



# Game-Changing Event Ideas & Trends for Sporting Clubs in 2025-2026

Whether you're planning an end-of-season celebration, awards night, or major fundraising gala, now is the time to rethink how your club connects with fans, sponsors, and players. With expectations higher than ever, sporting events must go beyond tradition to deliver immersive, memorable experiences. Encore's latest event trend reports reveal how clubs can harness creativity, technology, and storytelling to elevate their events.





## Multisensory experiences that spark emotion

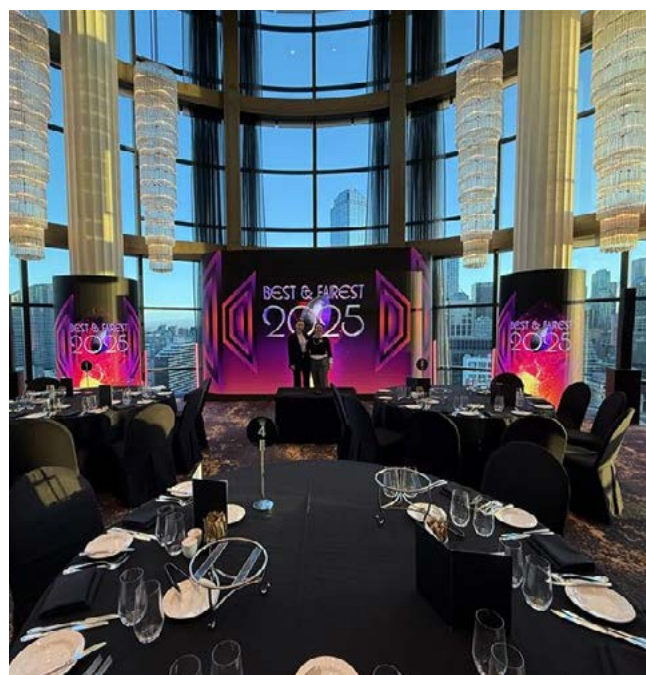
Sport is emotional, it sparks passion and energy. Your events should be too. Encore's work with national sporting clubs and associations show how LED walls and 3D constructions, 3D projection mapping, and curated soundscapes can bring a club's journey to life. At a recent awards night, Encore used dynamic lighting and immersive audio to transform a standard ballroom into a stadium-inspired celebration, creating a powerful emotional connection with attendees.

So, when planning your club's awards night or end of season celebration, be sure to consider how all the elements stimulate the senses, for an immersive experience that engages all the senses from the food to the entertainment. From LED walls and projection mapping to curated soundscapes and themed catering, every detail is crafted to deepen emotional connection. Our work with national sporting associations and clubs has shown that when guests are immersed in sight, sound, and taste, their engagement soars.

## Creative storytelling that builds your legacy

Your club's story deserves more than a slideshow. At Encore, we believe storytelling is the heartbeat of unforgettable events and we bring it to life through a powerful blend of creativity, technology, and production expertise.

Our multimedia production team crafts immersive visuals, dynamic soundscapes, and emotionally resonant narratives that celebrate your club's journey, achievements and people. Whether it's a cinematic tribute to retiring athletes, a highlight reel of season-defining moments, or a branded video that showcases your community impact, we tailor every element to your club's identity and goals.



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Encore's creative services include:

- **Custom video content:** From athlete profiles to sponsor shout-outs, we produce high-quality videos that engage audiences in the room and online.
- **Live interviews and panel sessions:** We design and stage formats that bring authenticity and energy to your event, with seamless AV support.
- **Holographic and AR storytelling:** For clubs looking to push boundaries, we offer cutting-edge formats that turn history and vision into immersive experiences.

Encore has delivered these solutions for sporting events across Australia and New Zealand, including national awards nights, club galas, and fundraising dinners. Our work consistently drives sponsor engagement, media coverage and emotional impact because we don't just tell stories, we make them unforgettable. Our team brought this principle to life at a regional football club's gala featured a cinematic tribute to retiring players, leaving fans and families deeply moved.







## Tech-enabled engagement for fans & sponsors

Sponsors want visibility. Fans want connection. Technology delivers both - and Encore leads the way in integrating innovative solutions that elevate sporting events from functional to unforgettable.

Encore's event technology services are designed to create immersive, interactive experiences that captivate audiences and maximise sponsor impact. From branded LED walls and dynamic digital signage to livestreaming and hybrid event platforms, our solutions ensure your event reaches beyond the room and resonates with remote fans, media, and stakeholders.

For example, Encore's livestreaming and webcasting services allow clubs to broadcast awards nights and season celebrations to national audiences, expanding reach and inclusivity. Sponsors benefit from branded content zones, interactive lounges, and digital activations that drive engagement and deliver measurable ROI.

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## Creative formats for every type of club event

From gala dinners to end of season celebrations, Encore offers creative formats that inspire, engage, and leave a lasting impression. Our award-winning creative production team works closely with sporting clubs to design events that reflect their identity, energise their audience, and deliver measurable impact.

For awards nights, Encore transforms traditional ballrooms into immersive environments with themed décor, branded stage sets, multimedia storytelling and storytelling. We've helped clubs elevate their celebrations with dynamic LED walls, custom video content, and interactive entertainment that celebrates athletes and engages sponsors.

For summits and conferences, Encore integrates breakout rooms, live polling, and augmented reality demos to keep sessions dynamic and participatory. At a recent national netball summit, our team designed interactive workshops and immersive content zones that encouraged collaboration and sparked new ideas.







Encore has capitalised on the trend for new creative formats by offering:

- Motivational events with cinematic visuals and real-time audience feedback
- Fundraisers that use storytelling and design to drive emotional connection and donations
- Community activations with pop-up installations and branded experiences that bring fans closer to the club

From concept to execution, Encore's full-service creative event design and production capabilities ensure your club's event is not only well-run, but unforgettable.

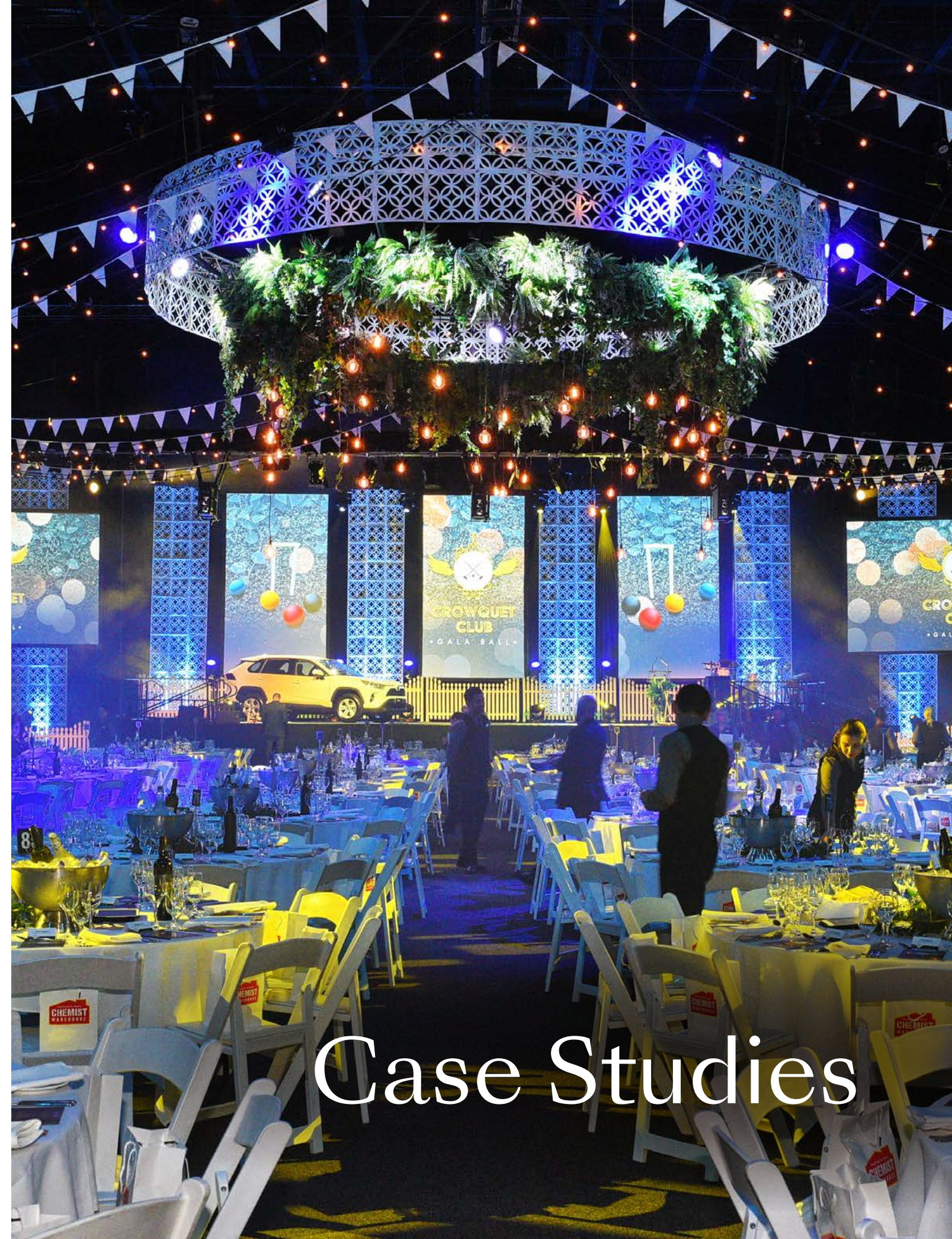
If you're ready for game-changing event productions that will transform your club, get in touch with the experts at Encore today.



## Questions and enquiries

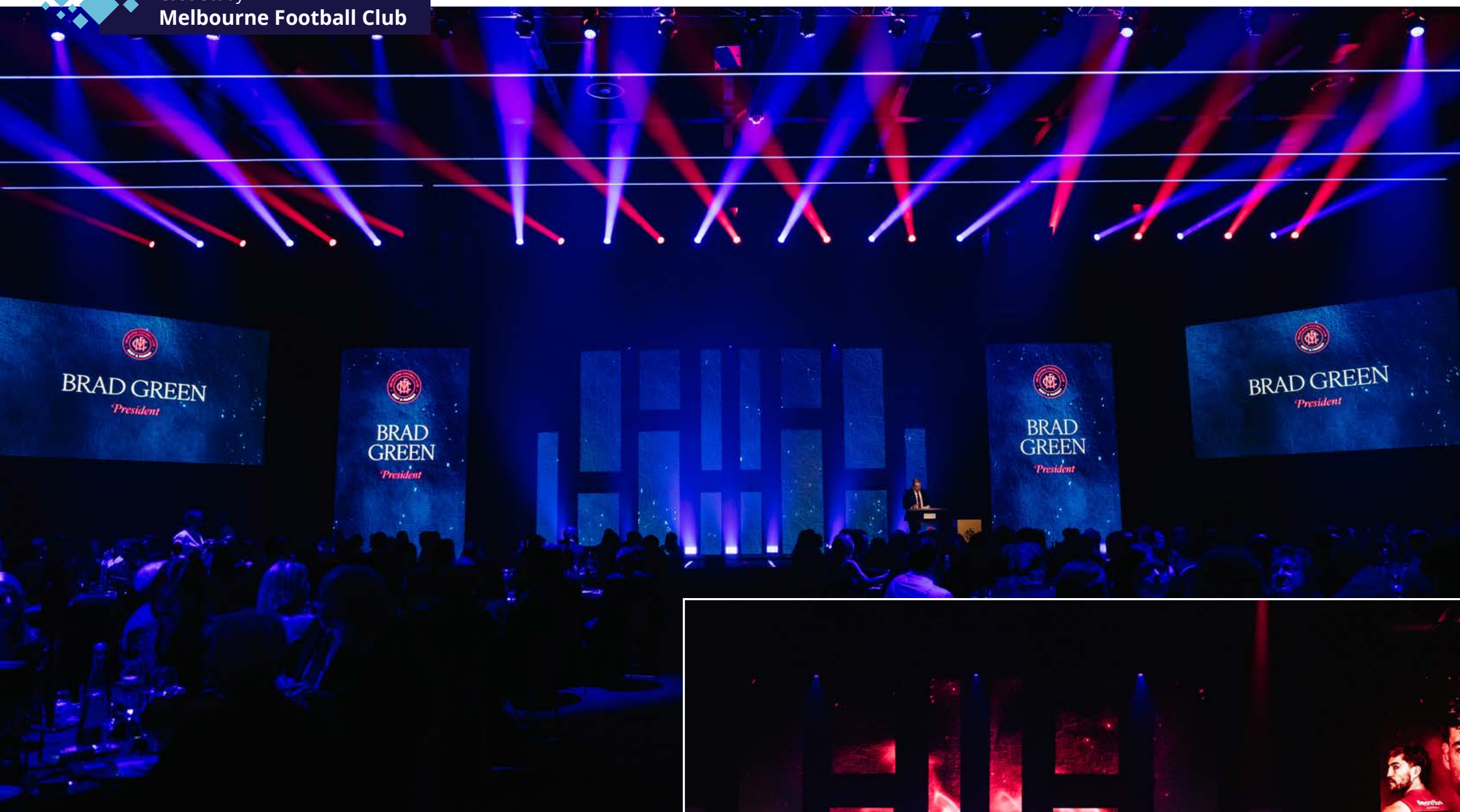
Connect with us and discuss your event needs

[info@encore-anzpac.com](mailto:info@encore-anzpac.com) | 1800 209 099 | [encore-anzpac.com](http://encore-anzpac.com)

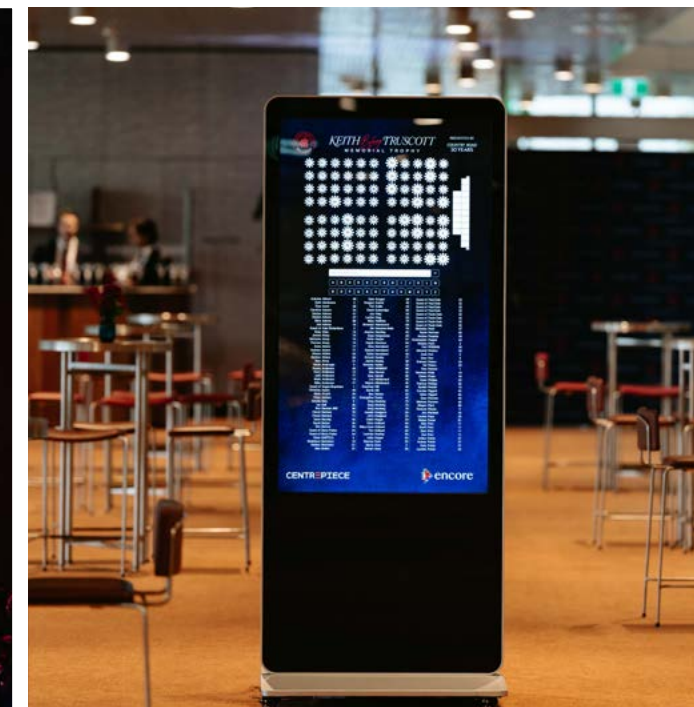


# Case Studies





# Kicking Goals for Melbourne Football Club



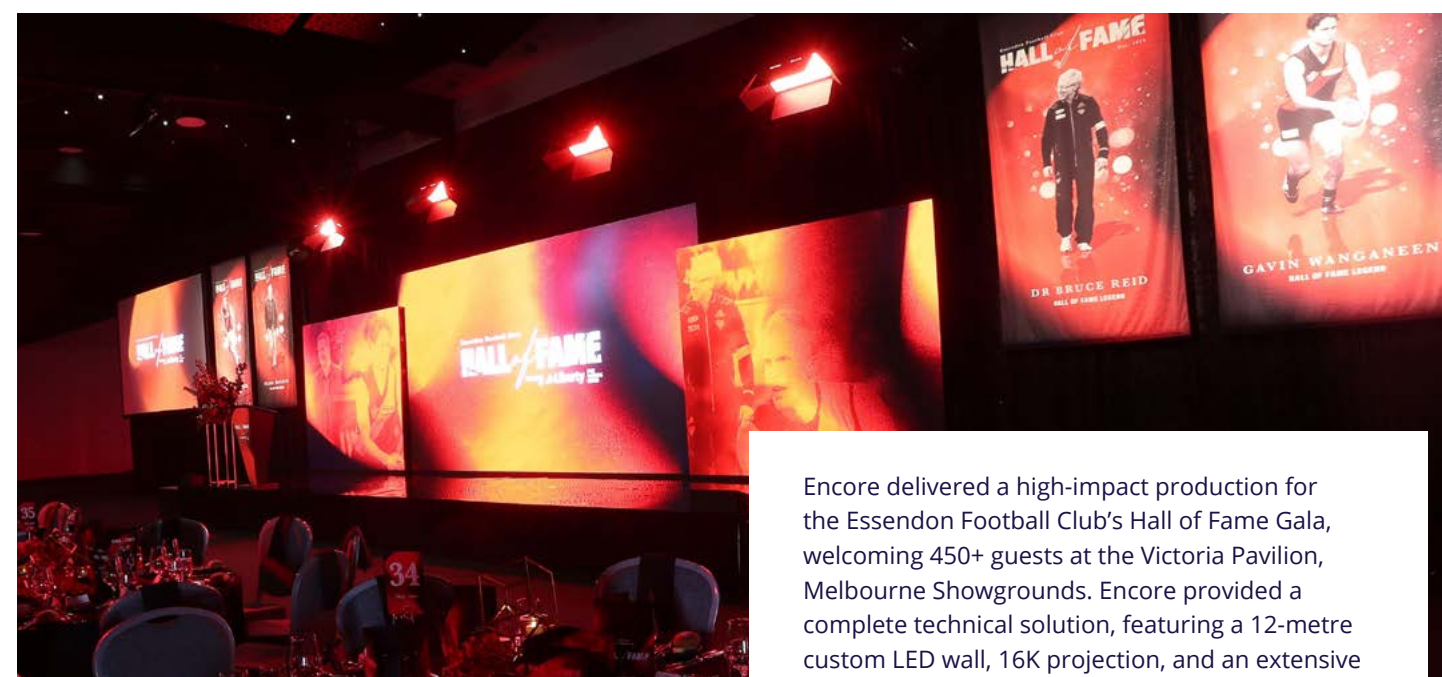
On October 4, 2024, Encore delivered a high-impact production for the Melbourne Football Club's Best and Fairest Awards at CENTREPIECE Melbourne's Grand Hall. As part of six AFL events hosted at the venue for the first time, Encore faced the challenge of creating consistent yet uniquely branded experiences within a tight three-week timeline.

Encore's solution featured strategic use of LED screens to maximise visual impact while maintaining budget efficiency. The screens displayed dynamic content, including a digital seating chart and stage backdrop, seamlessly integrating the club's branding. A dramatic lighting design in the club's red and blue colours, using over 150 R3 washes and Ayrton fixtures, enhanced the immersive atmosphere.

The event welcomed 1,000 attendees and included awards presentations, multimedia content, and a dance floor. Encore's flexible design adapted to various event styles across the AFL series, showcasing their creativity and technical expertise.

Melbourne Football Club praised the AV quality and cohesive presentation, which elevated the guest experience. Encore's delivery set a new standard for AFL events at CENTREPIECE, demonstrating their commitment to excellence, adaptability, and tailored event solutions.





Encore delivered a high-impact production for the Essendon Football Club's Hall of Fame Gala, welcoming 450+ guests at the Victoria Pavilion, Melbourne Showgrounds. Encore provided a complete technical solution, featuring a 12-metre custom LED wall, 16K projection, and an extensive moving light package. Content created by the club under Encore's guidance maximised visual impact, resulting in a polished and memorable celebration.

# Maximum Impact

## Essendon Hall of Fame Gala





# An Unmatched Extravaganza

## AFL Grand Final Best & Fairest Week

Encore delivered an unforgettable event production and immersive audio visual solution for eight days of AFL celebrations at Crown Melbourne's Palladium, including charity luncheons, club breakfasts, and gala dinners. The visual extravaganza included a giant 15m LED wall and dual 16:9 screens created a visually immersive stage, while a suspended 7m curved LED screen wowed guests from every angle. Scenic panels added depth and texture, and custom branding was seamlessly integrated across events. Encore's innovative solution allowed each client to personalise their experience - earning praise for innovation, creativity, and flawless execution.





# Celebrate in Style

## Tennis Australia Legends Lunch

Tennis Australia hosted 250 VIPs and sporting legends at the Legends Lunch, honouring tennis great Tony Roche at the Grand Hyatt Melbourne. Encore delivered a sophisticated in-person experience with a deep blue lighting wash, three giant LED screens, and a custom white-clad stage. Themed in Tennis Australia's signature blue, gold, and red, the event was a seamless blend of elegance and impact - earning glowing feedback from the client.





# Triumphant Production

## Hawthorn Football Club Season Launch

Encore delivered a dynamic production for the Hawthorn Football Club's Season Launch at Melbourne Cricket Ground. With just one week to design and deliver, the team created a bold new stage design featuring a tower formation of LED screens, Harlequin 3D Scenic Panels, and gold lighting to reflect the club's branding. Lifelike renders helped the client visualise the setup, which included a corner-facing stage to accommodate the full team. Custom content and pre-season footage added emotional impact, generating excitement for the season ahead. The result was a sophisticated, high-impact launch that thrilled guests and earned glowing client feedback.





Encore transformed the Adelaide Crows' annual gala into a whimsical "Crowquet" garden party for 1,000 guests at the Adelaide Entertainment Centre. A stunning ceiling installation of scenic panels, foliage, and festoon lighting set the tone, while a custom stage design featured towering portrait screens, croquet props, and immersive lighting. From the AFC-branded entrance to the silent auction zones and live entertainment, every detail was meticulously styled. Encore delivered full AV, styling, and production management - earning glowing praise from the club for a seamless, high-impact event that brought the brand to life in spectacular fashion.

# Spectacular Garden Party

## Adelaide Crows' Annual Gala





# Let's Talk...

Connect with us and discuss your event needs

[info@encore-anzpac.com](mailto:info@encore-anzpac.com)

1800 209 099

[encore-anzpac.com](http://encore-anzpac.com)

