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Virgin Australia Newsroom 

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18 August 2014 | [Sponsorships](#) <sup>[1]</sup>

## **Virgin Australia launches second annual AFL Film Festival**

<sup>[2]</sup>

Virgin Australia today announced the launch of its second annual Film Festival in partnership with 10 AFL clubs around the country. After a successful debut in 2013, the competition will see the clubs create a unique film for their fans in the hope of securing a dedicated high altitude training session in Los Angeles when the season ends.

This year, the competition challenges football clubs to create a three minute video under the theme Everything's Possible. Putting the creative skills of some of the AFL's biggest names to the test, each video will be rated by the number of views, likes, shares and comments on Facebook and YouTube.

Virgin Australia, General Manager of Marketing, Michael Scott said, "As the official airline partner of the AFL, the Virgin Australia Film Festival gives players a chance to showcase their talent off the field. This year we have seen stories ranging from heart felt community contributions, unique musical creation, club history and a look into the future of some of the games' all stars.

"With more than 1.5 million views generated through the Film Festival last year we expect to exceed this target this year thanks to high profile and celebrity cameos by Gary Ablett Jr, Harry Kewell, Patty Mills, Bruce McAvaney, Jason Holmes US College basketball player, Ross Oakley and Jason Akermanis. We continue to look for unique ways to amplify our partnership with the AFL and find new and creative ways to engage the fans," Mr Scott said.

AFL General Manager Commercial Operations, Darren Birch, said: "The Virgin Australia Film Festival was a highlight of the AFL season last year and we're delighted it is now an annual event on the AFL calendar.

"Virgin Australia's commitment to Australia's game is highlighted by the size and scope of this initiative and the fact that our clubs and players are so eager to be involved is testament to the interesting and innovative way in which Virgin Australia approaches their partnership with the AFL." Mr Birch said.

There are four major prize packages available to participating teams including the Grand Prize of 30 return Business Class flights to Los Angeles to participate in Altitude Training ahead of next season. All 10 Clubs will be encouraging fans to get behind their films through their social channels to vote.

The clubs participating include Adelaide Crows, Brisbane Lions, Carlton Blues, Essendon Bombers, Gold Coast Suns, Greater Western Sydney Giants, Port Adelaide Power, Richmond Tigers, St Kilda Saints, and the Western Bulldogs.

The competition opens today and voting closes 18 September with the winner due to be

announced on Tuesday 23 September.

To see the videos and for terms and conditions visit [www.virginaustralia.com/](http://www.virginaustralia.com/filmfestiva) <sup>[3]</sup>[filmfestiva](http://www.virginaustralia.com/filmfestiva) <sup>[3]</sup>.

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