



Lion Sponsorship Benefits for Clubs



- Cash rebate of \$4.00 (ex GST) for every carton of Lion beer, cider hard seltzer and RTD purchased*
- Cash rebate of \$25.00 (ex GST) for every Lion keg purchased*
- Ability to host home finals should your club qualify

** Applies to clubs who do not have an existing sponsorship or pourage rights deal with Lion. Clubs with a separate agreement will be entitled to rebates according to their individual deal.*

What Does Your Club need to do on Adelaide Footy League Match Days to be Compliant?

- If you serve tap beer, exclusively range Lion beers on tap
- **Range a maximum of 2 non-Lion packaged beer brands which are positioned on lower shelves of your fridges, with the remaining packaged beers being Lion brands**
- If you range cider, range a minimum of 1 Lion cider brand
- If you range hard seltzer, range a minimum of 1 Lion hard seltzer brand
- Ensure that your venue achieves the above asks by Friday 31st May
- If you purchase through a retailer, retain your Lion purchase receipts or statement of account
- Submit the Lion Volume Rebate Claim form to your Lion Sales Executive when you wish to claim your rebates, along with copies of proof of purchase documents
- To learn more about Lion's full range of beer, cider, hard seltzer and RTD products, please visit <https://lionco.com/our-brands/australia/beer/>
- **In order to be allocated home finals, clubs must:**
 - Achieve all compliance asks detailed above and verify compliance by 31st May via visit from your Lion Sales Executive, or sending through photos of compliant fridges & taps
 - Should a club who has not been confirmed as compliant prior to the deadline finish in a ladder position which would earn a home final and still wishes to host home finals, the club will pay a Cash Compensation Fee of \$2,000 ex GST to Lion

Your Lion Sales Executive will arrange a meeting to partner you with the above, and then again to confirm compliance ahead of 31st May. Should you have any questions please contact your Lion Sales Executive, or alternatively contact Lion SA Sponsorship & Events Leader Tim Moffat on 0419 032 328 or tim.moffat@lionco.com

Compliant Fridge Example

This fridge layout is compliant to Lion's proposed sponsorship deal as it:

- Has only 2 x non-Lion beer products (highlighted in orange)
- Has all non-Lion products on the lower non-preferred shelves.



Non-Compliant Fridge Example

This fridge layout is **not compliant** to Lion's proposed sponsorship deal as it:

- Has more than 2 x non-Lion beer product (highlighted in orange)
- Please note that each individual Coopers product counts as 1 x non-Lion brand



Non-Compliant Fridge Example

This fridge layout is **not compliant** to Lion's proposed sponsorship deal as it:

- Has non-Lion beer products on higher, preferred shelves (highlighted in orange)
- Non-Lion product would need to be moved to lower, non-preferred shelf to achieve compliance

