



CARLTON RESPECTS

2026 - AFL & AFLW
CARLTON RESPECTS
PARTNERSHIP PROPOSAL



THE ONLY ACCEPTABLE NUMBER IS ZERO.



THE CURRENT CRISIS IN AUSTRALIA

Violence against women is a serious and widespread problem in Australia, it impacts all of us. The only acceptable number is zero and research indicates that we need to stop it at the start, through respect education and gender equality.

To prevent violence, we need to understand it.

- One woman every six days loses their life to family or domestic violence
- 2 in 5 women (39%) have experienced physical violence since the age of 15
- 91% of Australians agree that violence against women is a problem

WHAT IS CARLTON RESPECTS?

Carlton Respects is a long standing initiative which aims to use the power of footy to build awareness, funds and action to achieve Respect for a brighter future.

Striving to be a leader in the sports industry, an ally to the sector and to play a role in achieving gender equality and a future free from violence.

The initiative consists of three programs:

- Road to Respect schools program
- Workplace Charter
- AFL and AFLW awareness raising games

ROAD RESPECT

Road to Respect is the hero Schools Program for Carlton Respects, educating young people in respectful relationships to create a future free from violence.

About the program:

- Free digital-learning platform for primary school students in Grade 3 to 6
- Developed in collaboration with industry and education experts
- Includes easy to follow tools and information to help student challenge pre-existing gender stereotypes
- AFL and AFLW players feature in the program to engage students, reinforce the content and act as role models
- Our target is to deliver the program to 7,500 students in 2026

2025 AFL AWARENESS RAISING GAME



Round 19 v Melbourne
Saturday 19 July 2025

40,869

Gameday attendance.

3.84 M

Views on all Carlton Respects content

\$200k+

Total funds raised



2025 AFLW AWARENESS RAISING GAME



Round 11 v GWS Giants
Sunday 26 October 2025

1,386

Gameday attendance.

20,000

TV Viewership

\$60k

Total funds raised



MATCH DAY PARTNERSHIP

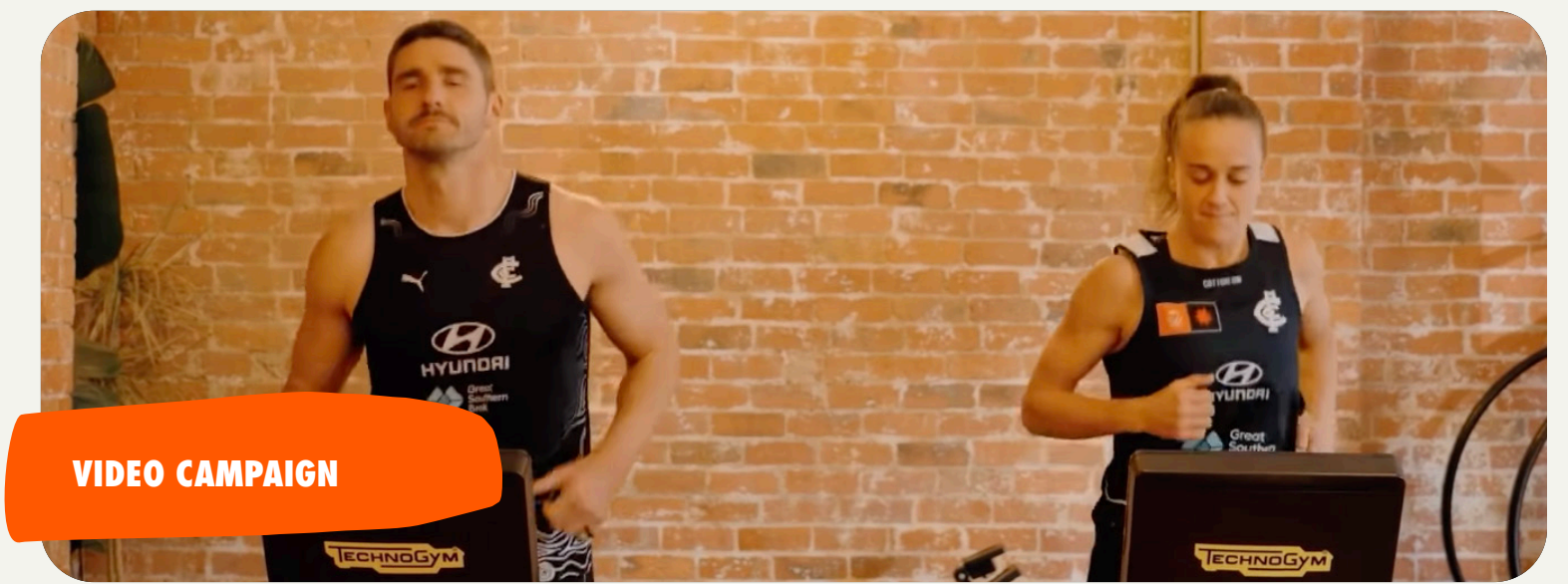
ALIGN YOUR COMPANY WITH CARLTON RESPECTS THROUGH A MATCH DAY PARTNERSHIP.

Each year, one Carlton home game in both the AFL and AFLW fixture is dedicated to raising awareness for the importance of gender equality in helping prevent violence against women, and championing Carlton Respects as a cause. We will hold a range of events in the leadup and during the match days for you and your staff to participate in, plus have your company logo branded on a range of match-day assets.

The AFL and AFLW Carlton Respects Games will be selected in December 2025 and June 2026 respectively, once the fixtures have been released.



PRE-GAME PARTICIPATION



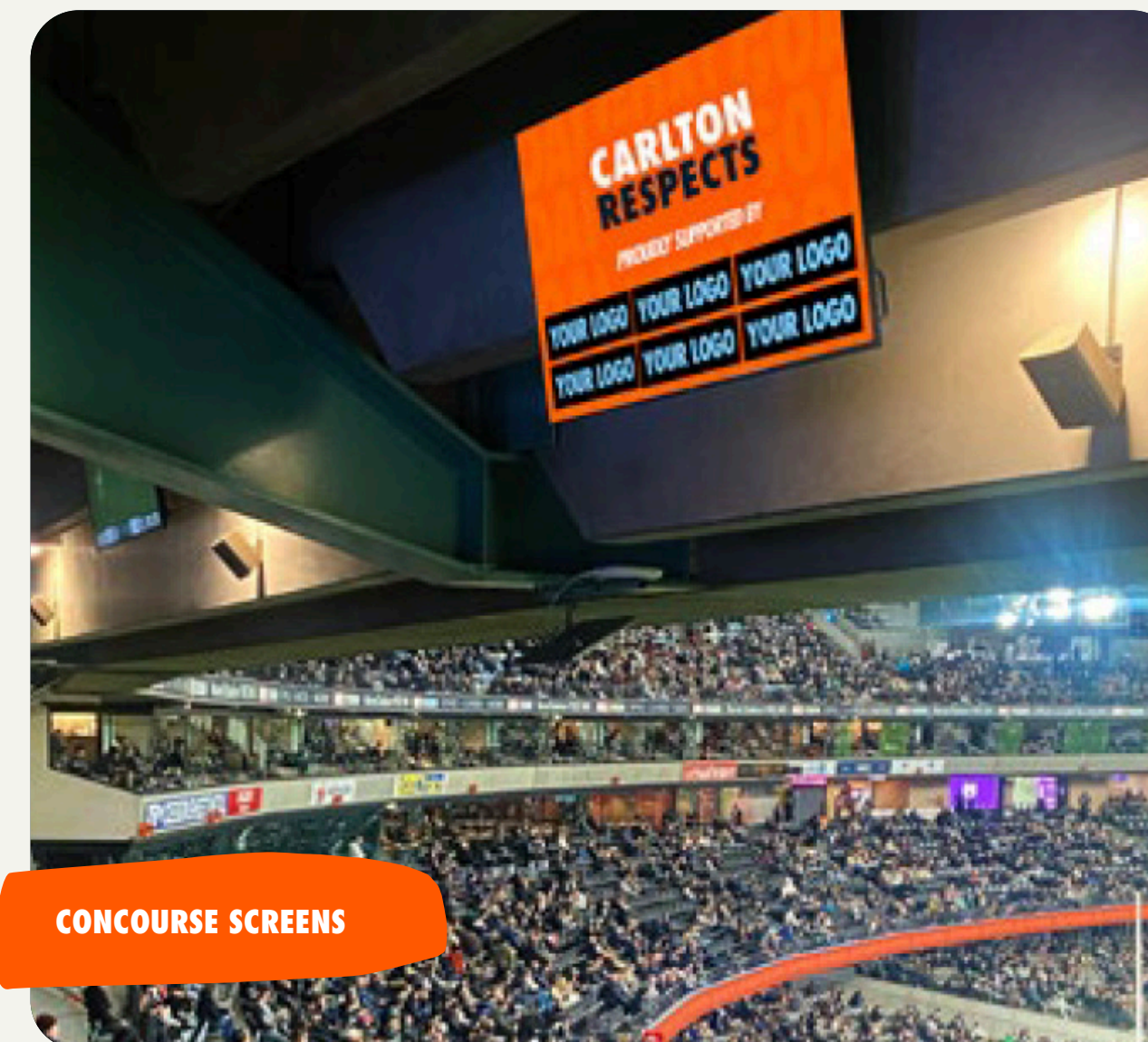
VIDEO CAMPAIGN



ON-COURSE ACTIVATION
2026 ACTIVATION TBC



SOCIAL MEDIA



CONCOURSE SCREENS



BIG SCREEN / LED AROUND GROUND



PARTNERSHIP OPTIONS

AFLW

Partner Benefits	\$40,000 PLATINUM PARTNERSHIP	\$20,000 GOLD PARTNERSHIP	\$10,000 SILVER PARTNERSHIP	\$5,000 BRONZE PARTNERSHIP
Logo recognition Corporate Events/Function Rooms	x	x	x	x
Guard of Honour	8	6	4	2
Carlton App - pop up on main page thanking match-day sponsors	x	x	x	x
Instagram story for Carlton Respects partner recognition - logo feature	x	x	x	x
Big Screen Logo Feature during the game	x	x	x	x
Invitation to match-day function	15	10	5	2
Ability to activate on match day	x	x	x	
Pre-game warm up and coaches address in indoor kicking field on game day	x	x	x	
Logo recognition in Blues News membership eDM	x	x		
Sit in team meeting the week leading up to the game	5			

PARTNERSHIP OPTIONS

AFL

Partner Benefits	PLATINUM PARTNERSHIP	GOLD PARTNERSHIP	SILVER PARTNERSHIP	BRONZE PARTNERSHIP
	CARLTON SCORE PARTNERSHIP	ATTENDEE PARTNERSHIP	MATCH GOAL PARTNERSHIP	CARLTON GOAL PARTNERSHIP
	Match Our Score \$1,000 donation per Carlton's total points scored.	\$1 Per Attendee For every person who attends the Carlton Respects match, your company to donate \$1 per attendee "	\$1k Per Match Goal For every match goal kicked (Carlton and Opposition), your company to donate \$1,000 per match goal	\$1k per Carlton Goal For every Carlton goal kicked, your company to donate \$1,000 per match goal
Invitations to the Carlton Respects Match Day Partner Event	Bespoke	10	6	4
Recognition at Corporate Events/Function Rooms	x	x	x	x
Participation in a pre-game activation	10	10	4	2
Big Screen Logo Feature	x	x	x	x
Carlton App - pop up on main page thanking match-day sponsors	x	x	x	x
Involvement in 1/4 time activation	x	x	x	
1/4 time activation - Big Screen & LED	x	x	x	
Presidents Function invites	10	10	4	
Ability to activate on concourse	x	x	x	
Logo recognition in pre-game LED	x	x	x	
Logo recognition in-break LED	x	x	x	
Team signed Carlton Respects Jumper - framed	x	x		
Sit in AFL players Carlton Respects Engagment session	5	2		
Digital pre-roll (in the week of) Logo Feature	x			
Part of social/video content campaign Logo Feature	x			
Response and recovery partners volunteering day	x			

