

CIRCULAR



PERTH FOOTBALL
L E A G U E

Subject: CARLTON & UNITED BREWERIES SPONSORSHIP OBLIGATIONS

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Audience: Club Committees, Club Bar Managers

Summary:	Action:
Carlton & United Breweries (CUB) is the official and exclusive supplier of beer and cider at all Perth Football League Clubs and Events.	Clubs to comply with pourage and signage requirements as detailed in the circular.
A core-range is required to be stocked by PFL Clubs & Sporting Clubs at all times.	Clubs to submit pre-mixed spirit purchases from the 2023 season.
Penalties for non-compliance apply.	Clubs to submit reports for <u>all alcohol purchases</u> to the PFL. These are compulsory returns and a \$100 fine will apply for non-compliance.
Contra will be available to order in April.	

Carlton and United Breweries (CUB) is the official and exclusive supplier of beer and cider at Perth Football League clubs and events.

CLUB OBLIGATIONS

Exclusive Pourage

At all Perth Football League fixtured matches, Club training (including pre-season training and 'scratch' matches) and Club organised events hosted at Club venues, no Beer or Cider products other than CUB products are offered for sale, sold or made available for consumption. Sporting clubs are not exempt from exclusivie pourage obligations. A product list is attached to this email.

Junior clubs are not permitted to sell alcohol and are only permitted to have fridges for the personal use of volunteers. These fridges are not to be visible to the public.

Perth Football League representatives will be conducting an audit of all PFL clubs to ensure club compliance.

Core Range

CUB will be implementing a requirement for all venues to stock a core range. In 2024 it will be mandatory for all venues to stock Carlton Dry, Carlton Dry 3.5 and Pirate Life South Coast Pale Ale.

Prominent Signage

Please ensure all prominent signage in club rooms and bars are promoting CUB products, with no competitor advertising displayed.

Full Range

CUB have an extensive portfolio including the brands below:

BEER			CIDER
4 Pines	Foster's	Pacific Radler Lemon	Bulmers
Asahi	Great Northern	Pacifico Clara	Mercury
Balter	Green Beacon	Peroni	Pure Blonde
Budweiser	Grolsch	Pirate Life	Somersby
Carlton	Hoegaarden	Pure Blonde	
Cascade	Matilda Bay	Resch's	
Corona	Melbourne Bitter	Victoria Bitter	
Crown	Mountain Goat	Yak Brewing	

Purchase Reporting

As a part of the current commercial arrangement, the PFL have committed to a minimum volume of beer and cider per annum. As a result of this commitment, the PFL clubs enjoy a number of benefits including contra and discounted products. Reporting on the club purchasing of CUB products is paramount to the success of the partnership. Please accurately report your clubs purchases in the timelines noted below.

Clubs are required to include purchases of pre-mixed spirits with their beer and cider as well as report their 2023 pre-mixed spirit purchases.

- 2023 season (Oct 2022 - Sep 2023) pre-mixed spirit purchase report due 10 April 2024 (bonus stock offered for submission by the due date)
- October 2023 – March 2024 beer, cider and pre-mixed spirit purchase reports due 10 April 2024 (bonus stock offered for submission by the due date) **If no purchases were made, please report nil.**
- April - June 2024 beer, cider and and pre-mixed spirit purchase reports due 10 July 2024 (bonus stock offered for submission by the due date)
- July – September 2024 beer, cider and pre-mixed spirit purchase reports due 10 October 2024

Bonus stock will be offered to clubs who submit each report by the due date (excl report due 10/10).

Clubs can submit this information from a supplier purchase report if only one supplier is used, or by completing the form attached to this email. If completing the attached form, receipts will be required to verify purchases. Purchase reporting is a compulsory return and fines apply for non-compliance.

Contra

Contra allocation for the season will be available twice this season. The first allocation will consist of the core-range listed above and will be available in April. The second allocation will be available early in July. Both allocations will be contingent on Club Compliance both on-premise and reporting.

Contra will be distributed via Club Connect. Clubs will be advised of the code required to order in separate communication. Clubs who fail to place their order by the deadline advised will forfeit the product.

Penalties for Breach

Any Club found to breach this partnership agreement will be subject to the following penalties:

- 1st offence \$500 fine, loss of access to CUB promotions (ie. Siren Sessions) for 12 months
- 2nd offence \$1,000 fine, loss of contra, loss of home matches for 12 months, League affiliation review

These penalties will cumulate season to season and do not reset annually.

If you have any questions regarding your club's obligations or anything related to our CUB Partnership, please contact myself or Natalie on 9287 5592 or natalie@perthfootball.com.au.