

CIRCULAR



Subject: JANUARY PARTNERSHIP UPDATE

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Audience: Club Committees, Board

Summary:	Action:
Business Lunch Info Belgravia Apparel Update New Balance Discount Code Beiersdorf Survey CUB Update	For Noting Discuss Apparel requirements Siren Session applications

BUSINESS LUNCH – The PFL’s Business Lunch date has been confirmed as Friday May 12 and guest speaker Danny Green has been locked in. Other speakers will be confirmed in the lead up. This will be the biggest one yet!! Please save the date in your club’s social calendars. It will be a great networking opportunity for your key sponsors and volunteers. Further details to follow in the coming weeks.

ON FIELD APPAREL – Thanks to all the Clubs who have engaged with Belgravia Group so far regarding uniforms. The feedback to date has been great. For Clubs still wanting gear for the start of the season, please commence your discussion with Belgravia staff asap to avoid disappointment. Be mindful that artwork is currently taking 7-10 days and the online store setup is 2-3 days. Below are tables of expected delivery dates based on when your order is confirmed. To get started email pfl.sports@belgraviaapparel.com

They also have set up a shop front at 1 Discovery Drive, Bibra Lake.

NB / BA OFFSHORE	BA LOCAL
27th JANUARY 2023 20th MARCH 2023	27th JANUARY 2023 6th MARCH 2023
3rd FEBRUARY 2023 27th MARCH 2023	3rd FEBRUARY 2023 13th MARCH 2023
10th FEBRUARY 2023 3rd APRIL 2023	10th FEBRUARY 2023 20th MARCH 2023
	17th FEBRUARY 2023 27th MARCH 2023
	24th FEBRUARY 2023 3rd APRIL 2023

NEW BALANCE – As part of our new partnership with New Balance, PFL will be providing a *30% Off Discount Code* on the **New Balance website** for our community to purchase products on their online store for a brief period (25 – 27 January). The code **NBPFL30** will be released to players via our EDM. We will do this another 2-3 times throughout the year. You are welcome to purchase gear if required.

STRAPPING TAPE – Our sponsor at Beiersdorf has asked if clubs could please do a short 5-minute survey with regards to their strapping tape purchases. There are two \$300 Beiersdorf prize packs that will be given away (at random) to two clubs who complete this [survey](#).

WEST COAST EAGLES – as CEO Andrew Dawe mentioned late last year, the West Coast Eagles have signed on for three years as the Major Partner of Competitions for the PFL. Moving forward their logo will replace the CUB logo on all PFL jumpers. This will be phased in as new jumpers are purchased by clubs through Belgravia.

CUB UPDATE

- **DATA CAPTURE** – The CUB contract is a significant contract for the PFL and the clubs. To help service this contract it is important to capture data correctly and regularly. Could all clubs please start to consider how you capture your CUB Beer and Cider purchases? Please reach out to Joe Georgiades if you require assistance in this area.
- **LOGOS** – A quick reminder that no club level jumper sponsorships should be entered into with any companies that are or resemble a brewery or cidery.
- **SIREN SESSION** – For clubs wanting to express their interest for a CUB Siren Session in the 2023 season, please do so by completing this questionnaire <https://form.typeform.com/to/A4BlvGOk> by the end of February.
- **EDUCATION SESSIONS** – In Mid-March, PFL and CUB will be running Club Workshops at various locations for PFL Clubs (Presidents, Bar Managers, Others) to attend and receive information on a) your RSA requirements b) the CUB Contract c) CUB Products d) Other (Bar Related) Initiatives that support your bar. Please keep an eye out for further correspondence on this.