

	<b>MARKETING AND/OR PROMOTION REQUEST AND APPROVAL FORM</b> Bingo and Electronic Games	<b>Page No.</b>	Page 1 of 2
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		<b>Rev. No.</b>	0
		<b>Effectivity</b>	April 19, 2021

**GS Form No. 28**

**EG/EBLD Reference No.:** \_\_\_\_\_

*Use this form to request approval from E-Games / E-Bingo Licensing Department (EG/EBLD) for the proposed marketing activity and/or promotion. Only requests with complete information and/or attachment/s will be processed. Failure to provide the required information could result to non-processing of the request. Cut-off for submission of request shall be 4:00 P.M.*

**PLEASE ALLOW FIFTEEN (15) BUSINESS DAYS FROM THE SUBMISSION OF COMPLETE INFORMATION AND ATTACHMENTS FOR EG/EBLD TO PROCESS YOUR REQUEST.**

Name of Service Provider/Operator: \_\_\_\_\_  
(please provide complete registered name)

Office Address/Gaming Site Location: \_\_\_\_\_  
(as reflected in the license)

Type of Game Offering: \_\_\_\_\_

Nature/Title of Marketing Activity/Promotion: \_\_\_\_\_

Date of Implementation : \_\_\_\_\_

**SECTION A: MARKETING AND/OR PROMOTION (TO BE PROVIDED BY SERVICE PROVIDER / OPERATOR)**

This is to request approval of the proposed marketing activity and/or promotion.

This request is our:     **Initial Submission**     **Resubmission**

This is to certify and confirm that the attached IRG of the intended marketing activity and/or promotion is consistent with PAGCOR's prescribed standards and contains the following details:

- |                      |   |
|----------------------|---|
| a. Title             | f. Terms and Conditions                     |
| b. Period Covered    | g. Irregularities and Resolution            |
| c. Objectives        | h. Promotional Materials                    |
| d. Prizes            | i. Other concerns that needs to be included |
| e. General Mechanics |   |

We further confirm and undertake to do the following:

- Implementation of marketing and/or promotion's IRG shall be coordinated with PAGCOR's Compliance Monitoring and Enforcement Department (CMED).
- The Operator shall not directly poach on another Operators' or PAGCOR's customers by actively enticing to the Operator's gaming site.
- Marketing activities and/or promotions must target lower middle income and above customers.
- All costs and expenses including prizes for this marketing activity or promotion shall be considered as marketing expenses which are solely for the account of and shouldered by the Service Provider or Operator, as applicable.
- Schedule of promotional bingo game/s shall not coincide with PAGCOR's Shower of Millions.

Printed Name: \_\_\_\_\_ Signature: \_\_\_\_\_  
(Authorized Representative)

Position Title: \_\_\_\_\_ Date: \_\_\_\_\_

**SECTION B: SUBMISSION INSTRUCTIONS**

Once Section A is completed, please submit this form to EG/EBLD along with corresponding attachment/s. Hard copies may be submitted directly to the EG/EBLD office or scanned copies may be emailed using the e-mail addresses as indicated below:

*E-Games / E-Bingo Licensing Department  
 Philippine Amusement and Gaming Corporation  
 PAGCOR Main Corporate Office, 12th Floor, iMET BPO Tower,  
 CBP-1A Metropolitan Park, Roxas Boulevard, Pasay City 1300  
 Tel. nos.: 755-3199/755-3299/755-3899/755-3999  
 loc. 5012, 5013, 5084 or 5085  
 E-mail address: [GLDD.RGUCompliance@pagcor.ph](mailto:GLDD.RGUCompliance@pagcor.ph)*



**MARKETING AND/OR  
PROMOTION REQUEST AND  
APPROVAL FORM**

Bingo and Electronic Games

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**SECTION C: ACTION TAKEN (TO BE FILLED UP BY EG/EBLD)**

**A. RETURNED** due to incomplete IRG, conflict of schedule, unacceptable proposed marketing activity or promotion.

**B. RECEIVED FOR PROCESSING AND EVALUATION** with Reference No.: \_\_\_\_\_

**By:** Printed Name: \_\_\_\_\_ Signature: \_\_\_\_\_

Position Title: \_\_\_\_\_ Date: \_\_\_\_\_

Observations: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

**C. RECOMMENDED FOR APPROVAL** – subject to the condition/s set under **Remarks** below, if any

**By:** Printed Name: \_\_\_\_\_ Signature: \_\_\_\_\_

Position Title: \_\_\_\_\_ Date: \_\_\_\_\_

**Approved by:**

\_\_\_\_\_  
Assistant Vice President

**REMARKS**

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_