

MEDIA RELEASE
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GAME ON! SOLO JOINS FOOTBALL WEST

Football West is delighted to announce that Schweppes Australia has signed on as the Official Non-Alcoholic Drink Supplier of Football West through the Solo brand.

The initial two-year deal will see Schweppes take naming rights to the State League knockout cup which will be known as the Solo Cup.

Prize money will be increased for competing teams with clubs making the Quarter Final stage now eligible for reward.

In addition, all affiliated Football West clubs are able to sign up for an exclusive Schweppes account which provides access to the full range of products offered at wholesale prices, door to door delivery and a rebate scheme which puts money back into the pockets of the grassroots game.

Football West Commercial & Marketing Manager Ben Fitzpatrick believes the deal will provide a great windfall for grassroots clubs.

“To have a national company such as Schweppes Australia as a partner is a huge boost for the local game,” he said.

“The benefits will flow directly to our affiliated clubs through wholesale pricing, rebates, assistance with beverage equipment and of course increased prize money for those competing in the Solo Cup.

“This deal is further evidence of the increasing professionalism of WA football and that we have the ability to attract top corporate partners to our game.”

Schweppes State Manager HORECA Mike Evans says: “At Schweppes we are committed to football in Australia, and we are delighted to partner up with Football West locally to bring Schweppes sophistication and excitement to such a professional organisation.”

Football West is also planning to expand the Solo Cup in 2012 to include more Sunday League clubs and also Metropolitan League teams.

Click [here](#) to view the Round 1 Solo Cup fixtures

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