



APPENDIX A: SAMPLE

AFL /AFLPA PLAYER CONSENT FORM

APPENDIX A

Player Name:

Club:

Date:

Consent sought for: New AFL licensed product
..... AFL promotion

Brief description:

.....
.....
.....

Payment (as per AFL licensing categories):

.....
.....
.....

Consent approved:

(signature)

Date: / /1999

Player Name:

Consent denied (on the following grounds):

- Tobacco
- Alcohol
- Religious
- Race
- Personal sponsorship Details:

To be faxed to (03) 9650 9809 or sent to:

*AFL Licensing Department
GPO Box 1449N
MELBOURNE VIC 3001*

Within 7 working days (from date sent by AFL) or consent will be deemed to have been given. If you have any further queries, please contact AFL Licensing on (03) 9643 1940.

APPENDIX B

AFL LICENSING CATEGORIES

APPENDIX B

<p>AFL CLUB PROGRAMS</p> <p>Club Logos – AFL Logos</p> <p>100% AFL <i>(refer to attachment 14)</i></p>	<p>GENERAL PLAYER IMAGE PROGRAM</p> <p>60 players plus in production 80% player (via the AFLPA) 20% AFL <i>(refer to attachment 1)</i></p>
<p>AFL TEAM IMAGE</p> <p>Club programs using six or more player images of same team</p> <p>100% AFL <i>(refer to attachment 15)</i></p>	<p>MULTIPLE PLAYER IMAGE PROGRAMS</p> <p>6 – 59 Players 80% Player (via the AFLPA) 20% AFL <i>(refer to attachment 2)</i></p>
<p>PROMOTION OF THE GAME</p> <p>Non-revenue program No fees</p> <p><i>(refer to attachment 4)</i></p>	<p>INDIVIDUAL PLAYER PROGRAMS</p> <p>1 – 5 Players 80% Player 20% AFL <i>(Refer to attachment 16)</i></p>

APPENDIX C

AFL MEMORABILIA AFL PLAYER SIGNING FEE SCALE

Original signature fee: Refer to scale

PHOTOGRAPHS OR PRINTS (Volume)	DOLLAR (Individual value)
0 – 100	\$20.00
101 – 250	\$16.00
251 – 400	\$14.00
401 – 500	\$12.00
501 – 1000	\$10.00
1001 – 1500	\$9.00

JUMPERS AND FOOTBALLS (Volume)	DOLLAR (Individual Value)
0 – 50	\$40.00
51 – 100	\$32.00
101 – 200	\$25.00
201 – 300	\$22.00
301 – 400	\$20.00
401 – 500	\$18.00

*Group fees (6 or more) to be a sliding
scale based on % of wholesale value.*

APPENDIX D

APPENDIX D

AFL/AFLPA PLAYER REQUEST FOR USE OF AFL INTELLECTUAL PROPERTY

Date:

Player Name:

Club:

Contact:

Player Agent:

Contact:

Client:

Product:

Media spend:

Breakdown:

Proposed launch date:

Length of campaign:

Request for:

Request: Approved

Denied

Payment structure: