MARVEL STADIUM

AFL connect

THE OFFICIAL NETWORKING PROGRAM OF THE AFL

SUPPORTED BY

TOYOTA

COMMITTEE FOR MELBOURNE

SHARP EIT Solutions

MyWay Travel & Events

Be in the Room Where it Happens.

- A PERSONAL CONNECTION MANAGER
- 1200+ MEMBERS IN OUR NETWORK
- STRATEGIC INTRODUCTIONS
- YEAR-ROUND FOOTY ACCESS
- SEASONAL EVENTS
- INDUSTRY EXCLUSIVITY





A Business Development Ecosystem

AFLConnect is the AFL's official networking program, designed to help businesses build meaningful relationships and unlock new opportunities. Connect with a network of 1,200+ businesses through curated events, exclusive experiences and premium AFL environments, all designed to drive genuine commercial outcomes.





Meet your Connection Manager

Katy Webster

Your AFLConnect membership includes a dedicated Connection Manager who helps facilitate meaningful introductions, identify ideal prospects, and uncover genuine commercial opportunities.



- Understand your business goals and ideal client profile
- Identify and introduce relevant connections within the AFLConnect network
- Recommend events and experiences aligned to your networking objectives
- Help maximise membership value by creating a personalised engagement plan
- Provide ongoing support and strategic networking advice throughout the year

Your Industry. Your Seat. No Competitive Overlap

With industry exclusivity, only one business per industry category can join, giving you access to valuable connections without direct competitors.
More than networking, AFLConnect is a business growth platform designed to help you build relationships, win new customers, and grow your business.



Events & Experiences

Develop – Signature Events

Flagship events each year that unite the entire AFLConnect community. Each delivers a unique shared experience and explores a relevant business theme.





Connect – Experience Series

Curated events focused on connection, innovation and shared experiences.
Members select one of three experiences.







Grow – Marquee Events

Additional opportunities to build relationships and expand your network through Spring Racing Carnival and AFL Premium Member events.





AFLConnect
Footy Benefits

The program is designed to give you and your business access to a premium environment at the footy all year round

Toyota AFL Finals Series & Grand Final Access

Tickets and hospitality included.



Exclusive game day access

Access to 44+ AFL games at Marvel Stadium and 25+ AFL games at the MCG.



Match-day Hospitality

A new way to experience game day. Host your clients and prospects in Medallion Club at Marvel Stadium.



Gather Round

Enjoy access to a range of experiences, from game day hospitality to member networking opportunities.



Your Experience.
Your AFLConnect.

AFLConnect Membership Summary	Connect+	Platinum	Black
Medallion Club x AFLConnect Networking Event 1 - Mid Season Gala	✓	✓	✓
Medallion Club x AFLConnect Networking Event 2 - Christmas Event	✓	✓	
AFLConnect Gather Round Experience	✓	✓	
Connect Major Event 1 - Experience Focused	✓	✓	✓
Connect Major Event 2 - Networking Lunch	✓	✓	✓
Connect Experience Event - Your Choice: Networking, Innovation, Activity	✓	✓	✓
Tickets to (1) Toyota AFL Premiership Finals Hospitality Event	✓	✓	✓
Connect Flagship Event - Spring Racing Carnival	✓	✓	
Dedicated Connection Manager	✓	✓	✓
Complimentary Access to Tickets to the Medallion Club for all AFL games played at Marvel Stadium	4	2	
Access to book Medallion Club match-day dining for all AFL games played at Marvel Stadium	✓	✓	
Complimentary Access to GA seating int the AFL reserve for B&C grade AFL games played at the MCG	4	2	
IP Recognition as Member of AFLConnect	✓	✓	✓
Toyota AFL Grand Final Packages (hospitality & tickets)	2		
Access to VRC Chairman's Club and exclusive golf courses in Victoria	✓	✓	✓

Membership Term	Connect+	Platinum	Black
2-Year commitment rate from commencement date of 1st September 2026	$28,500	$18,995	$11,995
1-Year commitment rate from the commencement date of 1st September 2026 to August 31st 2027	$29,500	$19,995	$12,995

Pricing based **per annum, inc GST. Increased annually by the greater of two percent (2%)*

Discover new connections.

"AFLConnect create meaningful opportunities to learn from other organisations, exchange insights and identify genuine ways to collaborate...It brings together a diverse network of like-minded businesses that are open to sharing ideas, building relationships and supporting one another."

Aaditya Mehta, Sharp EIT Solutions


AFL
Connect
Let's Connect
Contact us
Follow us on LinkedIn
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