

**Introduction:** The Western Bulldogs and their apparel partner, ASICS Oceania are pleased to announce they will be gifting underage football players in Ballarat with free ASICS footwear. The joint initiative will see all children who are registered football participants in the Ballarat Football and Netball League, from Under 9's to Under 14's competitions, receive a brand-new pair of ASICS footwear.

## **PARTICIPANT FAQ'S**

### **How can I apply to receive free ASICS footwear for my child through this initiative?**

Each club's junior coordinator along with BFNL staff will be responsible for collecting and submitting player information, for all eligible junior footballers at their club. Once player information is compiled and received, ASICS will work on ensuring a bulk delivery of free ASICS footwear is sent to each club prior to the commencement of junior competition.

### **Which junior football players are eligible to receive free ASICS footwear?**

Any registered junior football participant in the BFNL from the following junior competitions; Under 9 Boys, Under 11 Boys, Under 13 Boys, Under 12 Girls, Under 14 Girls.

### **Are junior players that play in other junior competitions eligible for the free ASICS footwear?**

Only players competing in the previously listed junior competitions are eligible to receive free ASICS footwear. However, for example, if an Under 13 registered boy also plays in the Under 15 competition, they will still be eligible to receive the free ASICS footwear.

### **What types of free ASICS footwear are available through this program?**

A variety of both ASICS football boots and running shoes, such as but not limited to, LETHAL FLASH IT, LETHAL SPEED, GEL-CONTEND. Eligible junior players will not be able to request a preference of receiving football boots or running shoes.

### **Is there a limit to how many pairs of free ASICS footwear a family can receive?**

If a family has multiple registered junior players from the list of eligible junior football competitions, then they will receive multiple pairs of free ASICS footwear.

### **Can junior players apply for multiple pairs of free ASICS footwear?**

No, each junior player is limited to receiving one pair of free ASICS footwear.

### **How are the sizes of free ASICS footwear determined for the junior players?**

Junior club coordinators will be responsible for collating the sizes of their eligible junior football players and sending it back to the Western Bulldogs and ASICS for fulfillment.

### **What documentation is required to participate in this program?**

Completed player registration within an eligible 2024 BFNL junior football competition.

### **Can I volunteer to help distribute the free ASICS footwear to junior players?**

We're working on what the delivery process looks like for each club, but we would love to see as many families as possible attend the specified training night where the free ASICS footwear will be delivered. Your club coordinator will confirm details of this process once finalised.

### **How long does it take to receive the free ASICS footwear once applications are submitted?**

The BFNL, Club Coordinators, Western Bulldogs and ASICS are working together to ensure that the free ASICS footwear is delivered to clubs prior to the commencement of the junior season.

**Why have the Western Bulldogs and ASICS decided to launch this initiative?**

We hope that this initiative brings some joy to kids and their families and plays a small part in strengthening their connection with community football and their clubs. Supporting communities is at the heart of both ASICS and the Bulldogs philosophy, and with the Ballarat region and surrounds having had some recent challenges, both our organisations felt compelled to offer a small token of support to a community that has embraced the Bulldogs and our partners from day one.

**What are the benefits of wearing ASICS footwear?**

ASICS shoes are developed using the latest product innovations, and are endorsed by leading sporting authorities, including The Australian Physiotherapy Association and Sports Medicine Australia. All ASICS footwear are designed with performance in mind, ensuring athletes of all ages and abilities feel confident, comfortable and well supported whether running about on the playground or the sporting field.

**CLUB COORDINATOR FAQ's****What steps should individual club coordinators take to register their club for participation in the program?**

Individual club coordinators will be sent an email outlining all of the required steps involved in ensuring their registered junior football players receive free ASICS footwear. This email will contain a spreadsheet template that must be used to compile a comprehensive list of all junior football players within eligible football competitions. The email will also outline timelines and key contacts if any additional questions are received.

**Is there a specific process for club coordinators to request a certain number of free ASICS footwear items for their junior players?**

The best process is for club coordinators to collate quantities and sizes of shoes that they require for their players on the spreadsheet template that will be attached to the email. We will collate each club's information and send through to ASICS as individual batch orders.

**How can club coordinators ensure they accurately collect and submit the required information for their players to receive free ASICS footwear?**

Club coordinators should have access to their 2024 registered individual player database, which can be used to identify eligible junior football players. We also advise sharing information about the program directly, either via email communication to parents/guardians of eligible junior football players or via hosting an information night at junior club training.

**Are there any specific deadlines or timelines that club coordinators need to adhere to when participating in the initiative?**

We must receive completed spreadsheets, containing all eligible junior football player information, by Close Of Business Friday 5 April. This will ensure we have enough time to cross-reference registered player lists with the BFNL, as well as processing the order with ASICS for delivery week commencing Monday 15 April.

**Are there any guidelines or training provided to club coordinators on how to effectively manage both the collation of data and distribution of free ASICS footwear within their clubs?**

Local BFNL and Western Bulldogs Ballarat representatives will be on hand to assist with the collation of data during the two-week registration period from Friday March 22 to Friday April 5.

These representatives, along with additional Western Bulldogs and ASICS resources, will be on hand to assist with distribution during week commencing Monday April 15.

**How often should club coordinators update the BFNL and Western Bulldogs on the number of free ASICS footwear distributed within their club?**

We will work together during week commencing Monday April 15 to ensure all free ASICS footwear is distributed to eligible registered junior football participants. During this week we will also ensure Western Bulldogs representatives assist with the delivery of the free ASICS footwear to clubs, creating additional content pieces for promotional purposes.

**Are there any reporting requirements for club coordinators regarding the impact of the free ASICS footwear on their junior players?**

There are no direct reporting requirements for club coordinators relating to the impact and/or usage of the free ASICS footwear on their junior players, however we would love to be sent imagery of junior football team photos, or playing shots, throughout the season of those who are wearing their free ASICS footwear.

**Can club coordinators provide feedback or suggestions for improving the initiative based on their experiences working with their players?**

We would love to hear as much feedback as possible, especially as we are rolling out this initiative for the first time with ASICS. This feedback can either come directly via email or phone calls, or via a club feedback form that we will send through later in the year.