

# CIRCULAR



PERTH FOOTBALL  
L E A G U E

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

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**Audience:** Club Committees, Bar Managers

<b>Summary:</b> Carlton and United Breweries (CUB) is the official and exclusive supplier of beer and alcoholic cider at Perth Football League clubs and events.  They also supply a vast range of alcoholic and non alcoholic products which clubs are invited to supply.	<b>Action:</b> Clubs are invited to collect a Sample box of CUB products on Thursday 10 March 3pm-5pm from WAFC Carpark.  Clubs are asked to please keep <u>all alcohol</u> (Liquor / RTDS) purchase records so we can analyse and potentially build a business case.
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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. As part of the agreement, clubs receive an allocation of contra product based on the number of senior teams fielded.

The Perth Football League's exclusive commercial arrangement with CUB is current until 2022 and we are currently negotiating an extension to this deal.

At all Perth Football League fixtured matches, club training and club events, only CUB beer and cider products are to be stocked and sold. **Sporting clubs are not exempt from the exclusivity pourage obligations.**

Perth Football League and CUB representatives will be randomly visiting clubs to ensure club compliance. Penalties will apply for non-compliance.

## CLUB OBLIGATIONS

- Exclusive pourage rights of beer and alcoholic cider at Perth Football League Club venues.
- Prominent signage in club rooms and bar, with no competitor advertising displayed.
- Carlton Dry logo on all senior club team jumpers.
- Clubs to submit CUB product purchase report to the Perth Football League by 15 October 2021. Clubs can submit this information from a supplier purchase report or by completing the form attached to this email.

Information regarding club contra product allocation will be provided to clubs in due course, with delivery of ALL contra stock expected to be delivered to the Club in April via the Club Connect portal. Contra product will be Carlton Dry Stubbies.

CUB has recently merged with Asahi which has expanded their product range considerably including Craft Beers, RTD's, Soft Drinks, and Sports Drinks. A complete catalogue of products is supplied as attachments to this circular. PFL will be exploring expanding our relationships with CUB in 2022 for better commercial

outcomes for the Clubs who sell their products. To help clubs select the best portfolio of products for their club, CUB has generously provided a sample pack for each PFL Club (about 15 product samples I believe), that Clubs can pick up and consume (responsibly) and help make decisions what products they would like to stock for the season. Suggest even consulting a few players to gauge their preferences.

All clubs are invited to pick this box up this Thursday between 3-5pm. We will also be distributing Female Footballs, bar mats to Clubs who missed in 2021 and scorecards.

**ACTION FOR CLUBS** Pick up CUB Samples from WA Football Commission Carpark Grenville Street, Tuart Hill.

**ACTION FOR CLUBS** For the 2022 season - Clubs are asked to please keep all alcohol (Liquor / RTDS) purchase records so we can analyse and potentially build a business case. This will be requested in a similar manner to Beer / Cider volume. I believe this exercise will be worth our while should the data be favourable.

If you have any questions regarding your club's obligations or anything related to our CUB Partnership, please contact me on [joe@perthfootball.com.au](mailto:joe@perthfootball.com.au) or call 0407 849 984.

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