

# CIRCULAR



**Subject:** CARLTON & UNITED BREWERIES SPONSORSHIP UPDATE

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**Audience:** Club Committees, Club Board Members

<p><b>Summary:</b></p> <p>Carlton and United Breweries (CUB) is the official and exclusive supplier of beer and alcoholic cider at Perth Football League clubs and events.</p> <p>Perth Football League has entered discussions around a proposed contract extension of the CUB contract and requires clubs to provide their 2021 Purchase Summary Spreadsheet.</p>	<p><b>Action:</b></p> <p>As part of the agreement, clubs are asked to supply their EOY Purchase Summary Spreadsheet.</p> <p>Clubs are required to submit this Purchase Summary Spreadsheet by 30 September 2021.</p>
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Carlton and United Breweries (CUB) is the official and exclusive supplier of beer and cider at Perth Football League clubs and events. The Perth Football League's exclusive commercial arrangement with CUB is current until the completion of the 2022 season.

The Perth Football League has commenced discussions regarding a 5 year contract extension of the CUB contract from the 2023 – 2027 season on behalf of our Clubs.

**To assist with these negotiations, it is critically important that Clubs supply the most accurate data possible for the 2021 season to the Perth Football League to assist us ascertain the value of our network with regards to alcohol supply.**

If your Club has commenced winding down for the season and you don't foresee any large alcohol purchases in the coming month, you are encouraged to submit your information via the attached spreadsheet. All Clubs are asked to complete this document by 30 September 2021. This date has been brought forward by two weeks to allow us to compile data to align with the Perth Football League's October board meeting.

Your club is encouraged to provide any additional information which may assist us compile valuations and feedback of our network such as total alcohol purchases and sales numbers, attached account summaries, relevant information on customer trends, feedback on the CUB partnership in general, your club's supply arrangements and valuation of that partnerships etc.

**Finally, I'd like to remind clubs with either home or away games or social functions left this season to be mindful of a) the CUB contract expectations around exclusivity and b) providing safe environments at our venues. For more info on the Perth Football Leagues Alcohol Management Policy please [click here](#).**

If you have any questions regarding your club's obligations or would like to provide verbal feedback, please contact Joe Georgiades on 0407 849 984.