

FFA LEAGUES MEMO

Date: 21 December 2017 **No:** 17-030

From: Gillian Harris **Pages:** 1

Competition(s): FFA Cup

Subject: FFA Cup Naming Rights Partner Update

Dear CEOs,

Football Federation Australia (**FFA**) writes to advise that Scentre Group (owner and operator of the Westfield Brand in Australia and New Zealand) will be focusing on their women's football sponsorship properties and therefore stepping down as the naming rights partner of the FFA Cup.

The completion of their naming rights partnership of FFA Cup was negotiated as part of the renewed sponsorship agreement between the FFA and Scentre Group which commenced in July 2017, in order to increase their sponsorship support for women's football.

FFA is in market for a new naming rights partner and until such time that a replacement is found, the logo suite attached ([FFA Cup Logo Suite](#)) should be used, and at all times, the competition should be referred to as the "FFA Cup" until further notice.

FFA will be in touch with your staff to work through all operational matters relating to the "Westfield FFA Cup" branded items and the process around replacing these items moving forward.

Should you have any other queries regarding FFA Cup naming rights please contact me directly via gillian.harris@ffa.com.au

Kind regards,



Gillian Harris
General Manager Commercial Partnerships and Licensing