



Cold Lake Public Library
5513B 48th Avenue
COLD LAKE, ALBERTA
CANADA, T9M 1X9
Phone: (780) 594-7425
Fax: (780) 594-7787

Aug 13, 2020

City of Cold Lake
5513 48 Avenue
Cold Lake, Alberta
T9M 1A1

Dear Mayor and Council,

The Cold Lake Library is looking to form a marketing partnership with the City. The City of Cold Lake has always been our largest financial supporter and the Library has been able to offer numerous programs and services due to this support. To ensure that members of the community are aware of these services and programs, the Library continues to look for ways to market these services in the local area.

In the past, the Library has successfully used the Cold Lake Transit marketing services, both with a bench ad, as well as in-bus advertising.

The Library is hoping to access this transit marketing opportunity again and is asking for the fees to be waived in order to do so. The City of Cold Lake Library Board feels that this is a unique marketing opportunity for the Library and the City, and provides benefits to both organizations and the members of the community. As there are currently many transit benches without advertising, the Library, with your support, would love to promote what we do and brighten up a second bus stop area with a new design.

Looking forward to working with you to serve the City of Cold Lake!

Sincerely

A handwritten signature in blue ink, appearing to read "Leslie Price".

Leslie Price
Director
Cold Lake Library (780) 594-7425
director@library.coldlake.ab.ca

A handwritten signature in blue ink, appearing to read "Darren Robson".

Darren Robson
Secretary / Treasurer
City of Cold Lake Library Board