



## MEMO 18-2025

**DATE:** Friday 7th March  
**TO:** NPL Mens & Womens Clubs  
**FROM:** CEO  
**SUBJECT:** Opportunity for Club Sponsor Recognition through NPL Livestreams

For Information or Action	Action required	Action completed by	NNSWF Contact	Total Pages
Information	N/A	N/A	Michael Ying Sing	3

Dear All,

### Introduction

As you are aware, Northern NSW Football (NNSWF) has transitioned to a new broadcast partner for the 2025 season. As part of this transition, we are pleased to provide clubs with an opportunity to enhance sponsor recognition and add value to key club partnerships through our NPL livestreams, now delivered via our YouTube channel.

### Advertising Opportunity

To support clubs in increasing their sponsors' exposure, NNSWF is providing each club with access to advertising space during the broadcast of their home matches. Each club may nominate one sponsor whose advertisement will be displayed exclusively during home match broadcasts. These advertisements will remain in place for the duration of the season once uploaded and will appear in rotation alongside NNSWF sponsor messaging. NNSWF will be responsible for the collation and upload of all advertising assets, and all club sponsor advertisements must receive prior approval from NNSWF before being included in the broadcast.

### Advertising Restrictions

To ensure consistency and alignment with existing sponsorship agreements, clubs are not permitted to advertise sponsors in the following categories:

- Financial institutions (e.g., banks, credit unions, lending providers)
- Media organisations (TV, radio, newspaper, streaming platforms)
- Apparel (including teamwear, sportswear, and footwear brands)



- Equipment (including footballs, goals, training gear, and accessories)

Furthermore, from 2025 onwards, NNSWF will not accept any form of sponsorship from the following industries:

- Alcohol
- Tobacco
- Gambling

### Allocation of Advertising Space

In recognition of the valuable role that clubs play in growing the game and supporting their sponsors, NNSWF is allocating 15% of the total onscreen advertising space for clubs to utilise. This allocation will be reviewed at the conclusion of the 2025 regular season to assess its effectiveness and determine if any adjustments are necessary for future seasons. It is important to note that NNSWF will retain all advertising rights for matches streamed as part of the 2025 Finals Series for each league, and club sponsors will not be included in these broadcasts.

### Asset Supply and Submission

To facilitate the submission of sponsor advertisements, clubs have two options for supplying advertising assets:

1. **Basic Logo Banner:** Clubs may provide a high-resolution logo file (.EPS or .AI), which will be used by the NNSWF Marketing team to create a basic logo banner on behalf of the club.
2. **Custom Graphics:** Clubs may supply their own custom-designed advertisements, provided they adhere to the exact specifications required for broadcast. Any advertisements that do not meet the required format will be returned for revision.

All custom advertisements must be provided as JPEG files in the below listed sizes (each size is mandatory and must be exact), images must contain sponsor logo and optional messaging.

Graphics should leave clear space on the left side for the “home club sponsor” icon to be added.

- 300x300px
- 510x150px
- 300x70px
- 912x70px
- 1920x410px
- 1920x270px
- 1920x140px

Example Imagery Below:



# NORTHERN NSW FOOTBALL

300x300

300x70

510x150

912x70

1920x110

1920x270

1920x140

**Provision of assets to NNSWF:** Assets and questions can be emailed to Michael Ying Sing – Marketing & Sponsorship Manager – [myingsing@northernnswfootball.com.au](mailto:myingsing@northernnswfootball.com.au)

Regards,  
Peter Haynes  
**Chief Executive Officer**  
**Northern NSW Football**

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