before the Grand Final itself, therefore creating an "AFL Footy Finals Week".

In addition to both Preliminary Finals and the Grand Final being broadcast live, the venue will show extensive season highlights, replays of previous finals and historic AFL moments on the two giant LED video screens located at The Piazza, right at the entrance to the brand new Harbourtown Shopping Mall and the recently-opened Costco. There will also be kid's activities, competitions for fans, interactive games and appearances by AFL greats throughout the course of the week.





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LED SuperScreen and Advertising Package

**The Piazza, Waterfront City
2 x 25 square metre screens**



Providing LIVE and recorded coverage of AFL Preliminary and Grand Finals, replays of season highlights and past finals, along with CSAs, event information and client TVCs

Total spots = 216 x 30" (12 x 30" TVCs per day on each screen)
Package cost - \$45,000 net + GST

