



15 September 2015

Mr M Humfrey
Manager - Corporate and Community Services
Town of Cottesloe
PO Box 606
Cottesloe WA 6911

Dear Mat

Further to correspondence dated 26th May 2015, on behalf of the club I would like to apply for a permit to add a sponsor's logo to our beach surveillance tower.

Accompanying this letter are two concepts we would like to add to the tower, being an acknowledgment of the Town of Cottesloe's support in the purchase and creation of the initiative, and second acknowledgement of Channel 9 who support our lifesaving program.

The intent is to have Channel 9 on three sides of the tower and the Town's logo on the rear facing the public on the footpath. This would be less signage than what had been placed on there last season.

If there is a more formal method of applying for the permit I would be happy to complete that.

Yours sincerely

Ben Unbehau
General Manager

The Tim Roberts Family Foundation • The Bendat Family Foundation



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FAMILY VIGNERONS C. 1849

The Lifesaving program of NCSLSC
is generously supported by:



This surveillance tower was supplied to North Cottesloe Surf Life Saving Club via the generous support of the Town of Cottesloe's Grant Scheme.



Town of Cottesloe

From: Ben Stephens (President CSLSC)
Sent: Thursday, 15 October 2015 9:03 AM
To: Andrew Jackson
Cc: Katie Fairhall (Support Services CSLSC);
Subject: RE: CSLSC signage

Hi Andrew,

With reference to your below queries:

- Both towers have been prepared the same;
- No commercial references are planned for the towers at this stage, although it is possible for a single sponsor logo to be attached. This would be in one point of the tower only, most likely the back where the club and government logo is attached. There are currently no discussions with any commercial partners and so it is most unlikely there will be any change in this space this summer. The only other possible addition would be the general logo of Surf Life Saving WA, likely to the sides. We propose to remove the towers from the beach again at the end of patrolling in April.
- The club continues to use the wind break system of the previous 20 years, which is currently the West Australian (x2) and Channel 7(x2), together with a 'Cottesloe SLSC' set – these are only used on the beach on the weekends;
- The only club event that may have actually signs or banners would likely be the Cottesloe Mile in January, where there is usually a Mainpeak banner together with the use of the windbreaks;
- For SxS we have agreed to place the windbreaks immediately in front of Indiana, rather than usual placement;
- Roto swim is usually in pack down by the time we start patrols.

Thanks and regards,

Ben