

Media Release

Hon Jacinta Allan MP
Premier



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TOUCHDOWN: FIRST AUSTRALIAN NFL GAME DATE LOCKED IN

Melbourne will make sporting history in September, hosting Australia's first NFL Regular Season game.

The blockbuster between the Los Angeles Rams and the San Francisco 49ers will take place at the MCG on Friday 11 September 2026.

The game will kick off at approximately 10.35am AEST.

It will also make Melbourne the first city in the world to host an international tennis Grand Slam, a Formula One Grand Prix and an NFL Regular Season game.

In a major boost for Victoria, the game will be beamed live into loungerooms across the United States during prime time and showcased to fans around the globe.

February's Super Bowl audience peaked at more than 137 million viewers, while an average of almost 19 million people watched NFL Regular Season games in 2025.

More than 151,000 people have already registered their interest in the Melbourne game.

That number has jumped by more than 50,000 since the 49ers were announced as the Rams' opponents.

The Melbourne game is expected to convert thousands of fans into flights, boosting hotels, restaurants and venues.

A large contingent of business and trade leaders is expected, helping to forge stronger ties with the United States and opening doors for local businesses to connect with new partners.

Pre-sale tickets for the game go on sale from 9:00am next Wednesday, 1 April, with tickets available to the general public from Wednesday, 8 April.

As one of Victoria's most important markets, the United States accounted for 216,000 visitors in the year ending December 2025, with visitors staying a total of 2.4 million nights and spending \$391 million.

September's game adds to huge calendar of major events this year, which also includes the NRL State of Origin, the *Melbourne Winter Masterpieces: Cartier* exhibition and the Australian Open Golf featuring Rory McIlroy.

For more information or to sign up for updates, visit www.nfl.com

Quotes attributable to Premier Jacinta Allan

"Melbourne is the undisputed major events capital – no one does anything like we do."

"That's why Melbourne will soon become the first city in the world to host a tennis 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

"NFL in Melbourne for regular season points is going to be phenomenal, like nothing this country has ever seen."

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“The benefits of hosting an NFL game are year-round, because the game will convert thousands of international and interstate supporters into sightseers – in a touchdown for venues, destinations and businesses.”

Quotes attributable to Visit Victoria CEO Brendan McClements

“Hosting Australia’s first-ever NFL game will attract global attention – and that’s why we’re working hard to turn that momentum into visitation – making it a huge boost for our \$46.7 billion visitor economy.”

“The eyes of the sporting world will be on Victoria, providing a once-in-a-generation chance to promote our city, our regions and our visitor experiences.”

Quotes attributable to NFL General Manager Australia & New Zealand Charlotte Offord

“We are thrilled to be able to confirm the time and date for Australia’s first-ever regular-season NFL game at the MCG between the Rams and 49ers – a match-up that has created plenty of hype and excitement.”

“We know that there is already plenty of appetite for this game, both in Australia and internationally, and we’re looking forward to getting tickets on sale in the coming weeks for what we know is going to be an incredible NFL experience for our fans down under.”