

CIRCULAR



Subject: CUB SPONSORSHIP AGREEMENT EXTENDED

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Audience: Club Committees, WAAFL Board Members

Summary: The WAAFL has extended its agreement with CUB. The obligations on CUB and the WAAFL (and member clubs) has not altered.	Action: Information only.
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Recently the WAAFL, WAAFL and CUB agreed to revise the term of our sponsorship agreements from:

- 2011-2020 + 2021-2023 option; to
- 2018-2022 + 2023-2027 option.

The obligations on CUB and the WAAFL (and member clubs) has not altered. In summary, please find below the key obligations of the agreement:

CUB/WAAFL obligations:

1. CUB provides a cash sponsorship to the WAAFL which is applied to club affiliation fees.
2. CUB provides contra product which is distributed to clubs based on the number of senior teams.
3. CUB is the exclusive beer and cider category sponsor of the WAAFL, exclusivity extends to individual clubs whereby clubs must not solicit or accept any sponsorship from a competitor of CUB.
4. Clubs are to provide exclusive pourage of beer and cider products at their home venues (inclusive of match days and events controlled by the Club as well as third parties utilising the Club's license).
5. Clubs must ensure that where functions are conducted at other venues, CUB beer and cider products are exclusively used.
6. The Carlton Draught logo is to be displayed on all senior playing jumpers. (Players under the age of 18 must have this logo covered when playing in senior teams.)
7. Clubs must at the request of CUB, display CUB signage in the foyer and bar of each clubs home venue.
8. CUB, Clubs and the WAAFL have an obligation to the responsible promotion of CUB's sponsorship and its products.

This is an important partnership with clubs and the broader football industry and we appreciate clubs commitment to ensuring that CUB can maximise their sponsorship benefits. For a detailed list of obligations to ensure your club is fully compliant, please contact myself.

WAAFL Alcohol Management Policy

The WAAFL has a Club Alcohol Management Policy. Clubs should respect this policy, in particular;

- No liquor is to be sold before 1 pm on match days, unless approved by the WAAFL General Manager.
- Clubs are discouraged from consuming alcohol in change rooms immediately after a match.
- Visiting clubs are not permitted to bring their own alcohol to the ground.
- Spectators are not permitted to take alcohol outside the licensed area, in particular not onto the ground and around team huddles.
- In accordance with a club's entertainment condition of its liquor licence, the following are not permitted at a club; immodestly or indecently dressed, lewd or indecent behaviour or "R" rated materials.

No sale or consumption of alcohol at junior football

- The WAAFL Junior Alcohol Policy strictly prohibits the sale and consumption of alcohol at junior football.
- This includes game day (including scratch matches) and during all training sessions.
- WAAFL clubs and attached sporting associations should respect this junior football policy and not permit the sale and consumption of alcohol under the WAAFL club's liquor license at junior football.