



## MEMO 36-2023

**DATE:** 10 July 2023  
**TO:** Senior NPL Mens & Womens and Northern League One Clubs  
**FROM:** General Manager – Premier Competitions  
**SUBJECT:** Modus Sponsorship

For Information or Action	Action required	Action completed by	NNSWF Contact	Total Pages
Information	Fill in form noted below	Friday 14 <sup>TH</sup> July	<a href="#">Liam Bentley</a>	2

We are happy to confirm that Northern NSW Football has recently signed a formal partnership with Modus to become the Official Beer of Northern NSW NPL Mens, NPL Womens and HIT 106.9 Northern League One for the remainder of season 2023.

Modus Brewing are based in Merewether and on Sydney's Northern Beaches. They proudly run on 100 per cent green energy, are hungry innovators and 100 per Australian owned and brewed.

Since their inception in 2014 Modus have gone to great lengths to brew a better standard of beer, producing a truly premium product.

This partnership is similar to that of the previous partner, Coopers, with the key elements as follows:

- Clubs will receive \$350 (retail) worth of free product for the remainder of the season comprised of the following Modus offering:
  - Modus Cerveza
  - Modus Hazy 3.5
  - Modus Ginger Beer
- Clubs can purchase further Modus product direct from Modus for wholesale price less 10%.
- Clubs are required to stock a minimum of 3 different Modus products in their fridge at all senior matchdays.
- Club are still permitted to stock other brands of alcohol on top of the above.

Should this partnership be as strong as we believe it can be, this may lead to an extension into 2024 which will include significantly expanded benefits for clubs.



# NORTHERN NSW FOOTBALL

Clubs are requested to [fill out this form](#), to provide their details and acknowledge their full responsibilities within the agreement.

Contra stock will be available from LMWFF from next week, please contact [scarte@northernnswfootball.com.au](mailto:scarte@northernnswfootball.com.au) to arrange collection.

**Liam Bentley**  
**General Manager Football Operations**  
**Northern NSW Football**

MEMORANDUM