

# CIRCULAR



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

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**Audience:** Club Committees, Club Bar Managers

<p><b>Summary:</b></p> <p><b>The agreement with Carlton &amp; United Breweries (CUB) has been extended to include ginger beer, vodka and neutral spirits.</b></p> <p>Carlton &amp; United Breweries is now the official and exclusive supplier of beer, cider, ginger beer, vodka and neutral spirit RTD (ready to drink) at all Perth Football League Clubs and Events.</p> <p>A core-range is required to be stocked by PFL Clubs &amp; Sporting Clubs at all times.</p> <p>Penalties for non-compliance apply.</p> <p>Contra will be available to order in late March.</p>	<p><b>Action:</b></p> <p>Clubs to comply with pourage and signage requirements as detailed in the circular.</p> <p>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.</p>
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Carlton and United Breweries (CUB) is the official and exclusive supplier of beer, cider, ginger beer, vodka and neutral spirit RTD's 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 products other than CUB products** are offered for sale, sold or made available for consumption in the abovementioned categories.

### Sporting clubs are not exempt from exclusivie pourage obligations.

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 throughout the season to ensure compliance.

For the avoidance of doubt, bourbon, whiskey, gin and rum based RTD products are excluded from the agreement.

### Core Range

CUB will be implementing a requirement for all venues to stock a core range. In 2025 it is mandatory for all venues to stock the following products:

**BEER: Carlton Dry, Carlton Dry 3.5 and Pirate Life South Coast Pale Ale**

**RTD: Hard Rated, Good Tides and Brookvale Union Ginger Beer**

### 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	Crown	Pirate Life	Bulmers
Asahi	Fosters	Pure Blonde	Mercury
Balter	Great Northern	Resch's	Somersby
Budweiser	Green Beacon	Victoria Bitter	Pure Blonde
Carlton	Melbourne Bitter	Yak Brewing	Goat
Cascade	Mountain Goat		
Corona	Peroni		
VODKA & NEUTRAL SPIRITS		GINGER BEER	
Brookvale Union		Brookvale Union	
Cruiser		Goat Ginger Beer	
Good Tides		Great Northern	
Hard Rated		Rusty Yak	

### 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.

- October 2024 – March 2025 beer, cider and pre-mixed spirit purchase reports due 10 April 2025 (bonus contra stock offered for submission by the due date) **If no purchases were made, please report nil.**
- April - June 2025 beer, cider and and pre-mixed spirit purchase reports due 10 July 2025 (bonus contra stock offered for submission by the due date)
- July – September 2024 beer, cider and pre-mixed spirit purchase reports due 10 October 2025

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.

### Club Connect

Club connect is a website created by CUB for clubs who don't have an existing sponsorship. Here you can purchase all your wholesale packaged beverage requirements in a single location, have the products delivered for free directly to the club at a time when a volunteer is at the club, and most importantly earn a

sponsorship contribution on every purchase into a partnership fund that the club can spend how you please. Visit <https://clubconnect.net.au/welcome/> for further information.

### **Contra**

Contra allocation for the season will be available twice this season for eligible clubs. The first allocation will consist of the core-range listed above and will be available later this month. 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.

**In addition, with the extension of the agreement into ginger beer, vodka and neutral spirits, \$500 will be made available to clubs in their club connect account to purchase RTD products.**

To be eligible to receive contra, Clubs must hold a liquor license.

### **Penalties for Breach**

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

- 1<sup>st</sup> offence \$500 fine, loss of access to CUB promotions (ie. Siren Sessions) for 12 months
- 2<sup>nd</sup> 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](mailto:natalie@perthfootball.com.au).