



Partnership Prospectus





Who we are



The GOTAFE Goulburn Valley League (GVL) is an Australian rules football and netball competition based in the Goulburn Valley region of Victoria. Established in 1894, the League has a long and proud history as one of Victoria's Premier Community Football and Netball Competitions.

The League has 12 member clubs; Echuca, Rochester, Kyabram, Tatura, Mooroopna, Shepparton Swans, Shepparton, Shepparton United, Seymour, Euroa, Benalla and Mansfield.

Football competitions within the league are Under 18's, Reserves and Seniors, whilst the netballers compete over 5 grades of competitions: A Grade, B Grade, B Reserve, 17 & Under and 15 & Under.

Football Registration Data

OVERALL	Club	2024 (YTD)	2023	2022	2019
	Total	1,075	1,082	1,333	1,034
	Benalla Football Club	88	95	102	104
	Echuca Football Club	91	83	120	82
	Euroa Football Netball Club Inc.	91	93	117	82
	Kyabram Football & Netball Club	75	73	112	80
	Mansfield Football Club	94	97	94	101
	Mooroopna Football Netball Club	96	102	140	94
	Rochester Football Club	88	104	114	79
	Seymour Football Netball Club Inc	99	96	128	82
YOUTH	Shepparton Football Netball Club	92	85	119	92
	Shepparton Swans Football Club	86	97	117	81
	Shepparton United Football Club	87	87	86	81
	Tatura Football Netball Club	88	70	84	76

YOUTH	Club (Youth)	2024 (YTD)	2023	2022	2019
	Total	321	283	503	317.0
	Benalla Football Club	27	24	18	29.0
	Echuca Football Club	29	25	59	30.0
	Euroa Football Netball Club Inc.	24	14	41	23.0
	Kyabram Football & Netball Club	25	23	54	26.0
	Mansfield Football Club	30	27	30	25.0
	Mooroopna Football Netball Club	27	28	55	33.0
	Rochester Football Club	26	23	38	23.0
	Seymour Football Netball Club Inc	35	31	52	31.0
AVG AGE	Shepparton Football Netball Club	29	26	53	29.0
	Shepparton Swans Football Club	29	34	48	27.0
	Shepparton United Football Club	25	25	30	27.0
	Tatura Football Netball Club	15	3	25	14.0

SENIOR	Club (Senior)	2024 (YTD)	2023	2022	2019
	Total	754	799	824	716.0
	Benalla Football Club	61	71	84	75.0
	Echuca Football Club	62	58	60	51.0
	Euroa Football Netball Club Inc.	67	79	76	59.0
	Kyabram Football & Netball Club	50	50	58	54.0
	Mansfield Football Club	64	70	64	76.0
	Mooroopna Football Netball Club	69	74	85	61.0
	Rochester Football Club	62	81	75	56.0
	Seymour Football Netball Club Inc	64	65	76	51.0
AVG AGE	Shepparton Football Netball Club	63	59	63	63.0
	Shepparton Swans Football Club	57	63	68	54.0
	Shepparton United Football Club	62	62	56	54.0
	Tatura Football Netball Club	73	67	59	62.0

AVG AGE	Club	SEN	RES	U18
	League Avg.	24	25	25
	Benalla Football Club	26	31	29
	Echuca Football Club	24	22	23
	Euroa Football Netball Club Inc.	26	26	26
	Kyabram Football & Netball Club	24	24	24
	Mansfield Football Club	25	29	27
	Mooroopna Football Netball Club	23	24	24
	Rochester Football Club	24	26	25
	Seymour Football Netball Club Inc	26	25	25
Notes:	Shepparton Football Netball Club	24	25	24
	Shepparton Swans Football Club	23	24	24
	Shepparton United Football Club	23	23	23
	Tatura Football Netball Club	27	26	26

Notes:

- Registrations do not vary greatly given the consistent grades fielded in senior competitions.
- At the conclusion of the 2022 season GVL dropped the U16 football grade which reverted to the GMJL competition

Netball Registration Data

OVERALL	Club	2024 (YTD)	2023	2022
	Benalla	55	54	76
	Echuca	59	51	68
	Euroa	63	57	65
	Kyabram	85	52	47
	Mansfield	84	77	62
	Mooroopna	67	66	61
	Rochester	66	54	74
	Seymour	71	57	59
	Shepparton	56	65	75
	Shepparton Swans	66	59	85
	Shepparton United	54	49	99
	Tatura	47	51	60
	Grand Total	773	692	831

SENIORS	Club	2024 (YTD)	2023	2022
	Benalla	30	38	49
	Echuca	33	28	44
	Euroa	37	37	41
	Kyabram	57	31	27
	Mansfield	55	47	40
	Mooroopna	36	34	36
	Rochester	41	33	40
	Seymour	49	35	35
	Shepparton	29	35	30
	Shepparton Swans	42	30	39
	Shepparton United	33	24	50
	Tatura	26	28	21
	Grand Total	468	400	452



JUNIORS	Club	2024 (YTD)	2023	2022
	Benalla	25	16	27
	Echuca	26	23	24
	Euroa	26	20	24
	Kyabram	28	21	20
	Mansfield	29	30	22
	Mooroopna	31	32	25
	Rochester	25	21	34
	Seymour	22	22	24
	Shepparton	27	30	45
	Shepparton Swans	24	29	46
	Shepparton United	21	25	49
	Tatura	21	23	39
	Grand Total	305	292	379

GVL Why partner with us?

FOOTBALL NETBALL

- The recent pandemic has shown just how vital Community Football and Netball is. It's more than just a game. It's about the connection people have to their Clubs and it's members, as well as to the League.
- Long rich history of Community Football and Netball across our region.
- Football and Netball Clubs provide an environment where people are more socially connected at every age group.
- Our Clubs are increasingly engaged with their communities, while supporting other community groups' events and fund raising efforts, supporting health awareness and education campaigns and helping socially disadvantaged members of the community participate in football and netball.
- A Club's reach is significant and extends beyond its players, coaches, administrators and volunteers. Football/Netball Clubs are considered the hub of a community, particularly in rural and regional areas, are a focal point for community efforts in times of crisis and celebration and are considered by Club and community members as central to shaping the identity of a town or area.



Channel	Followers
Facebook	13,557
Instagram	2,619
X	3,056
LinkedIn	424

Facebook	
Performance 1/1/24 – 25/11/24	
Views	1,131,953 (metric avail from Sept)
Reach	372,711
Content Interactions	32,000
Link Clicks	1,905

Instagram	
Performance 1/1/24 – 25/11/24	
Views	300,193 (metric avail from Sept)
Reach	17,341
Content Interactions	9,000
Link Clicks	3



GVL Finals Series - 2024

FOOTBALL NETBALL

Finals Week	Attendance
Week 1 (Elimination & Qualifying Finals)	4,918
Week 2 (Semi Finals)	3,577
Week 3 (Preliminary Finals)	2,495
Week 4 (Grand Finals)	5,918
Total Finals Attendance (Please note that these figures do not include officials, and children under the age of 17 years.)	16,908



Finals (31/8/2024 - 6/9/2024)	Plays	Users	Avg. Watch Time	Total Hours Watched
GVL League	3,691	1,632	19 m 10 s	1,373 h
Echuca v Shepparton Bears (Qualifying Final)	1,038	548	20 m 56 s	393 h
Mooroopna Cats v Kyabram (Elimination Final 2)	1,178	650	19 m 32 s	465 h
Rochester v Euroa (Elimination Final 1)	1,202	629	28 m 38 s	498 h
Semi Finals (7/9/2024 - 14/9/2024)	Plays	Users	Avg. Watch Time	Total Hours Watched
GVL League	1,889	862	16 m 21 s	645 h
Echuca v Rochester (2nd Semi Final)	747	374	24 m 35 s	265 h
Shepparton Bears v Mooroopna Cats (1st Semi Final)	960	490	17 m 13 s	360 h
Prelim Finals (15/9/2024 - 21/9/2024)	Plays	Users	Avg. Watch Time	Total Hours Watched
Rochester Tigers v Shepparton Bears	1,823	968	17 m 32 s	747 h
Presentation Night (16/8/2024 - 21/9/2024)	Plays	Users	Avg. Watch Time	Total Hours Watched
Presentation Night & Vote Count	6,365	2,456	21 m 38 s	1,905 h
Grand Finals (22/8/2024 - 28/9/2024)	Plays	Users	Avg. Watch Time	Total Hours Watched
GVL League	15,066	5,209	20 m 2 s	5,223 h
Netball GFs	4,213	1,733	22 m 30 s	1,123 h
Football GFs	10,382	4,155	15 m 14 s	4,081 h



Analytics/ Statistics



The GVL has partnered with Premier Data to bring you weekly statistics and video edits from every Senior Football Match throughout the season.

We all work together to generate numbers that unlock stories for fans, coaches, teams, clubs, leagues, recruiters and the wider football community.

Full analytics will be conducted for all Senior football games during the finals series.



GVL App



Launching in Season 2025 the GVL App is everything you need to know about GVL Football and Netball, all in the palm of your hand!

Fans can access news, team squads, fixtures, ladders, match previews, match stats, vision live scores and more.

Available to download free in the Google Play & Apple Stores.

*Read the GVL App Partners Document for more information.

Partnership Opportunities

See how you can get your brand in front of thousands.



GVL App Partner

As a GVL App Partner (Non-Exclusive), you will receive a banner advertisement on a page within the App, logo on Partners page and Widget on Home Page of the App, all with click throughs to your website.

Your logo will also appear on the GVL's website. All digital posts promoting the App will also include acknowledgement of your organisation as an App Partner.

Your Investment \$15,000 +GST

Bonuses:

6 x GVL Season Passes, 2 x Invitations to all League events including the official Grand Final function and the League's Best & Fairest.





GVL LiveStream Partner

As a GVL Live Stream Partner (Non-Exclusive) you will receive your logo on all live streams (including finals and special events) and your supplied ads (TVC's/Stills) will be played during the breaks.

Your organisation will be promoted in all Live Stream promotions across our digital channels as a GVL Live Stream Partner.

Your logo will also appear on the Partners page of the App and our website with click throughs to your organisations website.

Your Investment \$10,000 +GST

Bonuses:

4 x GVL Season Passes, 2 x Invitations to all League events including the official Grand Final function and the League's Best & Fairest.



Streamer

FOUNDATION PARTNER **BHP**



GVL Analytics/Stats Partner

Option 1

As a GVL Analytics/Stats Partner (Non-Exclusive) you will receive your logo on up to three Stats Tiles (subject to availability) across our digital channels, weekly.

Your logo will also appear on the Partners page of the App and our website with click throughs to your website.

Your Investment \$10,000 +GST


Option 2

Receive your logo on One Stats Tile (subject to availability) to appear on our digital channels weekly.

Your Investment: \$5,000 +GST

Bonuses:

4 x GVL Season Passes, 2 x Invitations to all League events including the official Grand Final function and the League's Best & Fairest.

 ROCHESTER TIGERS	ROCHESTER TIGERS																	
	K	H	D	DE%	CP	M	GBG	HO	CLR	T	PA	FF	I50	R50	G	B	SI	RP
Hamish Hooppell	12	4	16	56	7	4	5	0	2	1	5	1	2	3	0	0	0	76
Adam McPhee	16	8	24	54	8	8	6	0	0	2	7	2	3	2	0	3	4	95
Mitchell Bright	4	8	12	92	5	4	4	1	1	3	4	0	0	5	0	0	2	64
Blake Evans	10	7	17	76	3	1	2	0	0	0	3	1	1	4	0	0	0	34
Andrew Henderson	6	7	13	77	7	5	4	1	0	1	7	0	1	2	0	1	2	75
Shaun Atley	6	1	7	100	3	1	1	0	3	0	1	1	3	0	0	0	1	37
Douglas Wren	16	12	28	61	12	3	9	0	7	5	8	0	2	2	1	0	3	103
Grant Fuller	7	2	9	44	7	1	5	0	2	11	23	2	1	1	0	0	0	62
Dylan Gordon	4	4	8	75	5	1	3	2	0	2	9	1	2	0	1	0	2	52
Lachlan Watson	7	2	9	33	5	0	1	35	6	3	8	2	0	0	0	0	1	75
Nick O'Connor	8	7	15	80	7	1	6	0	2	4	5	1	4	0	1	1	5	68
Ryan O'Keefe	15	10	25	80	4	4	3	0	0	2	10	3	1	4	0	0	1	94
Bailey Wileman	8	13	21	71	13	5	9	0	7	3	10	1	3	1	2	0	4	99
Mitch Cricelli	5	4	9	78	5	3	3	9	1	2	4	0	1	0	2	0	6	74
Wil Hamilton	6	7	13	69	7	4	5	0	0	2	3	1	1	0	1	0	5	52
Dillon Williams	7	6	13	62	3	7	3	0	0	1	5	0	2	1	0	0	1	50
Nathan McCarty	5	7	12	58	7	3	6	0	0	2	7	0	0	2	0	0	1	48
Matt Kellett	8	3	11	82	3	4	0	0	0	1	5	1	0	2	0	0	1	53
Mitchell Trewhella	18	17	35	69	16	3	10	0	10	4	8	2	7	5	0	0	6	137
Bailey Boyack	3	2	5	60	2	1	0	0	1	0	2	0	2	0	0	1	3	21
Hamish Heine	11	4	15	47	4	1	4	0	3	1	8	1	1	2	0	0	1	35
Hugh Hamilton	12	6	18	61	13	2	7	0	4	2	6	3	4	3	0	0	2	76

Key: Kicks, Handballs, Disposals, Disposal Efficiency, Contested Possessions, Marks, Ground Ball Gets, Hitouts, Clearances, Tackles, Pressure acts, Frees For, Inside 50s, Rebound 50s, Goals, Behinds, Score Involvements, Ranking Points.



GVL George Hunter Champion Club Award Partner

The George Hunter Champion Club trophy was donated to the League by Euroa stalwart, long-term Euroa President and GVL Delegate George Hunter, who was honoured with GVL Life Membership for his contribution and support of the League.

George believed that there should be recognition of clubs who perform well in all grades of both football and netball.

Points are allocated for all winning teams and are calculated at the conclusion of the season. The team which tops the list of winning games each season, receives the trophy.

As the George Hunter Champion Club Award Partner (Exclusive), you will receive your logo on the weekly tally board across our digital channels and an invitation for you and a guest to attend the Presentation Night and present the trophy to the winning club.

Your logo will also appear on the Partners page of the App and our website with click throughs to your website.

Your Investment \$5,000 +GST

Bonuses:

2 x GVL Season Passes, 2 x Invitations to all League events including the official Grand Final function and the League's Best & Fairest.



2025 George Hunter Champion Club - Echuca FNC



Best & Fairest Award Partner

Best & Fairest Medals are awarded across all five grades of netball and three grades of football. These are presented at the League's Annual Morrison & Wellman Family Medal Night (Best & Fairest Presentation).

As the Best & Fairest Award Partner for your category (Exclusive), you will receive acknowledgement in all promotion of the Best & Fairest Awards, and an invitation for you and a guest to attend the Presentation Night.

Your logo will also appear on the Partners page of the App and our website with click throughs to your website.

Your Investment \$5,000 +GST (A Grade and Senior Awards.) \$4,000 +GST for all other grades.

Bonuses:

2 x GVL Season Passes, 2 x Invitations to all League events including the official Grand Final function and the League's Best & Fairest.



2024 Morrison Medal (Seniors)
Winner Ash Holland
(Shepparton FNC)



2024 Wellman Family Medal (A Grade)
Winner Kim Borger
(Shepparton FNC)



League Award's Partner

The League presents various awards at it's Annual Morrison & Wellman Family Medal Night (Best & Fairest Presentation). These include Leading Goal Kicker Awards, Coach of the Year (football and netball) and more.

As an Award Partner for your category (Exclusive), you will receive acknowledgement in all promotion of your award, and an invitation for you and a guest to attend the Presentation Night where you will be included in the presentation to the award winner.

Various awards will have regular leaderboards posted on the League's digital channels where you will be acknowledged as that Award's Partner.

Your logo will also appear on the Partners page of the App and our website with click throughs to your website.

Investment: Starting from \$2,000 +GST (dependant on award)

Bonuses:

2 x GVL Season Passes, 2 x Invitations to all League events including the official Grand Final function and the League's Best & Fairest.



*Belinda Lees
Seymour FMC*



*Riley Mason
Seymour - 12 Goals*



Partner with us!



LET'S TALK!

We want our partnerships to be mutually beneficial so let's chat about how we can tailor a partnership package that benefits both of our organisations.

Call Jo Spencer on 0459 636 762 or send an email to jo.spencer@aflgm.com.au