

Tuesday, 4 March 2025

Brands go big with Australia's #1 winter sport Seven reveals 2025 AFL partners and sponsors

As footy fans around Australia get ready for the start of the 2025 AFL Premiership Season on Thursday, the Seven Network today revealed this year's stellar line up of partners and sponsors.

Seven is proud to welcome back Toyota, McDonald's, AAMI and Harvey Norman as broadcast partners of Australia's #1 winter sport.

They will be joined by other leading brands as broadcast sponsors, including Google, Coles, Sportsbet, Bunnings, Chemist Warehouse, Industry Super Funds, Hostplus, CBUS, Telstra, NAB, Asahi Beverages, Uber Eats, OMO Ultimate, Cash Converters, Colgate-Palmolive, BWS and Virgin Australia.

Other brands that have signed on with major AFL packages or as local market sponsors include Seek, HBF, Disney, Bupa and Complete Home Filtration.

The Front Bar returns in 2025 with premier partner Lion, plus program sponsors Kia, Youi, BWS and Sportsbet.

This year OMO Ultimate is the naming rights sponsor of **The Wash Up** on Sunday night, and Virgin Australia, DURO-TUSS Cough Products and Sportsbet have signed on sponsors of **The Agenda Setters**.

For the first time in AFL history, Australians can stream every round of the footy live and free on [7plus Sport](#), offering unprecedented access to game day action and new programs all season long.

Seven's AFL coverage in 2025 includes matches on 23 Thursday nights, 24 Friday nights, State Footy Saturdays, 25 Sunday afternoons and five Sunday nights, plus marquee games and every game in the Finals Series including – exclusive to Seven and 7plus Sport – the **Brownlow Medal** and the **AFL Grand Final**. Plus, fans in New South Wales, Queensland, South Australia and Western Australia can watch every game involving teams from their home states.

The Seven AFL line-up for 2025 also includes the new programs **The Agenda Setters**, **Unfiltered**, **Extra Time**, **Sunday Footy Feast**, **The Wash Up**, **Kane's Call** and **Full Sweat**, plus long-standing favourite **The Front Bar**.

Seven National Television Sales Director, Katie Finney, said: “Seven is a one-stop shop for brands to connect with footy fans on every screen in the country.

“Brands can be part of the action on Seven’s capital city and regional broadcast channels, 7plus Sport live streaming, and all siren-to-siren ad inventory on Fox Footy simulcast matches including on Kayo and Binge.

“One place, one transaction to access all these screens and the most efficient way to achieve the biggest reach each week. Seven is also the only place to unlock the single ad after the goal break – the most valuable 30 seconds in marketing, now available on every screen,” she said.

“With the introduction of live streaming for the summer of cricket and now AFL, Seven has an even stronger 52-week sports proposition. Cricket and AFL on 7plus Sport join our already vast digital sports line-up, which includes horse racing, Supercars, AFLW, LIV Golf, cycling, hockey, athletics, netball, and much more. Australians can now enjoy every sport on Seven, live and free, on any device, from anywhere in the country, at any time.”

Last year, Seven’s AFL and AFLW coverage reached 17.4 million Australians. The **AFL Grand Final** was the most-watched program of 2024, with a total TV audience of 4.06 million (making it the most watched Grand Final since 2021) and a national reach of 6.24 million. The 2024 **Brownlow Medal** had 1.27 million total TV viewers, including the biggest broadcast audience since 2015, and reached 2.9 million.

Seven’s National Sport Sales Director, Rob Maclean, said: “The biggest games are on Seven and 7plus Sport live and free, including every Thursday and Friday night – the highest rating games of the week.

“In 2025, Seven’s line-up will feature more Thursday night footy which fans love, more Sundays and more Sunday night blockbusters, plus all the big hallmark events live – including the Opening and Gather Rounds, Dreamtime at the ‘G, Anzac Day and Kings Birthday – all Finals and exclusive coverage of the Brownlow Medal and the Grand Final.

“The launch of AFL on 7plus Sport allows us to cater to a diversity of content preferences and broaden the opportunity for brands to connect with our audiences. From 6 March, we will present live streaming of matches broadcast by Seven; full replays of matches broadcast by Seven; highlights of all matches of the AFL season including the Fox exclusive matches; extensive social clips; FAST channels; an AFL Kids alternate stream on select games; and more exclusive, digital-first content,” he said.

“7AFL brings together the key ingredients for effective advertising: cross-over with pop culture to ensure relevancy, consistent audiences at scale, and opportunities for brands to capture consumer attention. We partner with brands to help solve their unique

challenges – whether that is to build brand love, drive short-term responsiveness, access more cost-efficient production services or even assistance with content for employee engagement.”

Seven Network Director of Sport, Chris Jones, said: “The new era of AFL on Seven is about to begin and our production team can’t wait for it to kick off. There is so much that is new including **Full Sweat, The Agenda Setters, Unfiltered, Extra Time, Sunday Footy Feast, The Wash Up** and **Kane’s Call**, creating powerful new opportunities for our commercial partners.

“Our new talent including Kane Cornes, Nick Riewoldt and Caroline Wilson will ensure that we have the game’s #1 on air team. And for the first time, every Australian can stream AFL live and free on 7plus Sport. We can’t wait for it to all start with **The Front Bar** and **Full Sweat** tomorrow night before the 2025 season kicks off on Thursday in Brisbane.

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About the Seven Network

The Seven Network is part of Seven West Media (ASX: SWM), one of Australia’s most prominent media companies, with a market-leading presence in content production across broadcast television, publishing and digital. The Seven Network alone reaches about 17 million people a month.

The company owns some of Australia’s most renowned media businesses, including the Seven Network and its affiliate channels 7two, 7mate, 7flix and 7Bravo; the digital platform [7plus](https://www.7plus.com.au); [7NEWS.com.au](https://www.7news.com.au); *The West Australian*; *The Sunday Times*; [PerthNow](https://www.perthnow.com.au); [The Nightly](https://www.thenightly.com.au); and [Streamer](https://www.streamer.com.au). The Seven Network is home to Australia’s most loved news, sport and entertainment programming, including **7NEWS, 7NEWS Spotlight, Sunrise, The Morning Show, The Voice, Home and Away, Australian Idol, My Kitchen Rules, SAS Australia, Farmer Wants A Wife, The Chase Australia, Better Homes and Gardens, RFDS, The 1% Club** and the **TV WEEK Logie Awards**. Seven Network is also the broadcast partner of the AFL, Cricket Australia and Supercars.