



MARKETING PROMOTIONS FORM

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Form No.	GLDD - 987
Revision No.	0
Effectivity	September 1, 2019

CRM FORM NO. 33

Use this form to consult with or notify PAGCOR regarding proposed marketing and/or casino promotions, to wit:

- Licensee to consult with PAGCOR regarding new marketing and/or casino promotions at least five (5) business days prior to implementation date. In the event that the submitted Implementing Rules and Guidelines (IRG) requires revisions, the final/corrected version of the IRG shall be submitted to GLDD at least one (1) business day prior to implementation date.
- Licensee to consult with PAGCOR regarding modifications to previously submitted marketing and/or casino promotions at least five (5) business days prior to implementation date. In the event that the submitted IRG requires revisions, the final/corrected version of the IRG shall be submitted to GLDD at least one (1) business day prior to implementation date.
- For marketing and/or casino promotion that is similar to one which has been previously consulted with PAGCOR, Licensee to notify PAGCOR at least one (1) business day prior to implementation date.

PLEASE NOTE THAT PAGCOR RESERVES THE RIGHT TO CONDUCT POST-AUDIT OF ALL MARKETING PROMOTIONS.

Licensee : _____

Casino Location: _____ Date : _____

Date of Implementation : _____

Check the applicable box. For initial submission of marketing and/or casino promotions, fill up Item A of Section A. For modifications to marketing and/or casino promotions, fill up Item B of Section A. For marketing and/or casino promotions similar to one previously consulted with GLDD, fill up Item C of Section A.

SECTION A: MARKETING PROMOTION

- A. New/Initial marketing and/or casino promotions with accompanying IRG attached as Annex ____
- B. Modifications to previously submitted marketing and/or casino promotions with accompanying IRG attached as Annex ____
- C. Marketing and/or casino promotion similar to one previously consulted with GLDD, with accompanying IRG attached as Annex ____

This is to certify and confirm that the attached IRG of the intended marketing and/or casino promotions is consistent with PAGCOR's prescribed standard format and contains the following details:

- | | |
|----------------------|--|
| a. Title | f. Terms and Conditions |
| b. Period Covered | h. Irregularities and Resolution |
| c. Objectives | i. Impact of the Marketing and/or Casino Promotion |
| d. Prized | j. Promotional Materials |
| e. General Mechanics | k. Remarks (Other concerns that need to be included) |

We further confirm and undertake to do the following:

- Implementation of marketing and/or casino promotion's IRG shall be coordinated with the PAGCOR Monitoring Team.
- The Licensee shall not directly poach on another licensees' or PAGCOR's customers by actively enticing or transporting them to the Licensee's casino.
- All costs and expenses including prizes for this promotion shall be considered as marketing expenses which are solely for the account of and shouldered by the Licensee.
- GLDD and the PAGCOR Monitoring Team shall be informed of any changes/cancellation to the promotion's rules and prizes prior to implementation.



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SECTION B: PHOTOGRAPH AND/OR VIDEO COVERAGE (IF APPLICABLE)

A photograph and/or video coverage of the abovementioned marketing promotion shall be conducted during the following dates and in the following locations:

DATE	LOCATION

(Please use additional sheet if necessary.)

We confirm and undertake to do the following:

- The conduct of photograph and video coverage inside the casino premises shall be in accordance with Regulation 16 Section 10 of the Casino Regulatory Manual.
- The abovementioned undertakings shall be carried out in close coordination with the PAGCOR Monitoring Team.

Name of Requestor: _____ Position Title : _____

Signature : _____ Date: _____

SECTION C: SUBMISSION INSTRUCTIONS

Once Section A is completed, please submit this form to GLDD along with the corresponding attachment/s. Hard copies may be submitted directly to GLDD or scanned copies may be emailed using the e-mail address of the concerned licensed casino as indicated below:

Gaming Licensing and Development Department
Philippine Amusement and Gaming Corporation
12th Floor, iMET BPO Tower, CBP-1A Metropolitan Park, Roxas Blvd, Pasay City
Tel. No. (02) 755-3199 / 755-3299 / 755-3999

E-mail addresses: gldd_resortsworldmanila@pagcor.ph / gldd_widuscasino@pagcor.ph
gldd_bloomberryresorts@pagcor.ph / gldd_fiestacasino@pagcor.ph

If submission is done thru e-mail, the Licensee should ensure that it has been duly received and acknowledged by GLDD. The Licensee shall be notified by GLDD thru e-mail confirming receipt of this form. If no e-mail confirmation is received from GLDD, the Licensee should submit the hard copy directly to GLDD.

SECTION D: ACTION TAKEN (TO BE FILLED UP BY GLDD)

A. RETURNED on _____ due to:
(date)

Incomplete / Incorrect entry/ies stated in the form Incomplete submissions

Incomplete / Erroneous IRG

By:

Signature over Printed Name: _____

Position Title: _____



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B. RECEIVED FOR PROCESSING on _____ with assigned Reference No. _____
(date)

By:

Signature over Printed Name: _____

Position Title: _____