

Circular

Title:	<u>WOODSIDE NIPPERS UNIFORM VESTS FOR 2019-20</u>
Date:	19 June 2019
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Department:	Marketing & Partnerships
From:	Minda Penn, Marketing & Partnerships Coordinator Ph: 08 9207 6666 (SLSWA Office Hours Monday to Friday, 8.30am to 5pm) Email: mpenn@slnwa.com.au
Audience:	Club Administrators, Club Marketing & Sponsorship Officers
Summary:	This document provides information about logo placements on the Woodside Nippers high visibility vests.
Action:	Clubs wishing to print a club sponsor on the provided Woodside Nippers high visibility uniform vests are required to seek approvals from SLSWA Marketing & Partnerships Team prior to printing. All approvals must be sent in writing to Minda Penn (email: mpenn@slnwa.com.au)
Attachment:	NIL

BACKGROUND

Under the new Woodside Nippers partnership, every nipper in Western Australia will receive a high visibility vest to be worn for all nipper activities including participation in surf sports competition.

The provision of a safe environment at all SLSWA competitions is paramount. All competitors in water-based surf lifesaving events held by SLSWA in 2019/20 will be required to wear a high visibility YELLOW lycra vest - one of the five SLSA approved hi-vis colours for competitor identification, as per SLSA Water Safety Policy and Procedures 1.01.

Vest Style and Design

The Woodside Nippers vests will incorporate the following style and design features, as demonstrated in diagram below:





- a) **Colour** – Vests will be FLUORO YELLOW.
- b) **Style** – Vests will be of a singlet design (Nippers may wear short or long sleeve vests beneath their uniform vests).
- c) **SLSWA Roundel** – The SLSWA roundel will be positioned on the left breast position of the vest.
- d) **Lotterywest Logo** – In recognition of their support via the Lotterywest Nipper Equipment Grant, the Lotterywest logo will feature on the right breast of the singlet.
- e) **Club name** – Should a club wish, after receiving their vests they may print their club name along the rear bottom of the vest. This is optional and at the expense of the club. Lettering may be no higher than 1.5cm, and single line is preferable.
- f) **Sponsor Logo** – In lieu of SLSWA securing a State Sponsor, this space may be sold by the club to an approved club sponsor on an annual/year to year basis. Any costs incurred in the printing of a sponsor logo are the responsibility of the club. Any printing will need to be actioned by the club after receipt of their vests. Any sponsor must be approved in writing by SLSWA, as per the approval process detailed below, and in line with design specifications as follows: *Logo size – Maximum size of logo that may appear in the Sponsor Logo position will be 125cm², i.e. 12.5cm x 10cm logo.*

Approval Process

To avoid potential sponsorship conflicts, no club sponsor may be added to the vest unless approved by SLSWA in writing. Please contact Marketing & Partnerships Coordinator Minda Penn (email: mpenn@slnwa.com.au) for sponsor approval. Prior to printing, artwork proofs showing logo specs will need to be provided to SLSWA for sign off.

Further Information

Should you or any of your members have queries regarding the information contained in this circular please contact Minda Penn, Marketing & Partnerships Coordinator on (08) 9207 6666 or mpenn@slnwa.com.au.

A handwritten signature in black ink that reads 'J. O'Toole'.

JAMES O'TOOLE
CHIEF EXECUTIVE OFFICER