



## **FALLSVIEW CASINO RESORT ILLUMINATION PROGRAM**

### **Guidelines & Eligibility**

Please read guidelines carefully before submitting an application to the Fallsview Illumination Program.

#### **Mandate**

The mandate of the Fallsview Casino Resort Illumination Program is to help bring awareness to special events or causes that support our values in the areas of health and well-being, environmental sustainability, community improvement and social services, tourism, arts, culture and heritage.

#### **Eligibility**

Fallsview Illumination Program requests are only granted to mark significant dates or special events in support of a special cause (preferably by a registered charity or non-profit).

The Corporate Giving Program evaluates requests on the following sponsorship criteria:

- Geographic Market – The event takes place in or near a community where the Casinos operate
- Alignment – The event must be consistent with the Casinos' commitment to corporate responsibility, support the Casinos positioning as a strong community partner and portray a positive image
- Target Market – The event's target market must primarily engage adults aged 19 and older

#### **Ineligibility**

The Corporate Giving Program will not consider requests for support of the following:

- Organizations, projects, events or activities focused primarily on people under 19 (nineteen) years of age (minors)
- Individual or personal causes
- For-profit events or organizations
- Partisan, political, religious or denominational organizations or activities
- Activities that could be deemed discriminatory as defined by the Ontario Human Rights Code

#### **Conditions**

The Fallsview Illumination Program reserves the right to deny any Illumination request or cancel any scheduled Illumination at any time, without notice.

The Fallsview Illumination Program reserves the right to proof and/or approve any materials that feature the Fallsview name or logo, including but not limited to press releases, brochures, banners, signage, web pages, advertisements (print, radio, TV or online) and merchandise.

All filming, photo and media requests for the Fallsview Illumination Program must be approved by the Corporate Communications department in advance.

Film, photo and media requests can be directed to Jennifer Murphy, Communications Specialist by email at [jmurphy@fallsviewcasinoresort.com](mailto:jmurphy@fallsviewcasinoresort.com).

## **How to Apply**

Eligible organizations are invited to complete and submit a Fallsview Illumination Program Application. In order to be considered a valid application, the form must be completed in its entirety.

While a small amount of supporting documentation may be included with the application, please keep this material relevant. Please do not send DVDs, USBs or videotapes.

As a component of Niagara Casinos Corporate Giving Program, all applications for the Fallsview Illumination Program are brought before the Corporate Giving Program Executive Committee, which meet quarterly to review requests according to the Corporate Giving Program policies and procedures.

If an application is successful, the applicant will be contacted using the contact information provided in the application form below. Please complete and submit the application form no later than thirty (30) days prior to the requested date.

Completed applications may be submitted in the following ways:

**Mail:**

Corporate Giving Program  
c/o Corporate Communications  
Fallsview Casino Resort  
6380 Fallsview Blvd., PO Box 300  
Niagara Falls, ON, L2G 7X5

**Email:**

[corporategiving@fallsviewcasinoresort.com](mailto:corporategiving@fallsviewcasinoresort.com)



**FALLSVIEW CASINO RESORT ILLUMINATION PROGRAM  
Application Form**

<b>Organization Name:</b>	
<b>Primary Contact Name:</b>	
<b>Primary Contact Email:</b>	
<b>Address:</b>	<b>Province:</b>
<b>City:</b>	<b>Postal Code:</b>
<b>Phone Number:</b>	<b>Website:</b>
<b>Facebook:</b>	<b>Twitter:</b>
<b>Name of Event:</b>	
<b>Requested Date:</b>	
<b>Requested Start Time:</b>	<b>Requested End Time:</b>
<b>Requested Colour:</b>	

**Please describe your special event purpose and activities (attach additional information as appropriate):**

*Note: Illumination times are approximate and subject to change according to lighting conditions.*

**The Applicant understands that the information collected on this form is to allow the Fallsview Illumination Program to evaluate its request for Illumination. The Applicant further understands that the information collected will be used and disclosed as may be reasonably necessary by Fallsview Casino Resort to assess and approve such request and consents to the collection, use and disclosure of such information for that purpose.**

<b>Signature of Applicant:</b>	<b>Date:</b>
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