

CIRCULAR



PERTH FOOTBALL
L E A G U E

Subject: CARLTON & UNITED BREWERIES SPONSORSHIP OBLIGATIONS

Date: 26 May, 2023

Document ID: 25, 2022-23

From: Andrew Dawe, Chief Executive Officer
Ph: 08 9287 5522 (Office Hours Mon to Fri, 8.30am to 5pm)
Email: andrew@perthfootball.com.au

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. Penalties for non-compliance apply.	Clubs to comply with pourage and signage requirements as detailed in the circular. Clubs are required submit reports for <u>all alcohol purchases</u> to the PFL for the June and September 2023 quarters. These are compulsory returns and a \$100 fine will apply for non-compliance.

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.

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

Prominent Signage

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

Purchase Reporting

As a part of thecurrent 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 quarterly in the timelines noted below.

- April – June purchase reports due 15 July 2023
- July – September purchase reports due 15 October 2023

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.

Clubs who accurately report their purchases for the June quarter by the due date will be offered an 5 cartons of Matilday Bay Hazy Lager per Club which will be delivered via Club Connect.

Penalties for Breach

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

- 1st offence \$500 fine
- 2nd offence \$1,000 fine, loss of contra for the following season and loss of access to CUB promotions (ie. Siren Sessions)

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.