



# NATIONAL VOLUNTEER AWARDS

## PROMOTIONAL TOOLKIT

## OVERVIEW

Each year we recognise volunteers and club administrators for their outstanding contribution to Australian Football through the TOYOTA AFL National Volunteer Awards.

The various category nominations will first be considered at State/ Territory level. State/ Territory winners are then considered as part of the AFL National Awards.

Winners will receive amazing prizes, including a money-can't-buy 2026 Toyota AFL Grand Final experience, and Toyota will be giving away two brand new cars.

## SUGGESTED MESSAGING

### CALL TO ACTION:

Learn more and nominate now, visit [play.afl/toyota-afl-national-volunteer-awards](https://play.afl/toyota-afl-national-volunteer-awards)

### TAGS:

@AFLPLAY

### LINKS:

Find out more: <https://play.afl/toyota-afl-national-volunteer-awards>

Nominate now (excluding WA): [https://afl-forms.formstack.com/forms/voty\\_2026\\_nominations](https://afl-forms.formstack.com/forms/voty_2026_nominations)

WA only nominations: <https://thankavolunteer.com.au/>

### COPY & CAPTIONS:

Do you know an amazing community club volunteer? Nominate them for the 2026 National Volunteer Awards and recognise them for their incredible contribution and dedication each season. Category prizes include a money-can't-buy 2026 Toyota AFL Grand Final experience and keys to a brand new Toyota.

AFL Authorised GF Promotion: GFAFL26/30

### COLLABORATE WITH AFL PLAY:

Throughout the campaign period, if you take any video footage of volunteers talking about their club or their contribution, we'd love if you could either email it to [amy.alizzi@afl.com.au](mailto:amy.alizzi@afl.com.au) and [sarah.hedger@afl.com.au](mailto:sarah.hedger@afl.com.au), or alternatively post it on your state social media page and tag @aflplay or add @aflplay as a collaborator.

Adding AFL PLAY as a collaborator is a great way to expand your reach. When you collaborate with another Instagram account, your post or reel will appear on both profiles, doubling visibility and engagement.

### HOW TO COLLABORATE WITH @AFLPLAY:

- Create a new post
- Tap "Tag people"
- Instead of tagging, choose "Invite collaborator".
- Search for the username of the person you want to collaborate with and select their profile.
- Once you've selected the collaborator, Instagram will send them an invitation to accept the collaboration.
- Once the collaborator accepts, the post will appear on both your profile and their profile.

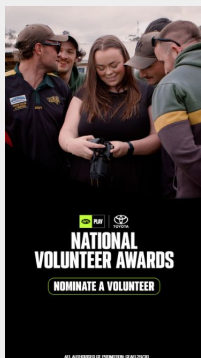
# PROMOTIONAL ASSETS



## Social Media Tile (1080x1080)

Include any additional text in the caption of your post, rather than on these images for better engagement.

[DOWNLOAD HERE](#) [EDITABLE TEMPLATE HERE](#)



## Social Media Story (1080x1920)

It is recommended that a link sticker is added to each social media story directing clicks to [play.af1/tovota-af1-national-volunteer-awards](https://play.af1/tovota-af1-national-volunteer-awards) or [https://af1-forms.formstack.com/forms/votv\\_2026\\_nominations](https://af1-forms.formstack.com/forms/votv_2026_nominations)

[DOWNLOAD HERE](#) [EDITABLE TEMPLATE HERE](#)



## Volunteer Spotlight Social Media Tile (1080x1080)

Celebrate the incredible volunteers in your state by shouting them out in a post. Include any additional text in the caption of your post, rather than on these images for better engagement.

[EDITABLE TILE HERE](#)



## Volunteer Spotlight Social Media Story (1080x1920)

Celebrate the incredible volunteers in your state by shouting them out in a story. It is recommended that a link sticker is added to each social media story directing clicks to [play.af1/tovota-af1-national-volunteer-awards](https://play.af1/tovota-af1-national-volunteer-awards) or [https://af1-forms.formstack.com/forms/votv\\_2025\\_nominations](https://af1-forms.formstack.com/forms/votv_2025_nominations)

[EDITABLE STORY HERE](#)



## A3 & A4 Posters

Use these posters to spread the word about National Volunteer Awards and drive nominations across your state

[EDITABLE TEMPLATES HERE](#)

**\*\*When using the editable template, remember to click “use template for new design”. Then save it with your state’s details.**