

# Media Release

Hon Jacinta Allan MP  
Premier



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## 49ers TO LOCK HORNS WITH RAMS IN HISTORIC NFL GAME

The San Francisco 49ers will join the Los Angeles Rams in making sporting history at Australia's first NFL Regular Season game – setting the stage for a blockbuster spectacle which will provide a huge boost to the Victorian economy.

The 49ers will lock horns with the Rams at the iconic Melbourne Cricket Ground, delivering one of the world's biggest events in the heart of Australia's sporting capital and creating major demand for the visitor economy.

It means Melbourne will host two of the NFL's biggest teams, who both come from one of Victoria's most important tourism and business markets, the west coast of the United States – putting a spotlight on Victoria and driving interest in the State.

The 49ers are one of the NFL's most storied franchises, having won the Super Bowl five times and boasting greats such as Joe Montana, Jerry Rice and Steve Young as legends who sit in the Pro Football Hall of Fame.

They also share a heated rivalry with the Rams as NFC West opponents, making the Melbourne matchup even more important in the race to the playoffs.

San Francisco's home ground, Levi's Stadium, is hosting Monday's Super Bowl – making the city a hive of NFL activity this week with Victoria promoted to millions of Americans through activations, advertisements and media appearances on radio row.

The United States is one of Victoria's most important international markets, with 202,000 people from the U.S. visiting the state in the year ending September 2025 – staying a total of 2.1 million nights and spending \$364 million.

An average of almost 19 million people watched NFL Regular Season games in 2025, and the historic Melbourne game is expected to convert many of those fans into flights – connecting interstate and international visitors with Victorian businesses, as people fill hotels, restaurants and venues across the state.

It will also strengthen sporting and cultural ties between Victoria and the United States, helping link local businesses with potential partners – with many international business leaders likely to experience the game firsthand.

The announcement of the 49ers as the second team builds on Visit Victoria's partnership with the NFL and the Rams, which is already reaping rewards – with Victoria showcased to millions of Americans in game and across social media during the 2025 Regular Season.

As part of the partnership, highlights such as the iconic MCG, Phillip Island penguins, Melbourne's dining scene and Victoria's spectacular golf courses have been shown on the 70,000 square-foot, 80-million-pixel infinity screen inside the Rams' home ground, SoFi Stadium.

The campaign was also released across YouTube and social media, reaching more than 7 million fans in key markets across the United States.

The game adds to pipeline of blockbuster events in 2026, which also includes the *Melbourne Winter Masterpieces: Cartier* exhibition, the NRL State of Origin and the Australian Open Golf featuring Rory McIlroy.

For more information or to sign up for updates, visit the [NFL Melbourne Game website](#).

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### **Quotes attributable to Premier of Victoria Jacinta Allan**

*“Bringing the NFL to the MCG is a huge win for Victoria both on and off the field – and hosting a team like San Francisco will make it even better.”*

*“Melbourne is now the only city in the world to host an international Grand Slam, a Formula One Grand Prix and an NFL Regular Season game.”*

### **Quotes attributable to Minister for Tourism, Sport and Major Events Steve Dimopoulos**

*“This event will shine an international spotlight on Melbourne bringing even more visitors from across the globe.”*

*“We’re already seeing year-round benefits thanks to our major marketing campaigns that are exposing American audiences to the best of Victoria, and having the 49ers as the second team will only add to the interest.”*

### **Quotes attributable to Visit Victoria CEO Brendan McClements**

*“Securing Australia’s first-ever NFL game is a powerful way to create global demand for Victoria, convert that interest into visitation and connect fans with everything our State has to offer.”*

*“This is a landmark opportunity to showcase Melbourne and Victoria to millions of fans worldwide and inspire them to choose Victoria for their next trip.”*