



School Sport
VICTORIA

ADVERTISING OPPORTUNITIES



Department
of Education

INTRODUCTION

School Sport Victoria (SSV), as part of the Department of Education, is offering **advertising opportunities** for non-partners.

SSV achieved a record 681,159 interschool sport student participation engagements in 2025 which combined with a digital audience of close to 120,000 provides a unique opportunity for advertisers to communicate with the Victorian school community including school executives, teachers, students and their families and, more broadly, the sports industry.

Advertising assets include:

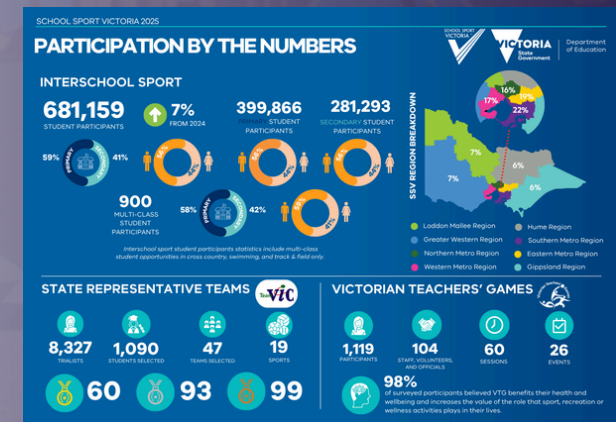
- Articles and campaign banners in the monthly SSV News publication with approximately 55,000 subscribers
- Article and campaign banners in the Coordinators Update for SSV's network of 350+ Coordinators
- Social posts on [SSV's Facebook](#) page (approximately 35,000 followers) and [SSV's Instagram](#) page (approximately 26,500 followers)



[2026 School Sport Program](#)



[2025 School Sport Victoria Participation & Performance Infographics](#)



[2025 Summary Infographics](#)

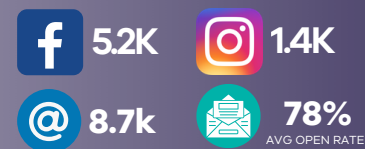
ADVERTISING ASSETS

ASSET CATALOGUE	PRICE excl. GST (\$)
SCHOOL SPORT VICTORIA	
Advertiser eDM (advertisers own EDM with up to 6 articles)	6,000
SSV News article - Feature section (in the first 5 articles)	1,750
SSV News banner - Feature section (following first 5 articles)	1,250
SSV News article - Interschool Sport Section	1,200
SSV News banner - Interschool Sport Section	1,000
SSV News article - Team Vic Section	1,000
SSV News banner - Team Vic Section	800
SSV News article - Additional Updates Section	750
SSV News banner - Additional Updates Section	500
SSV Coordinators Update article - Feature section (in the first 4 articles)	750
SSV Coordinators Update banner - Feature section (following first 4 articles)	500
SSV Coordinators Update article - Non - Feature section	400
SSV Coordinators Update banner - Non - Feature section	250
SSV Facebook and Instagram post	750
VICTORIAN TEACHERS' GAMES	
VTG eNews article	500
VTG Facebook and Instagram post	300

COMMUNICATION CHANNELS



COMMUNICATION CHANNELS



ASSETS	FEATURE BUNDLE	INTERSCHOOL SPORT BUNDLE	TEAM VIC BUNDLE	ADDITIONAL UPDATES BUNDLE	COORDINATORS UPDATE BUNDLE	VTG BUNDLE
SSV News article	✓	✓	✓	✓		
SSV News banner	✓	✓	✓	✓		
SSV Coordinators Update article	Feature Section	Non-Feature Section			Feature Section	
SSV Coordinators Update banner	Feature Section	Non-Feature Section			Feature Section	
SSV Facebook and Instagram post	✓	✓	✓	✓		
VTG eNews article						✓
VTG Facebook and Instagram post						✓
TOTAL excl. GST (\$)	5,000	4,100	2,550	2,000	1,250	800
BUNDLED PRICE excl. GST (\$)	4,000	3,600	2,200	1,750	1,100	750

Note: All Advertisers will be provided with metrics summary at the conclusion of their campaign, including eDM open rates, article click through rates, unique articles clicks, and social media views, reach and engagements.

ADVERTISING CASE STUDIES

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1. Advertiser eDM (partner eDM example AFL Victoria)
2. SSV News / Coordinators Update Article (Maribyrnong Sports Academy)
3. SSV News / Coordinators Update Banner (Foodbank Victoria)
4. SSV / VTG Facebook & Instagram Posts (Inspire Netball Group & Australian International Sports Organisation)

RULES OF ENGAGEMENT

- Complete the [School Sport Victoria Expressions of Interest Advertising form](#) to register your interest to be considered for advertising.
- Organisations and their business activities need to align with the [Department of Education Sponsorship Policy](#).
- Bundling of advertising assets beyond those prescribed is available and will be priced accordingly by School Sport Victoria.
- Advertising will not be provided to any organisation without prior approval sought and received by School Sport Victoria, where School Sport Victoria has a current partnership with a similar organisation or product to the prospective advertiser.
- Approved advertisers will be required to enter into a Department of Education Advertising Agreement with School Sport Victoria.

CONTACTS

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PARTNERS

SPORT PARTNERS



MERCHANDISE PARTNER



TEAM VIC PARTNERS



VTG PARTNERS



AWARDS PARTNER



COMMUNITY PARTNER

