

	MARKETING AND/OR PROMOTION REQUEST AND APPROVAL FORM Bingo and Electronic Games	Page No.	Page 1 of 2
		Form No.	EG/EBLD - 433
		Rev. No.	1
		Effectivity	JULY 1, 2022

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.

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: _____
(As reflected in the license)

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 need 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, 14th Floor, iMET BPO Tower, CBP-1A Metropolitan Park,
 Roxas Boulevard, Pasay City 1300
 Tel. nos.: (+632) 8522-0299 / 8522-1357 / 8522-1245 / 8522-1324 loc. 5301 / 5303
 E-mail address: eGaming_Forms@pagcor.ph*



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

A. RETURNED

- _____ Due to incomplete IRG
- _____ Due to conflict of schedule
- _____ Unacceptable proposed marketing activity or promotion
- _____ Incomplete documentation or information

B. RECEIVED FOR PROCESSING AND EVALUATION

Evaluation/Observations:

By: Printed Name: _____ Signature: _____
Position Title: _____ Date: _____

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

