



GAME ON: CROWN AT THE CENTRE OF MELBOURNE'S BLOCKBUSTER SPRING OF SPORT

One city. One extraordinary sporting season. One destination.

2 September 2026: Melbourne is set for one of its biggest sporting seasons, with Crown Melbourne at the centre of the action. From Australia's first regular NFL game to the Brownlow Medal, Group 1 racing, the Melbourne Cup Carnival and Australian Open Golf, the city's sporting calendar will take centre stage this spring.

With the MCG preparing to host Australia's first regular NFL season game on 11 September, Crown Melbourne will be the **Official Home of Los Angeles Rams Fans in Australia** and **Official Fan Hotel**, bringing fans together ahead of the historic game between the Los Angeles Rams and San Francisco 49ers.

The Riverwalk is bringing the energy of the NFL to the heart of Southbank: transformed into a high-energy fan zone known as **Rams House: The LA Tailgate Experience**. Rams house is live from 10 September, giving the public the opportunity to experience the atmosphere of a Rams home game long into Saturday evening, featuring live music and entertainment, appearances from the Rams Cheerleaders and mascot, LA-style food trucks and merchandise stores. The match against the 49ers will be broadcast on a giant screen on a floating pontoon on the river.

On Saturday 12 September, Crown returns to Flemington Racecourse in 2026 as naming rights partner of the prestigious \$750,000 Group 1 **Crown Makybe Diva Stakes**. We'll also be back on the iconic Millionaire's Row with the Crown marquee for Melbourne Cup Carnival, offering our signature party energy, striking design, elevated culinary experiences, and prime position overlooking the home straight.

The Crown Melbourne red carpet and Palladium will once again host the AFL Brownlow Medal, continuing a partnership spanning more than two decades, welcoming the biggest stars of the game and deciding who was best and fairest of them all ahead of the 2026 AFL Grand Final week.

From 1 October to 10 November, Racing Victoria's immersive celebration of Victorian racing will fill Crown's Atrium, featuring fashion, racing memorabilia, interactive storytelling, and racing legend tributes including Phar Lap, marking 100 years since the champion's birth.

The 2026 golf Australian Open will then return to the Melbourne Sandbelt in December with Crown the major partner and home away from home for the world's biggest golf stars, including returning green jacket headliner, Rory McIlroy.

As the city welcomes thousands of visitors for a season expected to deliver significant tourism and economic activity, Crown will activate across every major sporting code, offering exclusive fan experiences, iconic events, and world-class hospitality all under one roof.

Crown Melbourne CEO, Ed Domingo, said: "No other city on earth lives and breathes sport the way Melbourne does, and Crown is proud to play a leading role in bringing its biggest moments to life. This spring, major sporting events will put Melbourne firmly in the global spotlight and drive real impact across tourism, hospitality and the visitor economy. From the NFL and the Brownlow Medal to Group 1 racing and



the Melbourne Cup Carnival, Crown will be where fans, visitors and locals come together to experience the energy of the city at its best.”

To find out more, visit: <https://www.crownmelbourne.com.au/whats-coming>

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ABOUT CROWN MELBOURNE

Crown has been an iconic Melbourne landmark since 1994, transforming the Southbank precinct into one of Australia's most recognised and visited destinations. Nestled along the Yarra River, Crown is Melbourne's only integrated resort, offering a world class experience that attracts more than 26 million visitors annually.

Crown Melbourne's waterfront location boasts unrivalled luxury accommodation, with over 1,600 exquisitely appointed rooms across Crown Towers, Crown Metropol and Crown Promenade. Guests enjoy access to Victoria's best indoor hotel swimming pools, the award-winning Crown Spa and an exclusive retail precinct featuring designer brands and prestigious luxury outlets.

Home to an exceptional array of award-winning restaurants, including Nobu and Rockpool, alongside bars, cafes and clubs, Crown is Melbourne's ultimate entertainment destination with venues for every occasion. Marmont and Kolkata Cricket Club are new additions to the dining offering, and Victor Churchill and Mott 32 are set to open exquisite new restaurants overlooking the Yarra in 2027.

Crown LIVE is Melbourne's newest premium entertainment venue. An intimate 1,250-seat theatre, it comes alive with everything from world-class musicals and family favourites to comedy and unforgettable concert experiences. Designed for flexibility and impact, the space effortlessly transforms to suit every performance, creating an electric atmosphere for every audience. Featuring a balcony overlooking the Yarra, perfect for pre-show drinks and socialising, Crown LIVE is set within the energy of Crown Melbourne's unrivalled collection of restaurants, bars and late-night experiences. It turns every show into a complete night out in the heart of the city.

Crown Palladium Ballroom remains Australia's premiere major events destination, hosting prestigious awards and celebrations. This compliments a combined 7,350 square metres of versatile space offered by the Crown Conference Centre.



The 24-hour casino at Crown Melbourne features 540 gaming tables and over 2,600 electronic gaming machines, providing guests a wide variety of entertainment options all under the one roof.

Crown Melbourne is the state's largest single-site private employer and the largest employer of hospitality staff. The resort plays a key role in driving Melbourne's tourism sector, contributing \$1.9 billion to the local economy each year. For more than a decade, the Crown Resorts Foundation has invested over \$20 million in Victorian community organisations and initiatives, helping strengthen communities across the state.