GVL

FOOTBALL NETBALL

Partnership Prospectus

GVL
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Who we are

The 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.

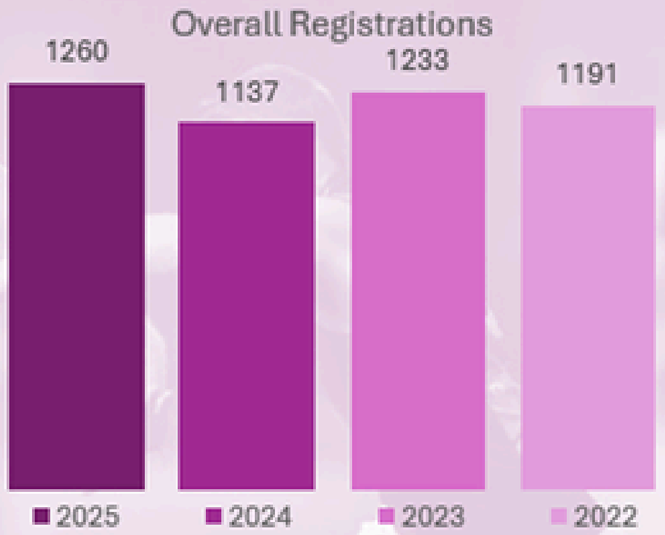
The League has 12 member clubs; Echuca, Rochester, Kyabram, Tatura, Mooroopna, Shepparton Swans, Shepparton, Shepparton United, Seymour, Euroa, Benalla and Mansfield.

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	2025	2024	2023	2022
Total	1260	1137	1233	1191
Benalla	111	92	99	105
Echuca	117	90	99	74
Euroa	108	98	115	99
Kyabram	91	90	85	91
Mansfield	99	98	100	85
Mooroopna	120	96	117	126
Rochester	103	91	122	133
Seymour	98	101	105	97
Shepparton	92	96	109	98
Shep Swans	95	92	111	102
Shep Utd	106	90	99	91
Tatura	120	103	72	90



SENIOR
Seniors & Reserves

Club	2025	2024	2023	2022
Total	828	815	836	856
Benalla	75	66	71	86
Echuca	74	63	61	58
Euroa	80	73	83	79
Kyabram	63	64	55	63
Mansfield	67	68	73	58
Mooroopna	76	72	82	89
Rochester	69	64	84	89
Seymour	64	67	71	68
Shepparton	57	67	62	70
Shep Swans	60	62	62	71
Shep Utd	69	65	63	60
Tatura	74	84	69	65

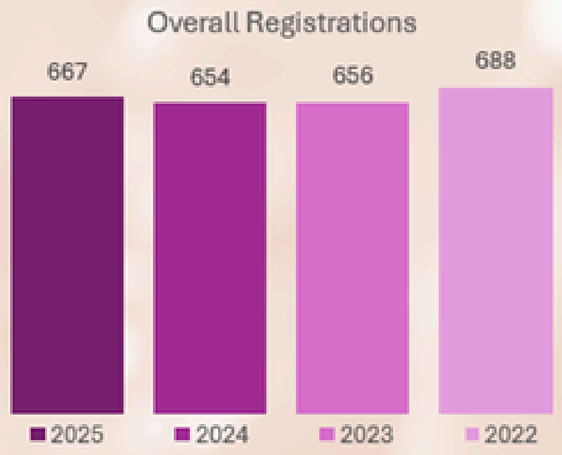
YOUTH
U18

Club	2025	2024	2023	2022
Total	432	322	397	335
Benalla	36	26	28	19
Echuca	43	27	38	16
Euroa	28	25	32	20
Kyabram	28	26	30	28
Mansfield	32	30	27	27
Mooroopna	44	24	35	37
Rochester	34	27	38	44
Seymour	34	34	34	29
Shepparton	35	29	47	28
Shep Swans	35	30	49	31
Shep Utd	37	25	36	31
Tatura	46	19		25

Netball Registration Data

OVERALL

Club	2025	2024	2023	2022
Benalla	59	51	44	66
Echuca	52	50	50	52
Euroa	47	53	56	55
Kyabram	49	60	50	48
Mansfield	64	67	70	58
Mooroopna	56	59	62	55
Rochester	64	57	53	61
Seymour	55	52	55	52
Shepparton	60	53	60	62
Shepparton Swans	57	55	58	67
Shepparton United	51	50	47	55
Tatura	53	47	51	57
Grand Total	667	654	656	688



SENIORS A, B, B Res

Club	2025	2024	2023	2022
Benalla	40	30	32	43
Echuca	26	28	28	27
Euroa	28	30	36	34
Kyabram	28	41	30	30
Mansfield	37	40	44	37
Mooroopna	30	32	32	29
Rochester	36	33	33	40
Seymour	32	31	33	31
Shepparton	35	27	35	30
Shepparton Swans	30	32	30	29
Shepparton United	29	30	23	28
Tatura	30	26	28	27
Grand Total	381	380	384	385

YOUTH (17&U + 15&U)

Club	2025	2024	2023	2022
Benalla	19	21	12	23
Echuca	26	22	22	25
Euroa	19	23	20	21
Kyabram	21	19	20	18
Mansfield	27	27	26	21
Mooroopna	26	27	30	26
Rochester	28	24	20	21
Seymour	23	21	22	21
Shepparton	25	26	25	32
Shepparton Swans	27	23	28	38
Shepparton United	22	20	24	27
Tatura	23	21	23	30
Grand Total	286	274	272	303

Why partner with us?

- 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.

Digital Reach

Channel	Followers (2025)	Followers (2024)
Facebook	14,330	13,557
Instagram	3,149	2,619
X	3,003	3,056
LinkedIn	476	424

Facebook	
Performance 20/11/24 – 20/11/25	
Views	5,353,573
Visits	370,264
Content Interactions	28,703
Link Clicks	1,549

Instagram	
Performance 20/11/24 – 20/11/25	
Views	1,174,722
Reach	38,016
Content Interactions	13,569
Link Clicks	4
Visits	20,164

Finals Series - 2025

Finals Week	Attendance
Week 1 (Elimination & Qualifying Finals)	5,236
Week 2 (Semi Finals)	3,628
WEek 3 (Preliminary Finals)	2,632
Week 4 (Grand Finals)	5,531
Total Finals Attendance (Please note that these figures fo not include officials & children under the age of 17 years.)	17,027

Live Stream

2025 GVL Total Numbers

20,008
Total Plays

549,000
Total Mins Watched

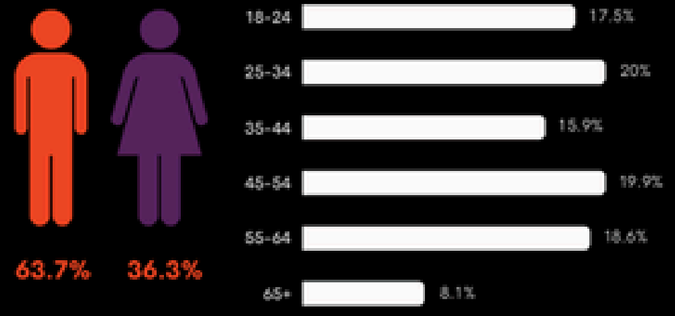
10,774
Total Unique Users

Top 5 Games

2025 Football Grand Finals - 3,230 Plays
Rochester v Mansfield (Prelim Final) - 2,727 Plays
Rochester v Echuca Murray (Semi Final #1) - 2,284 Plays
2025 Netball Grand Finals - 1,288 Plays
Kyabram v Rochester (Qualifying) - 1,222 Plays

Geo Splits

Audience Demographics



Source: Google Analytics - Streamer (April 4, 2025 - September 30, 2025)

2025 Full Statistics available on request

Analytics/ Statistics

The GVL partners 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 are conducted for all Senior football games during the home and away season, all senior finals and the Under 18. Reserves and Senior Grand Finals.

GVL App

Launched 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 Reporting Document attached for all the stats.

GVL FOOTBALL NETBALL

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.

LIVE STREAMING

Streamer
FOUNDATION PARTNER BHP

GVL Analytics/Stats Partner

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

Your Investment: From $5,000 +GST

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.

2025 Morrison Medal (Seniors) Winner Callum Brown (Mansfield FNC)

2025 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)

GVL FOOTBALL NETBALL

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