



ALICE SPRINGS
Masters Games

10 - 17 October 2026



EVENT TOOLKIT

ON YOUR MARKS, GET SET, GO!

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ARE YOU READY TO GEAR UP?

We can't wait for the Alice Springs Masters Games (ASMG) the Friendly Games to return to the Red Centre. Dubbed the Games with Heart, this is a must do on the national sporting calendar.

Whether people take part to nail a PB, mark a milestone in their fitness journey or for the sheer joy of competing, ASMG offers the chance to be immersed in sport, connect with other competitors and discover all the incredible experiences that the heart of Australia has to offer.

The ASMG is Australia's first and longest running Masters Games and is open to anyone with a love of sports who meets the age criteria, which for most sports is 30 years and above.

We need you to spread the word about the Games with Heart. That's why we've put together this toolkit to help you create great social media content with a whole range of templates.

It has everything you need to get your customers excited about ASMG, while supporting an event that attracts thousands of visitors to the Red Centre and boosts the local economy.



WHAT'S SO SPECIAL ABOUT ALICE SPRINGS MASTERS GAMES?



Longest running Masters Games in Australia



Spectacular Territory destination



Unmissable social program



ASMG Ambassador: footy legend, Nathan Buckley



Boosts local economy

LOGO USAGE

Primary



Horizontal



Vertical



DOWNLOAD LOGOS

IMAGERY

All Alice Springs Masters Games imagery should show bright, clean visuals that highlight the unique landscape where possible.



DOWNLOAD IMAGERY

2026 BRAND CAMPAIGN

Colours

Primary Palette

Teal	Teal Light	Tenosol	Tenosol Light	Cerise	Cerise Light
CMYK 75 19 46 1	CMYK 75 10 49 0	CMYK 2 77 84 0	CMYK 0 69 70 0	CMYK 0 97 29 0	CMYK 0 90 9 0
RGB 87 155 149	RGB 85 167 152	RGB 219 105 71	RGB 227 121 92	RGB 218 58 113	RGB 219 77 137
HEX #579b95	HEX #55a798	HEX #db6947	HEX #e3795c	HEX #da3a71	HEX #db4d89

Secondary Palette

Midnight	Sunlight	Sand	White
CMYK 95 82 49 62	CMYK 0 21 76 0	CMYK 4 9 18 0	CMYK 0 0 0 0
RGB 13 28 49	RGB 247 204 107	RGB 240 228 209	RGB 255 255 255
HEX #0d1c31	HEX #f7cc6b	HEX #f0e4d1	HEX #ffffff

Cutout Images

The central focus of the composition should be a person or group of people where possible. The border of the images are a representation of different tracks around Alice Spings and the courses in some of the games like the Masters Mile.

We're also using map markers to highlight the offerings of the games. The markers can be moved around in relation to the composition of the border motif and image and are not to be on top of significant information.



BRAND IN ACTION

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The *friendly* games
ENTER NOW

\$99 Games Fee + Sports Fee applies

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DOWNLOAD GRAPHICS

BRAND TONE

- Cultural** Discover the rich and unique Aboriginal culture in Alice Springs
- Professional** Widely recognised as a milestone in your fitness journey.
- Entertaining** Immerse in the vibrant atmosphere with entertainment, cultural events, and celebrations throughout the Games
- Inclusive** The Games are open to anyone with a love of sports who meets the age criteria, which for most sports is 30 years and above.

SPORT KIT BAGS

Sports clubs can promote the Alice Springs Masters Games by using any of our downloadable assets on your digital and social media channels. In your Kit Bag, you will find:

- Social Media Assets
- Facebook Event Cover
- Email Banners
- Email Signatures
- A2 Printable Posters

DOWNLOAD KIT BAG

TIPS ON POSTING

- 1. Use High-Quality Images:** Visuals attract more attention. Use high-resolution images or graphics provided in the Kit Bag.
- 2. Engage Your Audience:** Ask questions, encourage sharing, and respond to comments to keep the conversation going.
- 3. Use Hashtags:** Include **#AliceSpringsMastersGames2026** and **#TheFriendlyGames** to increase visibility.
- 4. Schedule Regular Posts:** Keep the momentum by posting regularly leading up to the event.
- 5. Tag Official Accounts:** Tag the following official accounts of the Alice Springs Masters Games to leverage our audience and increase credibility.

 **@alicespringsmastersgames**

 **@asmastersgames**

