

AFL Germany

Corporate & Strategic Partnership Prospectus 2026



WHO WE ARE

Germany's Home of Australian Football



AFL Germany (Deutscher Australian Football Verband e.V.) is the national governing body for Australian Rules Football in Germany and a proud member of AFL Europe. Our German Eagles men's and women's national teams represent Germany annually at the Euro Cup and European Championship.



9

Clubs Nationwide



300+

Active Players



2

National Leagues (Men & Women)
+ Regional Competitions



25+

Years of History

Fast. Physical. Spectacular.

Australian Football - also called Footy or Aussie Rules - is one of the world's most dynamic team sports. A high-scoring, full-contact game played on an oval field with an oval ball. It combines the athleticism of football, the aerial contests of basketball, the continuous hand-passing and movement of handball, and the physicality of rugby into a uniquely thrilling spectacle.



High-Scoring Action

Non-stop scoring keeps every match exciting from first whistle to last



Full-Contact Tackling

Physical, contested play that rewards courage and teamwork



Spectacular Marking

Iconic high-flying aerial catches that define the sport globally



60-80 Min Matches

Fast-paced game format perfectly sized for the German market



Oval Field, Oval Ball

A completely unique sporting experience unlike any other in Europe



Growing Across Europe

Expanding rapidly with structured leagues in 20+ countries

THE SPORT

How The Game Works

Two teams score by kicking an **oval ball** between tall goal posts.

Players move the ball by **kicking, handballing (punching the ball), or running with it** - but must **bounce it every 15 metres**.

Tackling is allowed, and **spectacular aerial catches** (“marks”) are a signature part of the game.

AFL Germany Format

In Germany we play a **fast, modified format with 9–12 players per team on smaller fields**.

Games are typically **4 quarters (80 minutes total)** or **tournament rounds** where **three teams rotate through two half-games**.

All you need is **boots and a mouthguard**, and most players can learn the basics in a single training session - making AFL one of the most **accessible team sports for newcomers** from any sporting background.



THE LEAGUE

9 Clubs | 2 Leagues One Bundesliga

AFLG MEN

8 teams competing in the 2026 season

AFLG WOMEN

5 teams competing in the 2026 season
Established 2018 - growing rapidly

REGIONAL COMPETITIONS

Bayern • Berlin • Köln • Hamburg • Frankfurt



OUR AUDIENCE

A Passionate, International, Growing Community

300+

Athletes

Active players across Germany

10,200*

Social Followers

Instagram, Facebook & growing

*1,700 AFLG + combined club followings

9

Cities Represented

Major metro areas nationwide

4th

Euro Cup Finish

Men & Women teams in 2025

Our community bridges Germany and Australia - attracting expats, local athletes, and international sports enthusiasts. Every match day brings together a diverse, engaged, and brand-receptive audience.

THE OPPORTUNITY

Why Partner With AFL Germany?



National Brand Visibility

Your brand seen at every league match, finals, and livestream across Germany



First-Mover Advantage

Secure premium positioning before the league scales - founding partners get the best terms



European Exposure

Euro Cup and European Championship participation extends your reach across borders



International Connection

Access the Australia-Germany business corridor through sport



Community Alignment

Associate with health, teamwork, diversity, and grassroots growth



Digital & Livestream

Growing digital audience with livestream, social content, and event coverage

SPONSORSHIP OPPORTUNITIES

Flexible packages built for your brand, your budget, and your goals.



League Partnership Structure

OFFICIAL PARTNER

From 250 € / season

- Logo & link on AFLG website
- League partner mention on season schedule
- Website article & social media post
- Presentation at clubs
- Two game day post mentions

PREMIUM PARTNER

From 750 € / season

- Banner on website front page
- Logo on all league-related posts
- Featured articles & co-branding
- 3-4 dedicated social media posts
- Optional raffle integration
- Possible category exclusivity

LEAGUE PARTNER

Custom / Title Rights

- Potential naming rights integration
- Full-season brand integration
- Finals prominence & exclusivity
- All Premium Partner benefits
- Bespoke activation program
- Priority partner positioning

Event & League Partnership Opportunities

FINALS SPONSORING

From 500 € / season

- Physical branding at Semi & Grand Final
- Digital advertisement on livestream
- Corporate presence opportunity (booth, presentation, speech)
- Participation in award ceremony (naming, introduction, interview)
- Product sampling & flag opportunities

OFFICIAL OFFICIATING PARTNER

2,500 € (approx. 40 jerseys, ~3 seasons)

- Your logo on all umpire jerseys at every match
- Nationwide recurring brand visibility
- Multi-season exposure opportunity (~3 seasons)
- Website & social media launch coverage
- Association with fairness and integrity of the sport

The German Eagles

Germany's Men's & Women's national teams compete annually at the Euro Cup and European Championships - representing your brand on an international stage.



4th Place

finish at the Euro Cup 2025
for the Men's & Women's Teams

Eagles Sponsoring

300 € - 1,000 € / year

Logo on website, social media coverage, mention in all Eagles-related content

Jersey Branding

1,000 € - 1,500 € / team

Your logo on the national team jersey - premium international visibility

Equipment & Team Wear Partner

600 € - 750 € / team

Logo on team wear (training gear, warm-up apparel)

CUSTOM PARTNERSHIPS

Packages as Individual as Your Brand

Every business is different. We build bespoke sponsorship packages tailored to your objectives - whether that's brand awareness, community engagement, employee activation, or international market access.

Digital Partner

Livestream branding, social media integration, website prominence, content co-creation

Event Partner

Exclusive activation at Grand Final, regional tournaments, and community events

Development Partner

Support grassroots growth, youth programs, women's sport expansion

International Partner

Leverage the Australia-Germany corridor for cross-market brand positioning

Where Your Brand Lives



Match Day Jerseys

Potential logo placement on umpire jerseys - visible at every game



Livestream Overlay

Brand integration on match livestreams reaching digital audiences nationally



Social Media Content

Dedicated posts, stories, co-branded content across Instagram & Facebook



Website & Digital

Banner ads, featured articles, partner page, and season schedule branding



On-Ground Signage

Physical banners and branding at Semi-Finals, Grand Finals, and showcase events



Community Activations

Product sampling, corporate booths, award ceremony naming, and more

Growth Vision 2026-2028

1

Expanding Player Base

Targeted recruitment driving growth across existing clubs and new cities

2

Women's Sport Growth

AFLG Women league expanding from 5 to 8+ teams - a rising movement

3

Enhanced Digital Production

Professional livestream coverage, social content strategy, and digital-first approach

4

European Ambition

Building towards stronger Euro Cup and European Championship performances

5

Strategic Partner Integration

Moving from ad-hoc sponsorship to structured, long-term commercial partnerships



SUPPORT THE GAME

Not a Sponsor? You Can Still Help.

We welcome one-off and recurring donations of any size. As a registered non-profit (gemeinnützig), all donations are tax-deductible and directly support Australian Football in Germany.

Tax-Deductible Giving

Donors receive an official Spendenbescheinigung (tax receipt) for all contributions to the Förderverein.

National Teams

Help fund the German Eagles men's and women's teams competing at European and international level.

Growing the Game

Support league development, grassroots programs, and the expansion of Australian Football across Germany.

How to Donate

Contact us at info@aflg.de to arrange a donation. One-off or recurring - every contribution counts.

WHY NOW?

The Window for Founding Partners Is Open.

AFL Germany is at an inflection point. With 25+ years of history, a structured national league, growing women's competition, and increasing European recognition - this is the moment to align your brand with a sport on the rise.

First-mover positioning before commercial growth accelerates

Early partners receive preferential positioning and category protection

Cultural expansion of Australian sport into European mainstream

25+ years of Australian Football history in Germany

LET'S BUILD SOMETHING TOGETHER.

Ready to explore a partnership? We'd love to hear from you.

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www.aflg.de
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